THE DETERMINANT FACTORS OF GEN Z IN COMMITTING ONLINE FRAUD (SHOW BIZ) AS OCCUPATION IN SIDRAP REGENCY: A SYSTEMIC FUNCTIONAL LINGUISTIC ANALYSIS

A THESIS

Submitted to the Faculty of Cultural Sciences Hasanuddin University in Partial Fulfillment of the Requirements to Obtain Bachelor Degree in English Literature Study Program

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ENGLISH LITERATURE STUDY PROGRAM

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On Monday, February 13th 2023, the Board of Thesis Examination has kindly approved a thesis by **NINDA WIDYA ASTIKA P.L** (F041191130) entitled "*The Determinant Factors of Gen Z In Committing Online Fraud (Show Biz) As Occupation In Sidrap Regency: A Systemic Functional Linguistic Analysis*" submitted in fulfillment of one of the requirements to obtain Sarjana Degree in English Literature Study Program, Faculty of Cultural Sciences, Hasanuddin University.

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The Author,

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TABLE OF CONTENTS

LEGITIMATION i
AGREEMENT ii
DECLARATION iii
APPROVAL FORM iv
STATEMENT OF LETTER v
ACKNOWLEDGMENT ix
TABLE OF CONTENTS xi
LIST OF TABLES xii
LIST OF FIGURES xiii
LIST OF APPENDICES xiv
ABSTRACT xv
ABSTRAK xvi
CHAPTER I INTRODUCTION 1
1.1 Background of The Study 5
1.2 Identification of The Problem 5
1.3 Scope of The Problem 5
1.4 Research Questions 6
1.5 Objective of The Research 7
1.6 Significance of The Research 8
CHAPTER II LITERATURE REVIEW 9
2.1 Previous Studies 12
2.2 Theoretical Framework 12
2.2.1 Online Fraud (Show biz) 13
2.2.2 Systemic Functional Linguistic (SFL) 20
2.2.3 Fraud Diamond Theory 21
2.2.4 Generation Z (Gen Z) in Demography Bonus 21
CHAPTER III METHODOLOGY 22
3.1 Research Design 23
3.2 Participants 24
3.3 Data Collection 25

3.3.1 In-depth Interviews 25
3.3.2 Informant Interview Transcript.....25
3.3.3 Library Research.....25
3.4 Data Analysis.....29
CHAPTER IV FINDINGS AND DISCUSSION.....30
4.1 FINDINGS.....37
4.2 DISCUSSION.....41
4.2.1 The Factors of Gen Z in Committing Online Fraud (Show Biz) as an occupation in Sidrap Regency Based on The Fraud Diamond Theory.....41
4.2.2 The Determinant Factors of Fraud Diamond Theory Influence Gen Z in Committing Online Fraud (Show Biz) Activities as an Occupation in Sidrap Regency by The Systemic Functional Linguistic Analysis.....45
CHAPTER V CONCLUSIONS AND SUGGESTIONS 46
5.1 CONCLUSIONS.....46
5.2 SUGGESTIONS.....47
BIBLIOGRAPHY.....54
APPENDICES.....106

LIST OF TABLES

Table 1. Meta Function and Construction of Reality.....15
Table 2. Concept of Definition 23
Table 3. Affect Expression 27
Table 4. Appreciation Expression.....28
Table 5. Judgment Expression 28
Table 6. Research Informant Data 30
Table 7. Data Structure of Theme Information.....31
Table 8. Forms of Attitude on Pressure Factor 32
Table 9. Forms of Attitude on Opportunity Factor 34
Table 10. Forms of Attitude on Rationalization Factor 35
Table 11. Forms of Attitude on Capability Factor.....36
Table 12. Source of Attitude in 11 Informants Transcript Interview 37

LIST OF FIGURES

FIGURE 1. Research Stage Flowchart.....22

LIST OF APPENDICES

APPENDIX A. List of Interview Questions.....56
APPENDIX B. Analysis Informant Transcript Interview 105
APPENDIX C. Data Processing Results Using Software Atlas. ti 9 106

ABSTRACT

THE DETERMINANT FACTORS OF GEN Z IN COMMITTING ONLINE FRAUD (SHOW BIZ) AS OCCUPATION IN SIDRAP REGENCY: A SYSTEMIC FUNCTIONAL LINGUISTIC ANALYSIS

