

FORENSIC LINGUISTIC IN ONLINE BUSINESS

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Abstract: Forensic linguistics is a science that examines language in relation to legal science as a device for proving judicial cases. Forensic linguistics in online business in this study was found in online buying and selling accounts that sell illegal products or are categorised as non-halal. Products are presented in the form of images and descriptions that use language. The sale and purchase are criminal acts of violating the ITE (Informasi dan Teknologi Elektronik or Electronic Information and Technology) Law regarding online transactions. The purpose of the study is to describe linguistic forensics in online business in buying and selling transactions using the persuasive theory of Keraf (1994), including rationalization, identification, suggestion, conformity, compensation, substitution, and projection. For this purpose, the qualitative descriptive research method has been employed. The results of the study indicate violations of the ITE Law related to online buying and selling of mustika (gemstone or talisman) products or talismans in the form of agate.

Keywords: *forensic linguistic, language of buying and selling online, online business*

INTRODUCTION

The development of technology provides convenience for human beings in all aspects. One of its achievements is on commercial economics. The past way of business

was carried out into one place to draw up agreements and to make exchanges of goods, but today's business can be done through internet networks or social media. From now on, sellers only need smartphones, computers and internet networks to sell their products online store by displaying images and product descriptions that can be seen worldwide. It can be purchased and reached by all countries, and it's called as e-commerce.

According to Devito (Devito, 2018), communication lead to the activity of person or people to deliver messages in verbal or nonverbal form either to the receiver through line or mass communication media which occur in certain or specific context and has certain effect to get feedback to reach their goal. The purpose/goal of communication can be reached if the receiver understand and can respond the speakers with certain response. The delivery process could be fast for both receiver and speaker to reach their purpose of communication. (Wicaksono, 2022).

In online selling and buying transactions, the purpose of communicator between sellers and buyers is to exchange money or product. Buyers understand the product offered by the sellers through product description and sellers also able to describe the product using persuasive sentences and finally the buyers can get their desire product offered. Through online transactions both sellers and buyers make a deal through online without meeting each other. Buyers can also view and buy the desired product through smartphones or computers and internet networks simply by opening the online store application. Furthermore, the buyer can make a payment through bank transfer or COD (Cash On Delivery), by means the product is paid in cash when it reaches the buyer.

The increasing need and interest of the public towards online stores make all forms of products available being offered through online stores. Not only food, clothing, accessories and household appliances, but even cars, and homes can be traded through online social media. Without the need to enter and leave the store, without going through other people's intermediaries nor having to bargain at products, buyers can place orders anywhere and anytime without any time limit. All they need to do is make a payment and then wait for a response from the seller if their order has been processed until the goods reach their hands.

Selling and buying through online stores is quite popular in public. According to Law No.8 of 2011 about information and Electronic Transactions explained about the validity of electronic transactions. It is supported by Law No.11 of 2008 concerning

Information and Electronic Transactions Based on provisions. Article 1 Number 10 of Law No.11 of 2008 which concerning Information and Electronic Transactions, mentioned Electronic transactions are deeds law that is carried out using computer, computer network or media other electronics. This means people are given easier access to do the electronics transactions and also it help people to sell and to get the desired product through a computer network or media electronic (Suryani, 2021).

One aspect that missed from companies that own online store accounts is the policy that binds the doers of online buying and selling transactions. There are lack of strict legal sanctions policies against online buying and selling, especially sellers who want to sell products their product through online store application. These problems can be misapplied by sellers to commit criminal acts, one of which is offering illegal or non-halal products which is taboo or unacceptable for Muslim consumers.

Illegal or haram (unclean, taboo) products offered by sellers on online store accounts in addition to displaying product images also display product descriptions using language. Illegal or non-halal products that are traded and found in online store accounts vary, ranging from knowledge transfer, to selling mustika (diamond) objects or auspicious charms that have magical value and are believed to be able to change a person's life in the form of agate, oil, keris (Javanese dagger believed to possess magical powers), and others.

