Conference Paper

The Utterance of Money Enticement-Based SMS: A Challenge to the Indonesian Politeness and Unification Sustainability

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Abstract

The paper was inspired by the incoming short message service (SMS) offering financial support through cheques. The aim of this study was to identify the characteristics of SMS, and to examine the deictic expressions and the impositives and commissives of tact and generosity maxims under the perspective of the politeness principle. Data for this study were gathered from April 2019 to August 2020 through electronic observation of 24 cases sent by s to h’s personal phone number at different times and dates. Descriptive analysis was applied to understand the contents of SMS. The results of the research were corroborated with a few dimensions of information that the SMS texts promised money ranging from Rp. 100 to 175 millions. The web page addresses were fake and the senders’ names were not written. In case of person deixis, the second person singular “you” appears explicitly and implicitly. All of the web page addresses were considered psychologically spatial deixis and the temporal deixis of time and day exist. The illocutionary goal is not competitive (a), so the politeness becomes a positive character. The SMS texts are convivial (b), meaning that the illocutionary goal coincides with the social goal, for instance greeting and congratulating, but not inviting or thanking. The goal sounds great because it consists of courtesy or politeness, but the linguistic behaviour does not follow such a goal. The SMS threatens domestic politeness, and the unification for life sustainability could be disturbed. The SMS texts present bad implications for politeness in Indonesia and contribute a negative paradigm for national unification sustainability. The study suggests the importance of selection processes capability by the SMS provider in an organizational context.

Keywords: Utterance, SMS, money-enticement, deixis, politeness, unification sustainability

1. Introduction

First of all, you are requested to consider the incoming SMS in (1), which was designed by someone who disobeyed significantly the principle of and ethics in communication,
or by someone who did not understand how to send a good utterance linguistically. S/he did not respect the principle of politeness.

(1) Nomor Anda terdaftar 4UTO TP Oleh 085283576660 Pulsa anda terpotong Rp. 10.000 Setiap tgl 26 U_Berhenti Ketik: TP 10 085283576660 KIRIM K3E 858 Gratis* Diterima: 06:40:12pm 25-03-2020 Dari: (Anonymous) +6285283575057 (Translation: Your (phone) number is registered (in) 4AUTO TP by 085283576660. Your prepaid credit is cut IDR 10.000 every the date of 26 (each month). To stop, type: TP 10 085283576660 Send to 858 free. Received: 06:40:12pm 25-03-2020 From: (anonymous) +6285283575057. The translation by Author is then structured grammatically to make readers easy to understand.)

At first glance, what is afraid of refers to the phrase IDR 10.000 that would be donated every the date of 26 each month. The unstability of thoughts in the initial minutes appears because such a phrase is relatively big if it has to be given to unknown SMS sender without a deal. Therefore, the choice of time when sending an SMS has been thought specifically by the sender. The evening (06:40:12pm), for example, might indicate that the SMS would be responded quickly since most people at that time are relax after working for a whole day.

Let me respond the SMS personally. Having discussed the SMS with my family members about whether any of them registered in 4UTO TP with my personal phone number, they responded negatively about the use of my number for such purpose. They reacted they had no knowledge on 4UTO TP at all. I read again the SMS completely just to understand correctly the message from sender but later, tried to focus on the phrase Nomor Anda terdaftar 4UTO TP Oleh 085283576660. The phrase may infer that the owner of the number 085283576660 registered my number on purpose to the 4UTO TP which was preceded by number 4. Personally, I did not understand the term although I read it the same as the AUTO without the the use of such number. Moreover, the specific colour, such as blue, perhaps indicates something important by the sender or such colour tries to stimulate the receiver to do an act. The phone numbers, the amount of money, the specific code (838), and the date were all written in blue.

Seven minutes later, having decided to stop, I sent an SMS as per instruction with a purpose that I had to have my money not being sent to unknown sender. Whithin a few seconds I received an incoming SMS as it was written in (2) although such an SMS was confusing at first but then seemed clear.
(2) Maaf, Anda hanya dpt mentransfer pulsa minimum Rp 5000. Untk transaksi berikutnya dim kelipatan Rp 1000, mis Rp 6000, Rp 7000, Rp 8000 dst. Diterima: 06:48:23pm 25-03-2020. Dari: Auto tp 858 (Translation: Sorry, You can only transfer Rp. 5000 as the minimum prepaid credit. The next transaction should have in folds of Rp. 1000, such as Rp. 6000, Rp. 7000, Rp. 8000 etc. Received: 06:48:23pm 25-03-2020. From: Auto tp 858)

I checked the amount of my prepaid credit and knew that it was penniless (no amount at all). The sentence Anda hanya dpt mentransfer pulsa reminded me that the TP was the short form of transfer pulsa ‘credit transfer’ and the Auto (without number 4) referred to automatic meaning ‘to transfer personally’. Actually, Telkomsel has the standar procedures in the credit transfer as shown in (3) although the 4UTO TP code is not known. The procedures in data (1) suggests disobeyance to the standard procedures determined by Telkomsel. Just typing the TP 10 085283576660 means that the SMS receiver transfers IDR 10,000 to the SMS sender. Masya Allah, this is really bad but good tricks. The term gratis in (1) really indicates that sending the credit is free of charge; this is absolutely true. What is illogical is that there are two numbers in (1); the first denotes the number holder who would receive the transfer and the second indicates the SMS sender. If Telkomsel works professionally by maximally involving its quality controller or customer’s protection task force or whatever, the SMS in (1) can be easily avoided and Telkomsel saves its customers.

(3) Mau berbagi Pulsa ke Sesama Pengguna Telkomsel? Ketik *858*Nomor-Tujuan*NominalTransfer# lalu tunggu SMS konfirmasinya. (Translation: Willing to transfer credit to the same holders of Telkomsel numbers? Type *858*NumberTargetted*TransferAmount# then, wait for the SMS confirmation. Obtained from Telkomsel, 05:41:29pm. 04-04-2020.)

The paper is aimed at deictic expressions and tact and generosity maxims from the incoming SMS; thus, the questions raised are: what types of deixis do the SMS refer to, and what COMPETITIVE and CONVIVIAL types do the SMS senders create to trap their recipients?