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The high activity of online fraud, or as local people named it Show biz, has become an occupation for a group of young people in Sidrap Regency. This research aims to explain the factors of Gen Z in committing Show biz as an occupation in Sidrap Regency based on the Fraud Diamond Theory and the determinant factors of the Fraud Diamond Theory influence Gen Z to carry out Show biz activities as an occupation in Sidrap Regency using a Systemic Functional Linguistic analysis. This research used a qualitative phenomenological method through in-depth interviews with 11 informants of Show biz perpetrators at the Class IIB Rutan Sidrap. Determination of informants was done based on the criteria, namely; Gen Z who were 12-27 years old, domiciled in Sidrap Regency, have done Show biz, and have knowledge or information about the Show biz phenomenon. The interview transcripts were processed using Atlas.ti 9. Data analysis was carried out using a Systemic Functional Linguistic (SFL) approach, specifically the attitude appraisal system with a focus on three expressions: Affect, Judgement, and Appreciation. The results of the research showed that there are four factors that influence Gen Z to carry out Show biz, namely pressure, opportunity, rationalization and capability factors. The opportunity factor is the determinant factors that influenced Gen Z Sidrap in committing Show biz.

Keyword: Gen Z, *Show biz*, Fraud Diamond Theory, Systemic Functional Linguistic

ABSTRAK

FAKTOR DETERMINAN GEN Z MELAKUKAN PENIPUAN ONLINE (*SHOW BIZ)* SEBAGAI PEKERJAAN DI KABUPATEN SIDRAP: ANALISIS LINGUISTIK FUNGSIONAL SISTEMIK

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Tingginya aktivitas penipuan online, atau yang oleh masyarakat setempat dikenal sebagai *Show biz*, telah menjadi mata pencaharian bagi sekelompok anak muda di Kabupaten Sidrap. Penelitian ini bertujuan untuk menjelaskan faktor-faktor Gen Z dalam melakukan penipuan online (*Show biz*) sebagai pekerjaan di Kabupaten Sidrap berdasarkan *Fraud Diamond Theory* dan faktor penentu *Fraud Diamond Theory* yang mempengaruhi Gen Z untuk melakukan kegiatan *Show biz* sebagai pekerjaan di Kabupaten Sidrap menggunakan analisis *Systemic Functional Linguistic* (SFL). Penelitian ini menggunakan metode deskriptif kualitatif dengan pendekatan fenomenologi melalui wawancara mendalam dengan 11 informan pelaku *Show biz* di Rutan Kelas IIB Sidrap. Penentuan informan dilakukan berdasarkan kriteria yaitu; Gen Z yang berusia 12-27 tahun, berdomisili di Kabupaten Sidrap, pernah melakukan Show biz, dan memiliki pengetahuan atau informasi tentang fenomena *Show biz*. Transkrip wawancara informan diproses menggunakan *software* Atlas.ti 9. Analisis data dilakukan dengan menggunakan pendekatan Systemic Functional Linguistic, khususnya sistem *Appraisal Attitude* dengan fokus pada tiga ekspresi: *Affect*, J*udgment*, dan *Appreciation*. Hasil penelitian menunjukkan bahwa terdapat empat faktor yang mempengaruhi Gen Z untuk melakukan *Show biz*, yaitu faktor tekanan, kesempatan, rasionalisasi dan kemampuan. Faktor kesempatan adalah faktor determinan yang memengaruhi Gen Z Sidrap dalam melakukan *Show biz*.

Kata Kunci: Gen Z, *Show biz*, *Fraud Diamond Theory*, *Systemic Functional Linguistic*

CHAPTER I
INTRODUCTION

1.1 Background of Research

Generation Z (Gen Z) is the generation that dominates in the peak demographic bonus in Indonesia. They are expected to be able to welcome the country's economic growth. Those born between 1995 to 2012 or currently in the 10 to 27 age range are referred to as Gen Z. The Government of Indonesia has long launched the Golden Indonesia Vision for 2045 through demographic bonuses to form an abundant productive young generation. One of the most anticipated things is supporting the creation of a quality young workforce in Indonesia. So, the existence of Gen Z can be an essential opportunity for Indonesia to support the acceleration of Sustainable Development Goals. The blessing of the emergence of Gen Z in the demographic bonus will greatly provide benefits in terms of economic, social, and cultural growth due to a large number of productive ages.