There are several previous studies that conducted. The first one is Nugroho (Nugroho, 2013), titled Understanding Sellers Persuasive Communication Process to Form Buyers Trust in Online Selling and Buying Transactions through Kaskus Forum. Persuasive communication used by Kaskus Sellers to attract the consumers to buy their products online. Persuasive communication has been made by making, introducing and promoting the products. It delivered by making thread contain product, location, contact, testimonial and how to pay it. In other hand, buyers can easily search for the products as they wish from the available search column. Then, the sellers do a direct persuasive communication to the expected buyers by using good attitude and showing the benefits of the products. After that it followed by the deals and transfer payment system, Cash On Delivery or third party payment.

Kuspriyono (Kuspriyono, 2017) titled An Analysis Persuasive Message in Advertorial OLX which provoked the using of persuasive sentences in OLX consistently.

In his research he analyzes the diction choices, vocabularies, and meaning of persuasive sentences. The result of the analysis by Kuspriyono (Kuspriyono, 2017) shown that there are some expectations from the researcher that the board of advertorial use a better approach to sell their needs of products. So their products can be reached by consumers widely and effectively.

Maulydia (Maulyda, 2021) titled *Persuasive Language In Online Trading Transactions*. The using of persuasive language in that research, found in motto which it can be taken or quoted from product name, product facts data and its function, also some benefits of the product. Those persuasive techniques that used in online transactions can be derived such as rationalization, suggestion, conformity, compensation, substitution, and projection.

From the explanation above about persuasive message, there are some differences in this study. One of which is in this forensic linguistic research focuses on criminality done in the persuasive language of online buying and selling. The purpose of this study is to describes the persuasive form as well as the category of violations of the K store online buying and selling language law that is displayed in the form of a mustika or talisman product description. The urgency of this research lies in the fact that the legal language that regulates the policy of online buying and selling transactions in Indonesia is considered to be still taxable and has not firmly bound the transaction actors so that illegal or non-halal products are free to be traded even with persuasive language descriptions that can clearly influence others to buy.

This research describes about the persuasive language used in the product descriptions that are considered illegal or non-halal on online store accounts, which is a criminal offense that violates the ITE Law regarding online transactions. The author hopes that this research can contribute to the formulation of the Information and Transaction Law (ITE Law) in Indonesia related to online buying and selling transactions using clear and legal firm language against online buying and selling transaction actors.

In online buying and selling, anyone can easily join and register themselves on an online store account, both as sellers and buyers. Unfiltered sellers unhampered by any binding and strict legal policies or penalties of the online store company, can freely offer any product on the online store. Sellers freely display images and descriptions of products

that actually violate the law. Meanwhile, buyers of various ages and backgrounds can see and buy the product without considering the benefits and risks.

According to Fitriyono, the criminal law formulation policy in Indonesia uses the concept of the 2008 Criminal Code which regulates the protection of e-commerce transactions which until now is still unclear and unintegrated and thus felt to be lacking (Fitriyono, 2011). This is because there is no specific regulation regarding criminal acts in e-commerce transactions (p.76). It can be said that online buying and selling transaction itself indicate the violation of the law governing related buying and selling online transactions.

Based on Article 1320 Chapter II Part 2 of the Civil Code states 4 there is valid conditions of the agreement, including (Kitab Undang-Undang Hukum Perdata (Burgerlijk Wetboek Voor Indonesie), n.d.):

- 1) there is word of agreement between those who bind themselves;
- 2) the ability of the agreeing party to make an agreement;
- 3) a certain transaction;
- 4) a halal cause (causa), referring to the Islamic distinction drawn between legal and illegal products.

In online buying and selling transactions, if the buyer agrees and makes payment and the seller processes the product until it is received by the buyer, both of them can be said to be proficient in the agreement, namely the exchange of money for the product. However, these buying and selling products do not necessarily fulfill the legal requirements of a lawful cause (cause) agreement (Suryani, 2021).

A lawful cause (causa) is a prohibition on binding an agreement that violates the law, the value of decency, or public order (Suryani, 2021). In this study, it was found that the sale and purchase agreement violated the law, the value of decency, or order that concerns the general public. This indeed violates the agreement related to halal cause (causa) because the seller has clearly intended through the product description to show the benefits of the product being sold to harm the buyer or harm other parties involved.

Products that are traded online to the general public and violated the law are restricted. In this study products that are traded in online store companies named K Store and it spread widely. In these online stores, many illegal, unauthorized, non-lawful and

non-halal products can found to be easily. Photos or images of the Product are displayed with clear and persuasive product description.