2. Literature Review

In the Islamic context, the utterance, or communication, is termed al-qaul as the key-concept although another term, al-bayan which can be translated as ‘the ability to utter or to communicate’, is also used in the Al-Quran Al-Kareem. Here, in this paper, I would
prefer the first term, either the utterance or the al-qaul, as the non operationally main but fundamental concept. The al-qaul always exists in the context of order (amr) and mostly appears in the following phrases (see Dahlan 2014: 117-118; Digilib.uinsby.ac.id: 32-59), such as qawlan-sadiidaa ‘to speak justly or to speak words straight to the point’ (QS. 4:9, 33:70), qawlam-balligaa ‘to address in plain (easily understandable) terms’ (QS. 4:63), qawlam-maysuu-raa ‘to speak a reasonable word’ (QS. 17:28), qawlat-layyinaa ‘to speak a gentle word’ (QS. 20:44), qawlan-kariimaa ‘to speak a gracious word’ (QS. 17:23), and qawlam-ma’-ruufaa ‘to speak kindly or to utter a recognised form of words’ (QS. 4:5). Specifically, in case of qawlan-sadiidaa which can also be interpreted as the ‘correct and appropriate utterance’ and which should become the fundamental targets in transforming SMS, Allah has principally declared in the Al Ahzab ‘The Clans’ (Qur’ an Kemenag Online, 33:70) (see the English translation source (Roman Transliteration and English Translation are taken from Eliasii 2000:417)).

The linear structure of the verse shows that the qawla-sadiidaa can only be achieved when believers (’amanu), first of all, keep their duties to Allah. The verse means that to speak justly or to speak words straight to the points would not be uttered by those who disbelieve. In short, what should be noted is that to utter incorrectly or inappropriately belongs to disbelievers. In general sense, disbelievers use fake utterance principally when speaking. Fake utterance is called ifk, każaba, fitnah, khud’a, qaul al-zūr, buhtan, iftara, tahrif, and garur (Setiyanto 2019: 4-8, Sabry 2018: 48) in the Al-Qur’ an Al-Kareem. Although the terms have slightly different meanings but they have, in principle, the same content of fake utterance. Consider the term ifk, or it is sometimes written ifku, underlined in the following verses (Qur’an Kemenag Online, 24:11-12) (see the English translation source (Roman Transliteration and English Translation are taken from Eliasii 2000:345)):
(Innallaziinajaa-'uubil-'ifki 'usbatum-minkum: laatahsabuu-hu sharral-lakum:
bal huwa khayrul-lakum: li-kul-lim-ri-'im-minhum-maktasaba minal-'ismi, wal-
lazzi tawallaa kibrahuu min-hum lahuu ‘Azaa-bun ‘azilim)

‘Lo! they who spread the slander are a gang among you. Deem it not a bad
thing for you; nay, it is good for you. Unto every man of them (will be paid)
that which he hath earned of the sin; and as for him among them who had
the greater share therein, his will be an awful doom’.

(Law laaa ‘izsami’-tumu-hu zannal-Mu’-minuuna wal Mu’-minatu bi-
’anfushim khayranwwa qaaluu haazaaa ‘ifkum-mubin?)

‘Why did not the beleivers, men and women, when ye heard it, think good of
their own folk, and say: It is a manifest untruth?’

With regard to the title of the paper, there are two possible purposes of sending
SMS; the first is to deliver very important and secret news and the second is aimed at
sharing information which may be beneficiary or at selling products which can be useful
or tricky. Meanwhile, almost everyone hopes that, when receiving SMS, s/he would be
informed with reasonable news but would not be willing to read fake information. Such a
dishonourable information may be related to a few conditions, for example, an invitation
to visit, for instance, the “chat –v.com/s/9r736” or a request to send some money such
as Ini rekeningnya ‘This is the account’. Bank (name is omitted): (account number plus
the name of the money receiver) or a notice that “your mobile number is declared to
win a cheque with a big amount of money” are all kinds of SMS which are potential to
trap the SMS receivers.

Taylor and Vincent (Taylor, A. S. and Vincent, J. (no year). A SMS History. Mobile
226340906) argues “tracing certain elements of the SMS history since the early nineties,
we explore how the combination of business and technological developments, like the
shift to interoperability between networks and the capacity for a flat rate charging model
for message delivery (rather than the previous paging model), precipitated a swell in
the popularity of SMS.” Naughton (Naughton, D. (2014). A Review of Text Messaging
(SMS) as a Communication Tool for Higher Education. (IJACSA) International Journal
also argues “as a communication tool, SMS allows senders to transmit short messages
of 160 alphanumeric characters to any suitable receiving device operating over the GSM
Intervention Medium for Weight Loss: A literature Review. Health Informatics J. 18(4): 235–250. doi:10.1177/1460458212442422 have also used SMS as the best ways to utilize their researches and argued the plus and minus of SMS-based researches.


This research paper primarily concentrates on Yule's (1996) deixis (Yule, G. (1996). Pragmatics. Oxford: Oxford University Press) covering three main types: person deixis, spatial deixis, and temporal deixis and, in this case, Yule does not contradict with Levinson's deixis. The reason why Yule's deixis is used is because his deixis is, I think, simple to apply in this paper which is limited to space; what I mean is that discussion in length in this paper is impossible. This paper also raises a discussion on politeness. When discussing politeness and interaction, Yule argues “in order to make sense of what is said, we have to look at various factors which relate to social distance and closeness”. Yule also argues that politeness can not be “… a fixed concept... within a culture” since “... a number of different general principles for being polite in social
interaction within a particular culture” exists. With regard to politeness, this paper does not involve Yules’ politeness concept but, instead, uses Leech’s (1963) politeness principle (PP) and maxims (Leech, G. N. (1963). Principles of Pragmatics. London and New York: Longman). The general statement Leech ever wrote about politeness is that “politeness becomes important” when he does not agree to what Grice proposed about Cooperation Principle (CP) only focusing on the logician’s traditional concern which is of course related to propositional meaning.

Leech’s PP has negative and positive formulation: “In its negative form, the PP might be formulated in a general way: ‘Minimize (other things being equal) the expression of impolite beliefs’, and there is a corresponding positive(‘Maximize (other things being equal) the expression of polite beliefs’)....” Consider the example in (1) which is generated from Leech who elaborated that ‘What \textit{B} says is polite to Geoff and is dearly not true. Therefore, what \textit{B} really means is impolite to Geoff and is dearly not true. Therefore, what \textit{B} really means is impolite to Geoff and true.’

(4) \textit{A}: Geoff has borrowed your car.

\textit{B}: Well, I like THAT!