In South Sulawesi province, the total population of Gen Z has dominated the rest of the population with a percentage of 30.84% of the total population in Indonesia (BPS, 2022). The unique character and the skill in operating various technological media are the hallmarks of Gen Z. Compared to the previous generation, the skills of multitasking and character that Gen Z has as an i-generation, has the potential to become a workforce that is able to adapt in the era of digitalization and industry 4.0. For a nation, a demographic bonus can be a 'window of opportunity' that

needs to be utilized and managed properly so that it does not turn into a 'cost opportunity' (Ariteja, 2017).

Gen Z in demographic bonus looks valuable, but if not managed properly, it will become a problem that is not wanted. The peak of demographic bonuses in Indonesia, which Gen Z dominates, causes various forms of deviant social phenomena. The technology owned by Gen Z is often misused; some phenomena, such as hoax disseminating, cyberbullying, cyber gambling, and cyber-sex are some examples of the misuse of these technologies.

Apparently, the abuse of technology by Gen Z also occurs in one of the regions in South Sulawesi, namely the Sidenreng Rappang (Sidrap) Regency. The result of the technology abuse carried out by Gen Z in Sidrap Regency is fraud through online media or known by the local community as Show biz (Show Business). Show biz, is a term commonly used by people in Sidrap Regency that refers to cybercrime, especially in online fraud syndicates. People who perform Show biz acts are called *Passobis*.

The teenagers in Kalosi Village, Sidrap Regency, were caught carrying out show biz activities, as evidenced by the arrest of 20 people who became suspects of show biz through online buying and selling scams, most of whom were teenagers. The national news media *jawapos* reported that Sidrap Regency is designated as the area with the highest cybercrime rate in Indonesia, and the perpetrators of show biz are young men from Sidrap aged 18 and 25 years who are included in the Gen Z age (Yahya, 2017; Tenola,

2019; Ferdinan, 2021).

The high activity of Show biz in Sidrap Regency occurs due to the phenomenon of the Sidrap community, who have considered Show biz as a job or an occupation for Sidrap better young people. Previous research conducted on 50 residents of Sidrap shows that 74% of respondents consider Show biz as a job or an occupation (Wardana et al. 2021).

The phenomenon that occurred was reinforced through a pre-research interview with the Secretary of Tanete Village, Sidrap Regency, Mr. Fatahullah, who said that the community has considered Show biz as the work of young people in Sidrap Regency, especially those aged 16 to 25 years. This is in accordance with the theory that Gen Z is considered a workforce that does not want to work hard and seeks a pleasant work environment with flexible schedules but with high pay and likes an instant and insensitive culture (Restati, 2018).

Show biz or online fraud can be associated with fraud, which is an act and action that is deliberately carried out to abuse everything that is shared. Ristianingsih (2017) the results of her research explained that an action is said to be fraud if it meets three elements; (1) Intentional acts, (2) Cheating or fraud, and (3) Personal/group gain or loss to others. This is in line with research conducted by Carolin et al. (2022), which found that fraud can be detected using the Fraud Diamond Theory, which reveals that a person can commit fraud actions because it is influenced by four factors, namely pressure, opportunity, capability, and rationalization.

Previous research examining the phenomenon of online fraud or Show biz still focuses on community, cultural culture, and economic factors. Moreover, the previous research also still examines the phenomenon of online fraud or Show biz from the perspective of the general public by analyzing using a socio-criminological or normative approach. In fact, to understand a phenomenon more deeply, data sources derived from real-life experience are needed (Rasid et al., 2021; Wardana et al., 2022; Rantesalu, 2022).

Thus, there has been no previous research that examines the phenomenon of Show biz using the Fraud Diamond Theory based on pressure, opportunity, rationalization, and capability factors with the research subjects of Show biz actors analyzed using a linguistic approach, so it becomes a novelty in this research.

The goal to be achieved in this research is to explain the factors of Gen Z in committing Show biz as an occupation in Sidrap Regency based on the Fraud Diamond Theory and the determinant factors of the Fraud Diamond Theory influence Gen Z to carry out Show biz activities as an occupation in Sidrap Regency using a Systemic Functional Linguistic analysis. This approach analyzes three expressions, namely affect, judgment, and appreciation, that affect the perception of Gen Z Sidrap in committing Show biz based on the Fraud Diamond Theory.