This research is expected to give contribution to the development of linguistics especially forensic linguistics and to provide input on applicable law in Indonesia. It is also expected that regulations and laws become clearer and firmer in online buying and selling transactions, especially for online store companies. It is also hoped that this research will provide knowledge to online store companies to be more careful in accepting sellers who want to use their services in offering products through their online store accounts. In addition, this research is also expected to provide insight to the public to be more aware of products and online buying and selling actors that can harm and harm others.

REVIEW OF LITERATURE

According to Soemirat (Soemirat, 2017), persuasiveness can mean Solicitations that are made are not carried out in a threatening way because of the purpose of the invitation, which is not only to inform but also to change attitudes, opinions, or behaviors (p.26). Persuasive forms can be found in: 1) propaganda carried out by certain bodies or groups; 2) advertising in various media, both print and online; and 3) leaflets. In this study, a persuasive form was found in online media advertising.

According to Kothler and Amstrong (P. & A. Kothler, 2017), advertising includes all forms of non-personal presentation and paid promotion of ideas, goods, or services. Advertising objectives, according to Kothler dan Keller (P. & K. K. Kothler, 2017), are: 1) Informative advertising: aims to create brand awareness, knowledge, or features about existing and new products. 2) Persuasive advertising: aims to create likes, preferences, beliefs, and purchases of a product or service. Some persuasive advertising is comparative advertising, which explicitly compares the attributes of two brands or more. 3) Reminder advertising aims to encourage repeat purchases of a product or service. 4) Reinforcement advertising: aims to convince current buyers that they are making the right choice. According to Putri (Putri, 2022), advertising is a persuasive communication medium to attract public attention so that advertiser goals can be achieved. Advertising is a form of persuasive communication to influence someone to use a product (Barezki, 2021). Advertising has the characteristic of popularizing a product so consumers can find out

about it quickly (Handayani, 2022). It can be concluded that advertising is product offering or marketing that is carried out through various media, both print and electronic, and directly through speech with the aim that other people are interested in using it.

According to Keraf (Keraf, 1994), there are several persuasive techniques used by the speaker or author including *rationalisation*, *identification*, *suggestion*, *conformity*, *compensation*, *substitution*, and *projection* (p.124). Persuasive rationalisation is in the form of an attempt to influence, persuade, or invite others to believe in the truth based on desires, attitudes, decisions, or actions that have been planned for purpose and purpose but not absolute truth.

Persuasive identification takes the the form of an effort to influence, persuade, or invite others by highlighting self-identity, namely clearly mentioning the name or characteristic of something in detail. Persuasive suggestion is in the form of an effort to influence, persuade, or invite others to believe and be sure of something or a truth by utilising emotional power. Persuasive conformity assumes the form of an effort to influence, persuade, or invite others to change attitudes by giving a good assessment of the intended target.

Persuasive compensation can be found in the form of efforts to influence, persuade, or invite others to act or make better decisions in order to achieve the desired goal. Persuasive substitution takes the form of an effort to influence, persuade, or invite others to distract from one thing to another to the thing that is targeted or intended. Persuasive projections assume the form of efforts to influence, persuade, or invite others to divert their shortcomings to good things that are considered profitable.

METHOD

The approach in this study is descriptive qualitative. According to Creswell, qualitative research is a method of exploring and understanding meanings that are largely social problems of humanity (Creswell, 2018). The data in this study take the form of product descriptions that are traded through an online store account.

This research is subjective. According to Creswell, qualitative research is subjective, so the researcher has the authority to choose a subject or informant based on considerations tailored to the needs of the study (Creswell, 2018). The set of data

presented and analyzed in this study has been downloaded through the K online store account page from April to June 2021.

The products traded in the online store account selected in this study are products in the form of mustika or auspicious charms that are alleged to have magical value and are believed to be able to change a person's life. According to Creswell, at the time of the research process, the researcher may carry out the collection of documents of a public nature such as official reports, newspapers, personal journals, diaries, letters, and e-mails (p.181) (Creswell, 2018).