With reference to PP (See also Leech, G. (2005). Politeness: Is There an East-West Devide? Journal of Foreign Languages. No. 6. 1004-5139.), Leech (1963: 132) proposes six types of maxims, and here I would write the translation in Bahasa Indonesia for each maxim, such as tact (\textit{kearifan}), generosity (\textit{kedermawanan}), approbation (\textit{pujian}), modesty (\textit{kerendahan hati}), agreement (\textit{kesepakatan}), and sympathy (\textit{rasa suka}//\textit{keikutsertaan merasakan perasaan}). In Bahasa Indonesia, the “maxim” itself is translated as “\textit{pernyataan ringkas yang mengandung ajaran atau kebenaran umum tentang sifat-sifat manusia; aforisme; peribahasa}” (Departemen Pendidikan Nasional. (2008). Kamus Besar Bahasa Indonesia. Edisi Keempat. Jakarta: Gramedia Pustaka Utama.) (a brief statement which contains general notion or truth about human nature; aphorism; proverb). It is important to note Leech’s proposition that “politeness concerns a relationship between two participants whom we may call self and other. In conversation, self will normally be identified with \textit{s}, and other will typically be identified with \textit{h}; but speakers also show politeness to third parties, who may or may not be present in the speech situation.”

Leech (ibid) summarizes that the maxims of the PP tend to go in pairs and determines that each maxim has its own parametric values as indicated in (a) and (b) which are termed as sub-maxims by him and, although the sub-maxims are dominantly measured in English, they can also be adopted as Indonesian PP, I guess. Therefore, the incoming SMS discussed here would be analyzed on the basis of such sub-maxim of (l).
(i) TACT MAXIM (in impositives and commissives)

1. Minimize cost to other [(b) Maximize benefit to other]

(ii) GENEROSITY MAXIM (in impositives and commissives)

1. Minimize benefit to self [(b) Maximize cost to self]

(iii) APPROBATION MAXIM (in expressives and assertives)

1. Minimize dispraise of other [(b) Maximize praise of other]

(iv) MODESTY MAXIM (in expressives and assertives)

1. Minimize praise of self [(b) Maximize dispraise of self]

(v) AGREEMENT MAXIM (in assertives)

1. Minimize disagreement between self and other [(b) Maximize agreement between self and other]

(vi) SYMPATHY MAXIM (in assertives)

1. Minimize antipathy between self and other [(b) Maximize sympathy between self and other]

When discussing tact maxim he proposes illocutionary functions that may be classified into the following four types, according to how they relate to the social goal of establishing and maintaining comity. This paper focuses only on the first two types which are considered chiefly to involve politeness.

(a) COMPETITIVE: The illocutionary goal competes with the social goal; eg ordering, asking, demanding, begging, etc.

(b) CONVIVIAL: The illocutionary goal coincides with the social goal; eg offering, inviting, greeting, thanking, congratulating

(c) COLLABORATIVE: The illocutionary goal is indifferent to the social goal; eg asserting, reporting, announcing, instructing.

(d) CONFLICTIVE: The illocutionary goal conflicts with the social goal; eg threatening, accusing, cursing, reprimanding.

Antonopoulou and Nikiforidou (Antonopoulou, E. and Nikiforidou, K. (2002). Deictic Motion and the Adoption of Perspective in Greek. Pragmatics 12:3.273-295. DOI: 10.1075/prag.12.3.02ant) ever discuss the deictic motion and the adoption of perspective
in Greek focusing especially on appropriateness conditions for *erxome* and systemic relation to *pijeno*. They conclude that the uses of *erxome* in different types of texts and at different periods of the language, show that both a language specific detailed description of its semantics-pragmatics and a text-sensitive analysis are required in order to arrive at any generalizations about the distribution of this verb and its occurrence instead of *pijeno*.

When talking about deictic categories as mitigating device Haverkate (Haverkate, H. (No Year). Deictic Categories as Mitigating Devices. Pragmatics 2:4.505-522. DOI: 10.1075/prag.2.4.03hav) argues in assertives, the conditional brings about two different kinds of mitigating effects according to whether it modifies the main predicate of a performative utterance or whether it characterizes reserved statements, that is, statements based on hearsay, for which the speaker assumes no responsibility. In directives, the conditional is used to produce a wide variety of politeness and in performative utterances, the conditional softens the formal character of the speech act converting it into a hedged performative.

Grenoble (Grenoble, L. (No Year). Spatial Configurations, Deixis and Apartment Descriptions in Russian. Pragmatics 5 3.365-38. DOI: 10.1075/prag.5.3.04gre), when discussing spatial configurations, deixis and apartment descriptions in Russian, notes that the apartment descriptions resemble narratives, but with an underlying difference in their spatial versus temporal relationships. A narrative is characterized by sequentially ordered event clauses which constitute its temporal backbone. As the narrative progresses, so too does narrative time: The event clauses advance the reference time. In a narrative time is represented as a linear string of events, and backgrounded, non-plot-advancing information can be seen as offshoots along that timeline. Basso (Basso, E. B. (2008). Epistemic Deixis in Kalapalo. Pragmatics 18:2.215-252. Doi: 10.1075/Prag.18.2.03bas) has ever carried his research on epistemic deixis in Kalapalo and found that this Carib deictic dimension does not accord with, and actually foregrounds other features than those associated with evidentiality in world languages.

When carrying out her research on politeness in modern Chinese, Gu (Gu, Y. (1990). Politeness Phenomena in Modern Chinese. Journal of Pragmatics. 14. 237-257) notes that the politeness phenomena can be said to be generally prevailing among the (fairly) educated. Politeness may indeed be a universal phenomenon, i.e. it is found in every culture; however, what counts as polite behaviour (including values and norms attached to such behaviour) is culture-specific and language-specific. Ruhi (Ruhi, S. (2006). Politeness in Compliment Responses: A Perspective from Naturally Occurring Exchanges in Turkish. Pragmatics. 16:1. 43-101. DOI: 10.1075/prag.16.1.03ruh) has ever
done a research on politeness in compliment response in Turkish and concludes that the individual’s face is invested with great affective value and that interlocutor will adopt self-presentational styles that are consistent with the self-image they wish to project in interaction. To effect such presentations, speakers may opt for displaying self-confidence, individuality or impoliteness.

3. Research Methods

3.1. Approach

The study used qualitative approach which was specifically under pragmatic worldview, (Creswell, J. W. (2009). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. 3rd Ed. Los Angeles/London/New Delhi/Singapore: Sage Publications, Inc) i.e. focusing on consequences of actions and problems-centered, while the strategy of inquiry is case study. In this research article was mainly conducted using only one mode of approach, that is, money enticement-based SMS referring to the incoming SMS which were, in this case, offering money to the receiver.