This research provides benefits as a reference for intervention efforts by relevant institutions or stakeholders in suppressing and reducing Show biz activities carried out by Gen Z in Sidrap Regency as an occupation.

Therefore, based on the explanation above, the researcher is interested in conducting research entitled *"The Determinant Factors of Gen Z in Committing Online Fraud (Show Biz) As Occupation in Sidrap Regency: A Systemic Functional Linguistic Analysis"*

1.2 Identification of the Problems

Based on the explanation of the background research above, the researcher identified some problems in the factors of the Fraud Diamond Theory, and the determinant factors influence Gen Z to carry out Show biz activities as an occupation in Sidrap Regency based on the Fraud Diamond Theory using a Systemic Functional Linguistic approach, as follows:

a. Gen Z in demographic bonus is something that looks valuable, but if not managed properly, it will be a source of problems.

b. Gen Z's mastery of technology is often abused in its use on social media.

c. Online Fraud (Show biz) is a form of technology abuse committed by Gen Z in Sidrap Regency.

1.3 Scopes of the Problem

To make the work applicable to the goals of this study, the researcher-imposed limitations on the study. As a result of identifying the mentioned issues, the researcher narrows the scope of the problem of this study.

The focus of this study is to explain the factors of Gen Z in committing Show biz as an occupation in Sidrap Regency based on the Fraud Diamond Theory and the determinant factors of the Fraud Diamond Theory influence Gen Z to carry out Show biz activities as an occupation in Sidrap Regency using a Systemic Functional Linguistic analysis.

1.4 Research Question

Based on the scope of the above problems, this study tries to explain the factors of Gen Z in committing Show biz as an occupation in Sidrap Regency based on the Fraud Diamond Theory and the determinant factors of the Fraud Diamond Theory influence Gen Z to carry out Show biz activities as an occupation in Sidrap Regency using a Systemic Functional Linguistic analysis by answering those questions:

1. What are the factors of Gen Z in committing online fraud (Show biz) as an occupation in Sidrap Regency based on Fraud Diamond Theory?

2. How do the determinant factors of Fraud Diamond Theory influence Gen Z to commit online fraud (Show biz) as an occupation in Sidrap Regency using a Systemic Functional Linguistic analysis?

1.5 Objectives of the Study

Based on the research questions, the researcher intends to achieve the purpose of this study, which is to explain the factors of Gen Z in committing Show biz as an occupation in Sidrap Regency based on the Fraud Diamond Theory and the determinant factors of Fraud Diamond Theory influence Gen Z to carry out Show biz activities as an occupation in Sidrap Regency by using a Systemic Functional Linguistic Analysis, specifically Appraisal Attitude system.

1.6 Significance of the Study

The researcher hopes this research better can make a contribution to the English linguistic sciences. It has two major significances i.e., practical and theoretical significances:

1. Theoretically Significance

This research is expected to enrich the literature for academics, both students, and teachers/lecturers, where this research can be a reference and motivation to be more aware and concerned about problems in society.

2. Practically Significance

This research aims to support the development of science in the form of the latest literature sources for academics, both students and teachers/lecturers, covering various multidisciplinary sciences, namely linguistic, socio-economic sciences, and legal sciences.

This research can enrich public discourse related to the problem of the factors of Gen Z in committing Show biz as an occupation in Sidrap Regency based on Fraud Diamond Theory, and the determinant factors of Fraud Diamond Theory influence Gen Z to carry out Show biz activities as an occupation in Sidrap Regency and how to prevent themselves from becoming victims or perpetrators of Show biz.

To sum up, this research is expected to give additional information better to other researchers who want to conduct further research in the related field.

CHAPTER II
LITERATURE REVIEW

2.1 Previous Studies

In this study, researchers tried to combine findings from various previous studies. This is thought to be an understanding and comparison with current research. The various studies conducted by various academics are relevant to this topic as follows.

To begin with, the research conducted by Wulandari (2021) in her research entitled "Speech Functions Used by Online Shopping Scams on Instagram" was carried out using qualitative methods. In this study, there are three objects better to find out, namely (1) investigating the types of speech functions used by online shopping scams on Instagram, (2) describing how speech functions are manifested in mood, and (3) elaborating on the reasons why speech functions are manifested in mood as it is.