The data in this study were collected by the documentation method and the researchers continued to take notes. The documentation in question is a product description in the form of language obtained through screenshots. In the screenshot, researchers defocused the names of online stores and online store companies with the initials K and did not include the URL of the online store company's page based on certain considerations and purposes.

The listening method is carried out by carefully reading the product description to identify persuasive sentences. Furthermore, data analysis uses the translation match method and the referential match method (Sudaryanto, 2015). The researchers used Keraf's theory related to the meaning of persuasive words in translation.

The translation match method is used to translate persuasive words or sentences in product descriptions with the abilities possessed by researchers so that words or sentences can be determined using persuasive techniques of rationalization, identification, suggestion, conformity, compensation, replacement or substitution, and projection. Next, the researcher identifies the meaning in the persuasive words or sentence in the product description using referential matching techniques. The method was chosen in order to analyze the lexical meaning. Language data in this study are in the form of persuasive words or sentences in product descriptions which include crimes in online buying and selling.

The translation method is used to translate words or sentences in product descriptions with the capabilities possessed by the researcher. Researchers also look for the meaning or equivalent of the word through the KBBI online, then the researcher identifies the meaning in the persuasive word or sentence description of the product using referential matching techniques. This method was chosen to analyze lexical meaning.

FINDINGS AND DISCUSSION

Every online store company must includes terms, conditions and privacy policies intended for each user or member. Those policies addressed to online buyers and sellers, it have been regulated in accordance with the applicable laws and regulations prevalent in Indonesia. Those terms, conditions, and privacy policies must be obeyed by both sellers and buyers. Some of the conditions for using accounts related to content imposed by online K stores quoted by researchers from the online K store page (researchers only write down the initials of the online store to avoid negative impacts on researchers) include as stated below

- Promoting information that is known to be false, misleading or promotes illegal activities or acts that are abusive, threatening, obscene, and defamatory.
- Showing pornography or any material that is sexually explicit as stated in Law Number 44 of 2008 concerning pornography.
- Spreading violence in both physical and verbal forms, which is contained in the content as photos, videos, or writings that aim to harm others, not as news or positive information.
- Giving information regarding illegal activities such as making or purchasing illegal weapons, violating someone's privacy, spreading, and creating computer viruses.

Although the terms and conditions and privacy policy above have been submitted by the online store company, it turns out that there are still perpetrators of online buying and selling transactions who have committed violations.

Violations committed by the seller are not without reason. Sellers with their persuasive abilities can offer and trick consumers into being interested in buying their products even if the shape, benefits, and quality of the product do not match the description and harm the consumer. In this study, sellers were said to have committed violations for offering products that consumers believed contained the power of ghaib that can change a person's life to get sick and suffer.

Violations committed by sellers through the K online store account are a form of crime or criminality of online buying and selling that uses language as a medium to offer products. Researchers found a lot of criminality in the language of buying and selling online on the account of the K store. Nonetheless, K store online has provided terms and

conditions and a privacy policy in the form of a description on the online store account page.

The following are the terms and conditions and privacy policies that are taped by the K store online. The terms and conditions and privacy policy contain prohibitions such as mentioned based on the data obtained in this study, the sellers must set terms, conditions, and privacy policy determined by the online store company if they:

- 1) promote/ disseminate misleading information or promote illegal activities or acts that are abusive, obscene in the form of images or product descriptions;
- 2) display pornography or any material that is sexually explicit in the form of images or product descriptions;
- 3) show physical or verbal violence aimed at harming others both in the form of images and product descriptions.

Based on this, several articles related to the distribution or dissemination of transmission, the access of illegal content including in criminal acts related to illegal activities in Chapter VII of the ITE Law and Article 1320 (Soesilo, 2013) of the Criminal Code regarding prohibited acts related to this study, online buying and selling have committed violations of:

- 1) Article 27 paragraph (1), concerning decency,
- 2) Article 28 paragraph (1), regarding fake and misleading news that can harm consumers (fraud),
- 3) Article 29, concerning violence in the form of threats or scaremongering pointing to a person or person sent through information.
- 4) Article 1320 of the Civil Code, regarding the 4 valid conditions of the agreement.

One of the legal conditions of the agreement is due to a halal cause (causa).