3.2. Steps

Several steps were involved in the research, for example, to determine the research objectives, to decide the population, to fix the relevant data, to select the sampling, and to settle the sampling units.

3.3. Methods

3.3.1. Research Design

The research design is qualitative (Creswell, J. W. (2009). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. 3rd Ed. Los Angeles/London/New Delhi/Singapore: Sage Publications, Inc) to explore and understand the meaning individuals ascribe to SMS The study involves descriptive design to examine the deixis and the politeness of the SMS.
3.3.2. Nature

The nature of this research provides no solution to the cases indicated in the research problems, so there were not any attempts from the researcher to solve the cases found during research activities. The cases were considered as learning materials.

3.3.3. Population and Sampling Technique

The population were 24 SMS which the senders sent between April 2019 to August 2020; the SMS were interesting to be surveyed because of fake money-giving promises. The purposive sampling technique was used in which the researcher handpicks the cases to be included in his sample on the basis of his judgement of their typicality. (Cohen, L. and Manion, L. (1980). Research Methods in Education. 3rd Ed. New York: Routledge.) All the population were determined as samples.

3.3.4. Instruments and Data Collection Techniques

A hand-phone was used as an instrument when the incoming SMS came in although the recipient does not know the senders. The data collection technique involves electronic observation which was carried out for more than a year.

3.3.5. Research Location

The research was supported by linguistic and cultural studies and was carried out electronically. Since it was an electronic research, there was no specific but electronic research location in which the SMS were sent to the researcher's handphone and the texts themselves came without any previous communication with the senders.

3.3.6. Research Period

This research was carried for more than a year, primarily from April 2019 to August 2020.
3.3.7. Cases

There were 24 cases obtained during the research in which each case was received electronically in different months, dates and time, and was also sent by different phone numbers with having no specific names of persons.

4. Results and Discussion

4.1. Results

Consider Table 1 to learn the number of cases sent by the unresponsible person(s) to the researcher. There are 24 cases of SMS and the SMS texts can be grouped into opening, content, and closure. The texts in the opening are primarily consisting of information referring to the phrases, such as, the second winner (pemenang ke-2), formal messages (pesan resmi), wave of money from Bukalapak (badai uang Bukalapak), respected customer (pelanggan yang terhormat), package information (info paket), and last information (info terakhir), we are from... (kami dari...), dear ladies and gentlemen (Kepada YTH bapak/ibu) and congratulation (selamat). The opening here refers to the initial narratives appearing firstly in the SMS. The various types of main texts in the content can be seen in Table 1; two examples, which are taken from Cases 2 and 12 and which have been corrected grammatically, would be written in the formal language style as shown in examples (5) and (6) respectively. The location of the content is to follow the opening.

(5). Anda mendapatkan hadiah ke-2 (dengan) cek (sebesar) 100 juta. (Cek tersebut diberikan) dalam rangka Program Undian dari PT. Whatsapp Indonesia. Pin (Anda adalah) 2547AFR

‘You win the second prize for a cheque amounting to IDR. 100 millions. The cheque is given with regard to the Prize Program from PT. Whatsapp Indonesia. (Your) PIN (is) 2547AFR.’

(6). Anda terdaftar (di) TELKOMSEL (sebagai pemenang untuk hadiah sebesar) Rp.100 (juta); kode PIN (Anda adalah) 25E477R.

‘You are registered (at) Telkomsel (as the winner for the prize amounting to) IDR. 100 (millions); your PIN code (is) 25E477R.’

The closure would consist of the closing narratives and web-page addresses. The closing words, which are commonly used, are such as for\prize information (uInfo
hadiah), for/information (U/info), complete information (info lengkap), information (info), please open (silahkan buka), for more complete information (untuk info lebih lengkap), detailed information (info lanjut), or for more detailed information (untuk info lebih lanjut). The common web page addresses that the senders would always use include bit.ly, www.gebyarwhatsapp77.ml, tiny.cc., www.undianplazada2020.qa., and bit.do/hadiah-mkios755. For the closing narratives, the senders use web page address, such as www.bit.ly/hadiah-telkomsel37, bit.ly/pt-whatsappinc, etc., or phone numbers (see Table 3).

4.2. Discussion

4.2.1. SMS Texts

Normally, SMS may have been divided into three common parts, i.e. the upper, the middle (or the main texts of the SMS texts), and the lower ones (see Fig. 1). Of the 24 SMS, none of them have senders’ names either written in the upper or in the lower parts. Instead, names are replaced by similar phone numbers written in the upper and in the lower parts (see Fig. 2); all this is actually possible if the SMS recipients have never recorded the senders’ phone numbers. What is a little bit confusing, in this case, is related to how the senders get to know the recipients’ phone numbers and to reasons why they send SMS containing big money to the SMS recipients whom they do not know at all. Offering big money to unknown recipients who have never involved themselves in the programs, lotteries, or other online activities would reflect significantly that the senders have hidden wants. Since there are no relationship among the senders and the recipients, it is concluded that the senders try to cheat.

Table 4 below shows twelve cases of ungrammatical openings. The use of capitals or uppercase (except for company’s names) in Cases 4 & 7, 5, 8, 9, 10, 12, 14, and 16 & 17 are not grammatical in Bahasa Indonesia and can be rewritten using “capitalize each word” case. The abbreviations found in Cases 6 (planggan yht), 9 (Wa), and 16 (SLMT) are also not grammatical. The uses of question marks in Cases 10 and 12, of more than one exclamation marks in Cases 10, 12, 14, and 21, and of more than one colons in Cases 10 and 12 are not needed, although such ungrammatical uses might be considered acceptable for some Indonesian speakers.

In case of SMS main texts placed in the content, almost all the texts are not written grammatically in Bahasa Indonesia and for the grammatical structure, consider Table 2 above. Consider the example in (7) which is not grammatical and the example in
(8) which is the modified form of the example in (7). To differentiate the opening, the content, and the closure, the slots /.../, or two stripes, are used. The first slot refers the opening, the second slot to the content, and the third slot means the closure.


The closing SMS texts, such as u/Info hadiah, U/info, info, or info lanjut, or unter info lebih lanjut should written in untuk informasi tentang hadiah, untuk informasi, informasi, informasi selanjutnya or untuk informasi lebih lanjut respectively. The dominant web page address being used in this paper is bit.ly (13 Cases), followed by tiny.cc (4 Cases) and specific web pages referring to the names of the lotteries and companies or phone numbers (see also Table 3). However, with reference to lower parts, there are not problems found in the texts.

4.2.2. Deixis

4.2.2.1 Person Deixis

A. First Person

The first person plural “we” is found twice appearing in Cases 4 and 7 and refers to the service department of PT. LAZADA (pelayanan PT. LAZADA) which is positioned as the apositive. “We” acts as the SMS senders, appears in the initial position of the content parts, and has the same verb for both Cases, i.e. to say (mengucapkan) by which this verb is followed by the noun “congratulation” (selamat). It seems “we” functions as the emphatic form.

B. Second Person

The second person singular “you” appears explicitly and implicitly in all Cases and refers to the recipients of the SMS. It is noted that “you” is found ten times as explicit subjects in the passive-construction, for instance “You are selected” (Anda terpilih) and “You are registered” (Anda terdaftar), six times as explicit subjects in active-construction,
for example “You get the prize of cheque” (Anda mendapatkan hadiah cek), “You get the cheque in cash” (Anda mendapatkan cek tunai), “You get the lottery promotion of cheque” (Anda mendapatkan promo undian hadiah cek), “You get the cheque (Anda mendapatkan cek), “You win a prize” (Anda memenangkan hadiah), “You get extra prepaid credit” (Anda mendapatkan tambahan pulsa), and “You achieve a prize” (Anda meraih hadiah), six times appearing in the possessive-construction, i.e. “Your numbers have been selected” (Nomor Anda tepilih), “Your Numbers get a prize” (Nomor Anda mendapatkan hadiah), “Your numbers are registered” (Nomor Anda terdaftar), “Your numbers get a cheque” (Nomor Anda mendapatkan cek), “Your numbers are officially selected” (Nomor Anda resmi terpilih), and “Your numbers achieve a prize” (Nomor Anda meraih hadiah), once existing in the winner-construction, for example, the second winner gets a prize of cheque (pemenang ke-2 mendapatkan hadiah cek), and once appearing in the owner-construction, for instance, “the owner of the numbers is selected to get a cheque” (pemilik nomor ini terpilih untuk mendapatkan cek). In addition, “You” also appears implicitly in each SMS text in the you-click construction plus web page address, in the you-type construction plus phone numbers, in the please-verify construction plus PIN, and in the you-check construction plus web page address.

C. Third Person

The uses of third person, either in singular or in plural forms, are not found and the unavailability of the third person indicates that, in the perspective of the senders, this kind of person is not suitable to write in the SMS which are consciously designed to cheat the SMS recipients.

4.2.2.2 Spatial Deixis

Spatial deixis are used to indicate the relative location of people or things. Yule also states that setting of speaker’s point of view may be fixed psychologically and physically. The Cases in this paper show that there are neither physically spatial deixis here & there, or this & that, nor use of verbs indicating a movement towards and/or backwards, such as come & go, bring & take. However, after paying attention to several constructions, for instance you-click construction, you-type construction, and you-check construction, I begin to realize that psychologically spatial deixis are available in the constructions. Consider, for example, Table 3 showing several online addresses that are commonly used by SMS senders. All the web page addresses are considered psychologically
spatial deixis. I would like to browse several of the addresses, i.e. Cases 1, 2, 3, and 6 by which the recipient received more than a year ago. Such Cases are selected with a purpose to know whether the addresses remain available or not.

The general views of company’s performance for Cases 1 and 6 are of a little bit different but such performance would not be discussed in this paper. The web addresses of Cases 1 and 6 are still found with their complete addresses are https://hadiah-telkomsel37.blogspot.com and https://telkomsel-kouta.blogspot.com respectively. However, only web page of Case 1 is open for registration; when the PIN 25E477R is typed and verification is then made, then a response would appear in dramatic narratives: “SELAMAT!!! Anda Mendapatkan CEK TUNAI Rp. 100 jt Dari Program hadiah kuota internet unlimited Tahun 2019. Silahkan Konfirmasi ke Bagian PENERANGAN ATAU PENANGGUNG JAWAB Pemenang Di Nomor HOTLINE 0821 2042 2221 Terima Kasih telah menggunakan kuota sebagai alat komunikasi anda dan keluarga.” (See the translation: Congratulations!!! You officially get a CHEQUE in CASH amounting to IDR 100 millions from 2019 unlimited internet quota prize program. Please confirm to the Department of INFORMATION OR PERSON-IN-CHARGE for winner at HOTLINE 0821 2042 2221. Thank you to have used kuota as the communication device for you and your families.) When you click “oke”, meaning that you understand the the narratives and the page remains the same. However, it is possible to type the PIN in the web page of Case 6 because there are no slots to type PIN. There are also notices in each web address that the official web for Case 1 is www.hadiah-telkomsel37.blogspot.com and for Case 6 is bit.ly/telkomsel-2019; the two addresses are written in red colour. The winner’s PIN for Case 1 can be inserted.

The web addresses of Cases 2 and 3 remain also exist with their complete addresses are https://promo-whatsapp2019.blogspot.com and datapemenanggebyar lazada2019.blogspot.com/?m=1 but, unluckily, such addresses are blocked showing narratives such as “there’s nothing here” for whatsapp and “blog telah dihapus” (blog is erased) written in red color for lazada.

4.2.2.3 Temporal Deixis

The temporal deixis of time and day always exist in the SMS. The “time” refers to when the SMS are received and the “day” points to day, month and year. There are nine Cases (see Cases 2, 6, 9, 15, 16, 18, 19, 22, and 23) in which the SMS are sent in the morning ranging from 7 am to 9:30 am. Cases 2, 3, 16 and the rests are submitted to recipients in the evening between 12 pm to 23 pm. Cases 2 and 3 and 16 and 17 are unique.
Cases 2 and 3 were received on the same day (01-07-2019) and sent at different time and by different senders; the recipient received the Cases 16 and 17 on 17-02-2020 in the morning for Case 16 and in the afternoon for Case 17. Both Cases 16 and 17 were sent by the same senders.

4.2.3. Building Indonesian Politeness

As noted earlier, there are explicit subjects appearing in the passive-construction, such as “You are selected” (Anda terpilih) and “You are registered” (Anda terdaftar). There are also explicit subjects emerging in the active-construction, for instance “You get the prize of cheque” (Anda mendapatkan hadiah cek), “You get the cheque in cash” (Anda mendapatkan cek tunai), “You get the lottery promotion of cheque” (Anda mendapatkan promo undian hadiah cek), “You get the cheque (Anda mendapatkan cek), “You win a prize” (Anda memenangkan hadiah), “You get extra prepaid credit” (Anda mendapatkan tambahan pulsa), and “You achieve a prize” (Anda meraih hadiah).