The data found in this study are violations of the three articles above, for they concern:


- 1) providing information in the form of immoral acts, namely selling products that can make men have the power to “dominate the night” or satisfy lust with different women without the need for marriage ties;
- 2) offering products at prices that are quite considerable for personal gain, or harm and mislead others;
- 3) offering products with the aim of committing acts of violence to harm the consumer and even harm others;

- 4) selling products that do not have a legal guarantee that the product is legal, legal, and lawful.

From the explanation above it can be concluded that there are so many criminal based in online transactions that happened recently.

There are some examples of the language used by the sellers as explain down below in Figure 1.

MAGICAL MUSTIKA GEMSTONE TO PUT A SPELL ON HOUSEHOLDS



Penjelasan Produk

DIMAHARKAN "MUSTIKA SANTET RUMAH TANGGA"

ganah, hati hati menggunakan mustika santet rumah tangga ini. mampu menghancurkan keharmonisan dan kelanggengan hubungan suami istri, aman tanpa terdeteksi karena khodam ini sangat lihai dengan tugas yang anda berikan. kemampuan dari sarana santet yang satu ini memang fokus dalam mengguncang hubungan suami dan istri dalam satu rumah. makin maksimal digabung dengan Mustika Teluh Rumah Tangga. apakah anda pernah mendengar ada suatu hubungan asmara yang tidak diperbolehkan?? biasanya itu karena suatu keyakinan, kalau di Jawa bisa karena weton yang saling bertabrakan, arah rumah yang tidak cocok, atau keyakinan adat yang memang membuat hubungan cinta itu kandas di tengah jalan. dan mustika santet rumah tangga ini akan memunculkan anggapan itu untuk menjaga privasi dan melancarkan hajat anda. dengan anda meminang sarana yang satu ini maka target hubungan suami istri yang anda tuju akan bisa hancur berantakan, muncul anggapan bahwa mereka tidak cocok, muncul anggapan bahwa hubungan mereka akan selalu sial, memunculkan anggapan bahwa bila mereka bersatu akan mati salah satunya lebih dulu, memunculkan anggapan bahwa kesehatan, kerejekian, dan keturunan akan seret dan sial. semua anggapan diatas muncul karena khodam mustika santet rumah tangga ini akan mengirimkan guna guna pada rumah mereka, sehingga diantara mereka akan sakit sakitan, akan muncul emosional mendadak dan tiba tiba, mendatangkan prahara spontan hingga percekocokan, pertengkaran yang terus menerus. ada saja kesialan yang menghampiri, di datangi hewan buas, didatangi binatang berbisa, atau makhluk yang menakutkan dan simbol simbol adat yang membuat mereka semakin takut dan yakin bahwa mereka harus pisah.

JUAL MUSTIKA SANTET RUMAH TANGGA
Rp 11.250.000

Baru 0 Terjual

Posted on : 16-01-2021 05:31
Dilihat : 42 kali
Last SUNDUL : 16 January 2021, 05:31:34 AM

MAHAR Rp 11.250.000,-
miliki juga Mustika Teluh Rumah Tangga

Figure 1. Magical Mustika Gemstone to Put a Spell on Households

As displayed in Figure 1, there are some persuasive sentences include:

1) *Exchange with gems household witchcraft or putting a spell on households.* Mustika or mentika is a non-standard form of the word mestika. A Mustika is a beautiful, precious and powerful gemstone, also called a talisman (KBBI, 2016a). Witchcraft stands for magic or black magic (KBBI, 2016a). This kind of witchcraft is usually performed by a supernatural expert based on orders from a person for a specific purpose by thrusting a sharp object into a puppet as an intermediary of the intended person or by inserting an object into the body of another person by way of an occult ritual. The witchcraft in this context can be found in the form of the agate. The agate is believed to contain a khodam

or handmaiden who can perform witchcraft to others according to the orders of the owner. According to Keraf's theory The sentence *exchange with gems household* above categorized as a persuasive form of **substitution**. It can be said like that because emotionally, sellers is trying to influence consumers to believe that they can magically damage or destroy the husband-and-wife relationships.

2) *Vicious, careful use of this household witchcraft mustika is able to destroy the harmony and perpetuation of the husband-and-wife (marital) relationship*. The sentence is also categorize as a suggestive and persuasive form. Because the sellers also want to convey that the product has an unusually great benefit of being able to separate or divorce a married couple.