Based on the two constructions above, all the verbs might contain positive goal and coincide with well-received linguistic behaviour. Therefore, the illocutionary functions of all SMS texts the senders (s) sent to the recipient (h) are not COMPETITIVE (a), meaning the illocutionary goal does not compete with the social goal, for instance ordering, asking, demanding, begging. Consider the Case 9 which is rewritten in example in (9) below.

(9) Anda mendapatkan promo undian HADIAH Cek tunai 100 juta dari PT. WhatsApp. Silahkan verifikasi PIN Anda.

‘You get the lottery prize promo of cheque in cash of IDR 100 millions from Whatsapp. Please verify your PIN.’

Where the illocutionary goal is not COMPETITIVE (a), the politeness becomes a positive character. The social goal of the example in (9) seems not to involve a negative character since such illocution is marked by the verbs “to get” (mendapatkan) and “please verify” (silahkan verifikasi). The two verbs involve positive character; thus, the example in (9) is an illocution which does not offer ordering, asking, demanding, begging. What is actually meant by COMPETITIVE might refer to DISCOURTEOUS illocution since there is no courtesy. The example in (9) is proved to (a) Minimize cost to other [(b) Maximize benefit to other]. Because all the illocutions from the SMS texts are of this kind as shown in example (9), they are categorized under tact maxim of PP.

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Based on the linguistic behaviour, the example in (9) is polite although its goal might be DISCOURTEOUS.

Consider also the Case 12 which is rewritten in the example (10) below to get to know the illocutionary functions of the SMS texts the s sent to h. The example in (10) is CONVIVIAL (b), and this means that the illocutionary goal coincides with the social goal, for instance greeting and congratulating, but not inviting or thanking.

(10) Anda terdaftar dari TELKOMSEL untuk memenangkan HADIAH Rp. 100 juta.

‘You are registered from Telkomsel to win a prize of IDR 100 millions.

Leech argues that CONVIVIAL (b) functions intrinsically COURTEOUS by which politeness takes a more positive forms of seeking opportunities for comity. The example in (10) shows its COURTESY and politeness which can be seen from the use of the illocutionary verb in the passive form. The verb appearing in the passive-construction in example (10) refers clearly to greeting and congratulating which are considered as opportunities for h to react positively. These opportunities shows a goal for positive politeness from s to h and, if this goal is really true, it is acceptable for linguistic behaviour. Thus, such opportunities fulfill (a) minimize benefit to self [(b) maximize cost to self]. What many linguists always worry is that between a goal and a linguistic behaviour do not always match in the SMS; when the goal sounds great because consisting of COURTESY or politeness in one hand, the linguistic behaviour does always follow such goal. Thus, there must be something hidden, meaning the example in (10) consists of something unclear, i.e. fake information. When fake information really exists, then the s does something DISCOUTEOUS and impolite through illegal practice. In short, such SMS texts should contain several traps.

4.2.4. Unification and Sustainability

The terms “unification” and “sustainability” are two different concepts that have never been merged this day. What needs to pay attention is what Breuilly and Speirs argue that nation-states have been formed in the last couple of centuries, both in and beyond Europe, by processes of reform, separation and unification. (Breuilly, J. and Speirs, R. The Concept of National Unification. They also note that separation entailed breaking away from a multi-national state, such as Romanov, Ottoman and Habsburg empires. Unification is the rarest type of nation-state formation and involves bringing together a number of states into a single national state. The best-known European cases are Germany and
Italy. However, Germany is unique in that this unification process has taken place not once, but twice. See at https://link.springer.com/chapter/10.1057/97802230518520_1.) They mention three countries, such as France, Spain, and Britain which can be considered to be cases of reform when they “nationalized” their states with little territorial change. In short, Breuilly and Speirs specifically argue that “national unification can thus be defined succinctly as a process by which a plurality of sovereign states is rapidly reduced to a single state, an outcome legitimated, either in advance or in retrospect, by the argument that this process brings together a devided nation.” Thus, in this case, since Indonesia is not a devided nation today or under a threat to be devided, unification is not in need. The construction of a framework of unification is not really possible because Indonesia is a single nation-state.

In 1987, the Bruntland Commission published its report, *Our Common Feature*, in an effort to link the issues of economic development and environmental stability. This report provided the oft-cited definition of sustainable development as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” United Nations General Assembly, 1987). Emas (Emas, R. The Concept of Sustainable Development: Definition and Defining Principles) proposed a key principle of sustainable development underlying all others is the integration of environmental, social, and economic concerns into all aspects of decision making. Social concerns can be interpreted to include linguistics and literature and all other social disciplines.

### 4.2.5. Challenge

The precautionary principle establishes that “when there are threats of serious or irreversible damage, lack of full scientific certainty shall not be used as a reason for postponing cost-effective measure to prevent environmental degradation.” (See also Emas) However, in this paper, challenges can also come from any violences not to fulfil the PP and all the challenges would be possible to affect Indonesian politeness system seriously; later or sooner, in some degrees, such challenges would become threats to the unification sustainability in Indonesia because one of the methods or commiments to look after Indonesia is to respect each other (See file://C:/Users/User/AppData/Local/Temp/pembahasan NKRI.pdf) or to provide good education for Indonesian human resources.
5. Conclusion

The first person plural “we” as appositive appears twice in the initial position of the content parts in Cases 4 and 7, refers to the service department, acts as the SMS senders, and has the same verb for both Cases, i.e. to say (mengucapkan) by which this verb is followed by the noun “congratulation” (selamat). It seems “we” functions as the emphatic form. Of all Cases the second person singular “you” appears ten times as explicit subjects in the passive-construction, six times as explicit subjects in the active construction, six times in the possessive-construction, and once in the winner-construction and in the owner-construction respectively. “You” also appears implicitly in each SMS in the you-click construction plus web page address, in the you-type construction plus phone numbers, in the please-verify construction plus PIN, and in the you-check construction plus web page address. Psychologically spatial deixis is available in the you-click construction, you-type construction, and you-check construction. The temporal deixis of time and day always exist in the SMS. Based on the passive-construction and the active-construction, all the verbs contain positive goal and coincide with well-received linguistic behaviour. Therefore, the illocutionary functions of all SMS are not COMPETITIVE (a), meaning the illocutionary goal does not compete with the social goal. With reference to CONVIVIAL, the COURTESY and politeness from the illocutionary verbs appear in the passive form referring to greeting and congratulating. The goal fulfills COURTESY or politeness but the linguistic behaviour does follow such goal. Thus, the SMS consist of fake information and threatens Indonesian politeness and sustainability.

Acknowledgements

I would like to affirm my deepest gratitude to the Universitas Islam Sumatera Utara (UISU), to the Faculty of Literature UISU and to the Organizing Committee which have afforded time, space, and trust to me to be one of the key-note speakers in the third Annual International Conference on Language and Literature in November 2020 in Medan.
### Table 1. Number of Cases of Money Enticement-Based SMS

<table>
<thead>
<tr>
<th>Case</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Case 3</strong></td>
<td>Anda M-dptkan Cek Tunai Rp. 175 jta dr lazada Id Pemenang Anda (AN99R57) Info lengkap klik: <a href="http://www.bit.ly/2WWCcn2">www.bit.ly/2WWCcn2</a> Diterima: 04:07:36pm 20-07-2019 Dari: (tidak ada nama) +6285254153947</td>
</tr>
<tr>
<td><strong>Case 5</strong></td>
<td>INFO...? RESMI Nomor Anda Terdafaar Selu Sebagai Pemenang Cek Tunai Rp. 100jt Dari TELKOMSEL dengan PIN (25E477R) INFO Klik <a href="http://www.bit.ly/gebyar-telkomsel37">www.bit.ly/gebyar-telkomsel37</a> Diterima: 01:59:31pm 20-08-2019 Dari: (tidak ada nama) +6285215505838</td>
</tr>
</tbody>
</table>

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Case 13
Anda Mendapatkan
Tambahan PULSA Rp. 100.000
Dari Nomor 085256430279
Caranya Ke/g415k TP 10
0852566430279
Kirim Ke 858 GRATIS
Diterima: 12:34:00pm
16-09-2019
Dari: (tidak ada nama)
+6282352210548

Case 14
INFO RESMI dari PT. LAZADA
SELAMAT!!
Anda Tlah Resmi terpilih
Mendapatkan hadiah Ke-2 Cek 175
Juta Dengan kode ID
(02498123) U/INFO KLIK Di
bit.ly/pt-lazada213
Diterima: 12:31:00pm
20-09-2019
Dari: (tidak ada nama)
+6282316808636

Case 15
Nomor anda dapat CEK. 100
JT dari undian Mkios kode pin
anda (ijh76k79) untuk info klik
Diterima: 09:15:08am
11-01-2020
Dari: (tidak ada nama)
+6285282947894

Case 16
Selamat No_Anda T'lpilih M-
dptkan hadiah Dr PT-
PERTAMINA PERSERO Dgn
kode PIN Pemenang Anda
(385UA27) utk info lebih
lengkap klik link:
bit.ly/hadiahptpertamina
Diterima: 09:27:35am
17-02-2020
Dari: (tidak ada nama)
+6285333105492

Case 17
SLMT No_Anda T'pilih M-
dptkan hadiah Dr PT-PERTAMINA
PERSERO Dgn kode PIN
Pemenang Anda (385UA27) utk
info lebih lengkap klik link:
bit.ly/hadiahptpertamina
Diterima: 02:02:44pm
17-02-2020
Dari: (tidak ada nama)
+628533310545

Case 18
Selamat!! No Anda meraih
Hadiah dari SHOPEE INDONESIA
Kode PIN Anda (J7K2B59) U/info
lebih lanjut cek di:
bit.ly/undianshop2020
Diterima: 12:53:42pm
25-08-2020
Dari: (tidak ada nama)
+6285244821890

Case 19
Pesan Resmi.!!!! Kepada YTH
bapak/ibu Selamat kepada
pemilik No ini anda trpilih men-
dptkan Cek RP.
175
jt Kode (LZD
4389) Info lanjut klik:
Diterima: 09:53:16am
15-08-2020
Dari: (tidak ada nama)
+6285348328920
Table 2. Content of the SMS Texts