3) *Safe without being detected because this khodam is very shrewd with the tasks you give*. According to Keraf's the italic sentence above is categorize as a persuasive form of **projection**. It can be said as projection because the seller will try to assure consumers that the mustika can destroy the relationship of the other person is safe, and cannot be detected by others because it is protected or guarded by the khodam. Khodam is an Arabic word means maid. In the supernatural world, this khodam is a helping jinn or supernatural spirit. It can be concluded that the khodam is an invisible being or supernatural being, a companion to humans believed to be able to guard, protect, and obey the wishes of the accompanied humans. The khodam can come from heirlooms, spiritual knowledge or from ancestors who bequeathed these to their descendants.

4) *The efficacy of this witchcraft facility focused on shaking the relationship between husband and wife in one house*. Based on Keraf's theory, the italic sentence above is a persuasive form of **conformity**. It can be said like that because the sellers are trying to influence the consumer to give a good assessment of his product, so the product believed can damage the households of others with the extraordinary supernatural abilities contained in the mustika gemstone.

5) *It optimally combined with the Mustika Teluh Household*. According to Keraf's perspective, the italic sentence is also categorized as a persuasive form of **compensation**. Sellers influence consumers to act or make decisions to buy other products to support the strength of the products offered. Sellers offer household witchcraft mustika, but simultaneously offer other products called mustika teluh to put a spell on households. Sellers assure consumers that the household witchcraft mustika gemstone has the

maximum ability to destroy other people's households when combined with this mustika telur. Implicitly, sellers offer other products to consumers in the form of the latter.

6) *The target of the husband-and-wife relationship you are going to will be able to fall apart, there is an assumption that they are not suitable, there is a presumption that their relationship will always be unlucky, giving rise to the assumption that if they unite, one of them will die first, giving rise to the assumption that health, fortune, and offspring will decline and fall into misfortune.* The sentence is categorized as an **identification** of persuasive form. It can be said like that because the seller highlights the identity of his product which clearly states the function of household witchcraft, that is, the household of the other person in question will fall apart without anyone knowing that it was caused by putting a spell on the household by performing witchcraft. The other person or married couple in question will assume that if there is no match in the household because they feel that life is always unlucky, one of them will die first, will have health problems, have difficulty in obtaining fortune, and having offspring if they maintain a relationship.


7) *All of the above assumptions arise because this household witchcraft employing the gemstone spirit of khodam mustika will send us to their homes, so that between them will be sickly, will appear suddenly and suddenly emotionally, bring spontaneous prahara (tempestuous impetus) to disputes, trigger constant quarrels, there is bad luck coming to them, being visited by wild animals, visited by venomous animals, or frightening creatures and symbols of customary symbols that make them even more afraid and convinced that they had better split up.* The sentence is also categorized as an **identification** of persuasive form. Because according to Keraf's theory. It explained that when the seller highlights the identity of his product which clearly mentions the benefits of household witchcraft mustika, that is, khodam or supernatural beings in household witchcraft mustika can send use to other people's households in question. The term guna-guna represents a mantra, and jampi-jampi to attract or captivate the hearts of others (KBBI, 2016b).

Guna-guna is the same form of nomina as magic, black magic, occult science, telur, and tenung (Tesauros Tematis, n.d.). The seller assures consumers that the use sent supernaturally by the khodam to the married couple in question can make them sick frequently, experience sudden emotions that trigger the occurrence of constant quarrels, and always suffer bad luck. In addition, they will encounter beasts and venomous beasts,

or terrible creatures and customary symbols that make them even more frightened to the point of triggering quarrels. This ultimately makes them believe that the cause is a mismatch in the household, so they decide to separate or divorce (KBBI, 2016b); (Tesauro Tematis, n.d.)

The data mentioned above black magic is an example of violation of Article 1320 of the Civil Code number 4 concerning a halal cause (*causa*). Sellers promote/disseminate misleading information or promote illegal activities or acts that are abusive, showing physical or verbal violence aimed at harming others, and influencing someone to damage someone else's household.

MUSTIKA RAPE TEMPIK



Posted on : 29-07-2018 00:41
Dilihat : 2578 kali
Berat : 100 gram
Last Screenshot : 15 hours ago

Penjelasan Produk
DIMAHARKAN "MUSTIKA ROGOL TEMPIK"

bagi anda yang hobbi dalam berburu kenikmatan malam atau petualang penjelajah ranjang, maka mustika ini sangat cocok untuk anda mustika dengan tuah untuk memutuskan misi dan niatan anda dalam mencari banyak wanita untuk cinta satu malam atau untuk menikmati dalam satu tahapan, mustika ini akan menjadikan anda memiliki aura pemikat daya tarik tinggi yang akan menjadikan untuk cinta sesaat tanpa ada hubungan serius atau bahasanya adalah sekali pakai setelah hubungan itu sudah selesai tanpa ada urusan, sangat cocok untuk anda yang ingin merajai malam tuahnya hanya fokus untuk itu ganas dan teruji.

MAHAR Rp 2.150.000,-

Mahar kami berbeda dengan yang lain karena sesuai dengan tuah dan kealaman fungsi paten, mahar murah mungkin itu sekedar isian dan tuah fungsi tidak jaminan.

"Banyak tuah lain dari mustika dan pusaka ini yang tidak bisa kami sebut satu persatu karena panjang dan banyaknya, serta untuk menghindari pengipak dan penduplikat tuah dari orang tak bertanggung jawab (pedagang palsu), semua tuah akan muncul bersamaan penyelarasan diri anda"

untuk info dan pemesanan silahkan hubungi :
Sapak :
Contact :
Pin BB :
WhatsApp :
Email : .@gmail.com

Figure 2. Mustika Rogol Tempik (Aphrodisiacal Gemstone)

As displayed in Figure 2, it shows several persuasive sentences include:

1) *Rogol refer to rape* (KBBI, 2022) is a sexual act that refers to jinayah which is a criminal act that damages the organs/limbs of another person by having brutal or forced intercourse. Tempik in this context stands for the female genitals (Javanese) (KBBI, 2016c). Mustika rogol tempik can be interpreted as an amulet in the form of an agate owned and used by men to acquire sexual freedom and gain satisfaction from women. The italic sentence is categorize as a **suggestive** sentence, of persuasive form. Sellers

influence consumers believe that they can give the buyer advantages to be able to change sexual partners without any ties in the relationship or “no strings attached”.

2) *For those of you who hunt for the pleasures of the night as a pastime or those of you who are adventurous playboys, this mustika gemstone is perfect for you.* The italic sentence is categorized as a **rational** persuasive sentence based on Keraf's theory about persuasive techniques used by speaker or author to persuade the audience or buyers. It can be said like that because sellers are trying to persuade someone who had the habit of looking for and meeting different women to satisfy their lust, so this mustika rogol tempik is the right choice.

3) *This Mustika had the intention to smooth out your mission and intention of finding many women for one-night stands.* The italic sentence is categorized as an **identification** persuasive sentence form. Sellers influence consumers by explaining if they can be used to facilitate men's desires and intentions to derive sexual gratification from many women in one night, or just one woman for one night.

4) *This mustika will make you have an irresistibly attractive aura that will make for a momentary love without any serious ensuing relationship or being disposable after the relationship is over without any further consequences.* The italic sentence above is categorized as a **rational** of persuasive form. Sellers influence consumers to believe that although the mustika can make men have an alluring aura or high attractiveness towards the desired woman, it does not make them feel bound by the woman.

5) *It is suitable for those of you who want to dominate the night (intercourse of sexual relationship).* This mustika focuses on that aim, guarantee of ferocious sexual power. The italic sentence above is a form of **rational** persuasive sentence. It can be said like that because the sellers are trying to reassure consumers that mustika gemstone is ancient, and has specialty to influence and devoted men to have the power of spending time with women for sexual intercourse or sexual relationship.

The data mentioned above is an example of violation in Article 1320 of the Civil Code number 4 concerning a halal cause (causa). Sellers promote/disseminate misleading information or promote illegal activities or acts that are abusive, obscene, show pornography or any material that is sexually explicit, show physical or verbal violence aimed at harming others, namely influencing men to have the ability to lure and get sexual gratification from different women without the need for any ties or form of commitment.