<table>
<thead>
<tr>
<th>Case</th>
<th>Content of Original Narratives in Indonesian</th>
<th>Modified Translation in English</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Anda Men-dptkan Hadiah ke-2 Cek 100jt. Dalam Rangka Program Undian PT. Whatsapp Indonesia Pin (2547AFR)</td>
<td>You get the 2nd prize of IDR 100 millions with regard to lottery program from PT. Whatsapp Indonesia. Your PIN is 2547AFR.</td>
</tr>
<tr>
<td>3</td>
<td>Anda M-dptkan Cek Tunai Rp. 175jt dr lazada Id Pemenang Anda (AN99R57)</td>
<td>You get a cheque in cash of IDR 175 millions from lazada. Your winner’s ID is AN99R57.</td>
</tr>
<tr>
<td>4</td>
<td>Anda tiur terpilih Mendapatkan Hadiah ke-2 Cek 175juta Kode ID (KBR99D7)</td>
<td>You are selected to get the 2nd prize of cheque of IDR 175 millions. Your ID code is KBR99D7.</td>
</tr>
<tr>
<td>5</td>
<td>No. anda Trpilih sbgai Pemenang ke-2 dri bukalapak Dengan kode pin pemenang [RS391D1]</td>
<td>You number is selected as the 2nd winner from bukalapak. The winner’s PIN code is RS391D1.</td>
</tr>
<tr>
<td>6</td>
<td>No Anda Dapatkan Hadiah TEKOMSEL KUOTA Internet Cek 100jta. Kode PIN Anda (25E477R)</td>
<td>Your number gets prize from Telkomsel kuota internet amounting to IDR 100 millions. Your PIN code is 25E477R.</td>
</tr>
<tr>
<td>7</td>
<td>Anda Tiur terpilih M.dptkan hadiah ke-2 cek 175juta Kode ID (KBR99D7)</td>
<td>You have been selected to win the 2nd cheque of IDR 175 millions. Your PIN code is KBR99D7.</td>
</tr>
<tr>
<td>8</td>
<td>Anda Terpilih Pemenang Hadiah CEK Rp. 125 juta PIN CODE: AAQ2099</td>
<td>You are selected as the winner of cheque of IDR 125 millions. Your PIN code is AAQ2099.</td>
</tr>
<tr>
<td>9</td>
<td>Anda mendapatkan promo undian HADIAH Cek tunai 100jt dr. PT.WhatsApp silahkan verifikasi PIN. Anda. HY3A782</td>
<td>You get the lottery prize promo of cheque in cash of IDR 100 millions from Whatsapp. Please verify your PIN: HY3A782.</td>
</tr>
<tr>
<td>10</td>
<td>Nomor Anda Terdaftar Keluar Sebagai Pemenang Cek Tunai Rp. 100jt Dari TELKOMSEL dengan PIN (25E477R)</td>
<td>Your number is registered as the winner of cheque in cash of IDR 100 millions from Telkomsel with PIN code 25E477R.</td>
</tr>
<tr>
<td>11</td>
<td>Anda Resmi M’dptkan Cek Rp. 100jt Dari BERKAH ISI PULSA Kode. PIN Pemenang: ijh76k79</td>
<td>You formally get a cheque of IDR 100 millions from berkah isi pulsa. Your PIN code is ijh76k79.</td>
</tr>
<tr>
<td>12</td>
<td>Anda Terdaftar dari TELKOMSEL Memenangkan HADIAH Rp. 100jt PIN (25E477R)</td>
<td>You are registered from Telkomsel to win a prize of IDR 100 millions with PIN 25E477R.</td>
</tr>
<tr>
<td>13</td>
<td>Anda Mendapatkan Tambahan PULSA Rp. 100.000 Dari Nomor 085256430279</td>
<td>You get an extra prepaid credit of IDR 100,000 from Number 085256430279.</td>
</tr>
<tr>
<td>14</td>
<td>Anda Tiur Resmi terpilih Mendapatkan hadiah Ke-2 Cek 175juta Dengan kode ID (02498123)</td>
<td>You are formally chosen to get the 2nd prize of cheque of IDR 175 millions with ID code 02498123.</td>
</tr>
<tr>
<td>15</td>
<td>Nomor anda dapat Cek. 100JT dari undian Mkios kode pin anda (ijh76k79)</td>
<td>Your number gets a cheque of IDR 100 millions from Mkios lottery with PIN code is ijh76k79.</td>
</tr>
<tr>
<td>16</td>
<td>No_Anda T’pilih M-dptkan hadiah Dr PT-PERTAMINA PERSERO Dgn kode PIN Pemenang Anda (385UA27)</td>
<td>Your number gets a prize from PT Pertamina Persero with your PIN code 385UA27.</td>
</tr>
<tr>
<td>17</td>
<td>No_Anda T’pilih M-dptkan hadiah Dr PT-PERTAMINA PERSERO Dgn kode PIN Pemenang Anda (385UA27)</td>
<td>Your number gets a prize from PT Pertamina Persero with your PIN code 385UA27.</td>
</tr>
</tbody>
</table>
Anda terdaftar Sebagai PEMENANG kuota
INTERNET. Cek. Rp. 100,000,000 Pin [25E477R]
Berlaku 2 Hari

Nomor anda resmi terpilih pemenang Rp. 175,000,000 dari PT- LAZADA PIN (JK25FG7)

Anda terpilih men-dptkan Cek. Rp. 100,000,000 Pin [25E477R] Berlaku 2 Hari

Anda dapat hadiah 100jt dari PT. MKIOS kode pin anda (ijh76k79)

Anda dapat hadiah dari LAZADA dgn kode PIN : LZD4389

Anda dapat hadiah dari SHOPEE INDONESIA Kode PIN Anda (J7K2B59)

Anda meraih Hadiah dari SHOPEE INDONESIA Kode PIN Anda (J7K2B59)

Anda meraih Hadiah dari SHOPEE INDONESIA Kode PIN Anda (J7K2B59)

You are formally selected as the winner of IDR 175,000,000 from PT Lazada with PIN JK25FG7

You are formally selected as the winner of IDR 100 millions. PIN is 25E477R. Valid for 2 days.

You are formally selected as the winner of IDR 175,000,000 from PT Lazada with PIN JK25FG7

You number is formally selected as the winner to get a prize from Lazada with PIN code LZD4389

You number gets a prize from Shopee Indonesia. Your PIN code is J7K2B59

Table 3. Web Page Addresses of Money Encitement-Based SMS

<table>
<thead>
<tr>
<th>No</th>
<th>The Opening of SMS Texts</th>
<th>Modified Opening of the SMS Texts</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>bit.ly/badaiuang-bukalapak</td>
<td>tyni.cc/infoundian-2020</td>
</tr>
<tr>
<td>9</td>
<td><a href="http://www.gebyarwhatsapp77.ml">www.gebyarwhatsapp77.ml</a></td>
<td>tyni.cc/ptlazada</td>
</tr>
<tr>
<td>11</td>
<td><a href="http://www.tiny.cc/hadiahmkiosid">www.tiny.cc/hadiahmkiosid</a></td>
<td>TP 10 0852566430279</td>
</tr>
</tbody>
</table>

Table 4. Cases of Ungrammatical Openings

<table>
<thead>
<tr>
<th>No</th>
<th>The Opening of SMS Texts</th>
<th>Modified Opening of the SMS Texts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Case 4 and 7: KAMI PELAYANAN PT. LAZADA</td>
<td>Kami dari Bagian Pelayanan PT. LAZADA</td>
</tr>
<tr>
<td>2</td>
<td>Case 5: BADAI UANG BUKALAPAK</td>
<td>Badai Uang dari BUKALAPAK</td>
</tr>
<tr>
<td>3</td>
<td>Case 6: Planggan yht</td>
<td>Pelanggan yang Terhormat</td>
</tr>
<tr>
<td>4</td>
<td>Case 8: PESAN RESMI SHOPEE</td>
<td>Pesan Resmi dari SHOPEE</td>
</tr>
<tr>
<td>5</td>
<td>Case 9: INFO/PAKET Wa.</td>
<td>Informasi tentang Paket WA</td>
</tr>
<tr>
<td>6</td>
<td>Case 10: INFO...? RESMI</td>
<td>‘Information on Whatsapp Package’</td>
</tr>
<tr>
<td>7</td>
<td>Case 12: INFO RESMI...?</td>
<td>Informasi Resmi ‘Official Information’</td>
</tr>
<tr>
<td>8</td>
<td>Case 14: INFO RESMI dari PT. LAZADA SELAMAT!!</td>
<td>Informasi Resmi dari PT. LAZADA. Selamat!</td>
</tr>
<tr>
<td>9</td>
<td>Case 16 and 17: SLMT</td>
<td>Selamat ‘Congratulation’</td>
</tr>
</tbody>
</table>

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Figure 1: Formal Parts of SMS Texts

Figure 2: Sender’s Anonymity with Similar Phone Numbers

References


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