DISCUSSION

From the explanation above about the previous researches that have been done by some researchers. There is one point that will be the emphasize that is different from previous researches mentioned. It begin with terms that explained differently such as someone who offers or sells products online is called a seller, while someone who sees or buys products online is called a consumer. At this stage, it can be said that consumers are users of products, recipients of advertising messages, or users of services, so the person who sees it does not necessarily buy. However, people who see the advertising message can be affected and believe in the efficacy of the product after reading the product description displayed by the seller.

Then there are some unique things related to this relationship between sellers and consumers of the product. This research focuses on how the sellers of online shopping media offer their product using persuasive way which is tend to provoke and spread the value of pornography and violence. This research also focuses on persuasive message used by the sellers to get customer's attention to buy their products through inappropriate language that consist of violation, fake, illegal, and harmful.

One example of criminality in online transactions has been analyzed by Fauzi (Fauzi, 2018). In his writing, he focuses on Frauds in Online Shopping based on Indonesia Law. It explained about forms of fraud in online shopping sites related to regulations in online shopping sites (e-commerce) based on Indonesia law. In this research, the criminality of buying and selling online is analyzed from the perspective of language, or what is called forensic linguistics.

Kamran (Kamran, 2021) explained in his writing about the current proliferation of online buying and selling that followed by the high risk of online frauds. The result of this research are the legal consequences of fraud in online buying and selling agreements in the Indonesian positive law creates some responsibilities for consumer losses in electronic transactions as regulated by the state regulation. For losses of the consumer, the person, who due to his/her fault published the loss, should compensate the loss. Whereas in this study, describing the criminality of buying and selling online is studied based on language in relation to law or forensic linguistics as insight or knowledge of readers about the rise of buying and selling online, which can harm consumers.

Another research is done by Oentoro (Oentoro, 2017) that explained about positive law aspects in the case of frauds in selling and buying transactions through electronic Medias and law protection for the customers caused by online selling and buying transactions. This study explains the legal aspects and forms of legal protection for customers as victims of fraud in online buying and selling transactions. In this study, criminality is described in the language of buying and selling through electronic or online media from the perspective of language in relation to the laws in force in Indonesia.

This research is different from previous researches in term of the language used from the perspective of Keraf's theory. It focuses on how the language produce and use by the sellers to provoke and persuade the buyers to purchase the items they sell. This research also develops some new perspectives of how certain sentences used to provoke buyers through social media, although it breaks the rules of the country. It also categorize as illegal and inappropriate words used because it contain violations and some activities related to fake, harmful, crime, abusive, and show pornography.

CONCLUSIONS AND SUGGESTIONS

Buying and selling transactions through online store companies make it easier for people to sell and buy the goods they need just by utilising internet network media or social media. The nature of online stores that are cyber or virtual makes buying and selling actors able to sell and buy any product without filters or filtering and strict and binding legal supervision. This is used by sellers of illegal or non-halal products to sell products that can harm and even harm others.

Online store companies need to carry out gradual and continuous supervision of online buying and selling transaction actors so that no illegal or non-halal products are traded, as well as pay attention to the product descriptions displayed so as not to harm consumers. Persuasive product descriptions are a factor large enough to influence consumers to buy the products offered.

Online store companies should take strict action by blocking or disabling online store accounts that violate the terms and conditions and predetermined privacy policies. This should be accomplished so that no seller commits criminal acts in buying and selling online.

It is also necessary to review the ITE Law which regulates online transactions and emphasises the law or penalties for violating actors, both companies and owners of online store companies as well as sellers and buyers in online transactions. This should be carried out so that no consumer or buyer is harmed or other parties endangered.

Forensic linguistic research in Indonesia has started to develop. Initially, forensic linguistic research could only be carried out by language expert witnesses who were involved by law enforcement agencies and received assignment letters and credentials to help deal with cases of defamation committed by the public. However, not a few language researchers who are not linguist witnesses are interested in researching language crimes by utilizing the knowledge they have acquired to develop language knowledge in the field of forensic linguistics. A lot of data can be analyzed using forensic linguistics, because the data is easy to find on online social media. We hope that there will be many language researchers in Indonesia who will develop linguistics, especially forensic linguistics.

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