Systemic Functional Linguistic is used to identify speech functions used by online shopping scams on Instagram. The findings of this study reveal that: (1) Statements are the most dominant speech function that has been found to be used by fraudsters on Instagram, (2) The atmosphere of typical clauses (congruent), and the atmosphere of non-typical clauses (inappropriate or metaphorical) are the ways that have been found in the realization of the imposter speech function in mood, (3) For reasons of the realization of the imposter speech function on Instagram in this study,

Researchers find tenor to be a situational context.

Furthermore, the research conducted by Dong et al. (2018), "Leveraging Financial Social Media Data for Corporate Fraud Detection" also uses systemic functional linguistic as a guide to define an analytics framework that leverages unstructured data from financial and social media platforms to assess the risk of corporate fraud. Qualitative methods were carried out in the study. In addition, researchers evaluated and compared the performance of the algorithm against the basic approach using only financial ratios and language-based features, respectively. The results of this study reveal that the value of social media data is financial and serves as a proof of concept of using such data to complement traditional fraud detection methods.

Hasyim et al. (2020), in their research entitled "Appraisal Analysis Regarding the Involvement of FELDA's Young Generation in the Palm Oil Industry." In this study, researchers applied the Systemic Functional Linguistic Assessment Theory, specifically the Attitude system, which presents a linguistic analysis of interpersonal meanings expressed by 5 FELDA youths to the involvement of the palm oil industry.

This research examines youth involvement and interests and how the strengths and weaknesses of this industry are highlighted through discourse analysis. Five interviews were analyzed and encoded in terms of Influence, Assessment, and Appreciation. The research findings show how each respondent presented positive and negative assessments of the industry as

well as the behavior of the FELDA community.

Related to the findings of the previous study above, the researcher found a research gap between the previous study and the current study and also found the novelty of the current study. If the previous research only focused on the speech function section using qualitative methods, to identify the most dominant type of speech function used in online shopping scams on Instagram by using a systemic functional linguistic approach and only focus on determining the analytics framework by utilizing unstructured data from social media financial platforms to assess the risk of corporate fraud using systemic functional linguistic is a language-based feature.

Then, the current study uses Systemic Functional Linguistic that focuses on appraisal theory, specifically, the attitude system (Affect, Judgment, Appreciation), as a data analysis technique to identify the determinants of Fraud Diamond Theory that influenced Gen Z in Sidrap Regency to commit Show biz as an occupation.

In addition, previous research has also studied the phenomenon of Show biz, only focusing on educational aspects, community culture, and economic aspects and based on citizen perspectives using socio-criminological or normative aspects in legal aspects (Wardana et al. 2021; Putri & Hamzah, 2022; Rantesalu, 2022).

Therefore, the novelty of the current research is to explain the determinant factors of Fraud Diamond Theory and the determinant factors that influence Gen Z in Sidrap Regency to carry out Show biz or activities

as an occupation based on Fraud Diamond Theory by using a systemic functional linguistic approach, namely the theory of Appraisal, specifically the attitude system.

2. 2 Theoretical Framework

This chapter contains the theories which are used as the guidance better for the analysis. It contains one main theory and one supporting theory. Fraud Diamond Theory stands as the main theory. In this case, this analysis uses Systemic Functional Linguistic Approach by M.K Halliday, which discusses Interpersonal and meta functions, particularly in the Appraisal Attitude system. It is divided into three stages of the Attitude system; Affect, Judgment and Appreciation. To support the theory, the researcher uses the framework of Appraisal Attitude by Martin and White (Hashim, et al., 2018).

In order to explain the factors of Gen Z in Sidrap Regency committing Show biz as an occupation based on Fraud Diamond Theory, and the determinant factors of Fraud Diamond Theory influence Gen Z in Sidrap Regency to carry out Show biz activities as an occupation in more detail**.** Moreover, to support this analysis completely, attaching the previous study is needed.

2.2.1 Online Fraud (Show biz)

Show business, also known as Show biz, is a term commonly used by people in Sidrap Regency that refers to cybercrime, especially

in online fraud syndicates. People who perform Show biz acts are called *Passobis*. One form of Show biz fraud that is carried out is the lucky draw mode. The line with the research carried out by Sirenden (2017), explaining that the occurrence of fraud crimes with a lucky draw mode is influenced by economic and educational factors that make the perpetrators of fraud crimes do their actions.

Previous research was also conducted by Yuliana (2021); the results of her research revealed that the Sidrap people viewed Show biz' acts as unlawful, but these actions were still used as an occupation. In addition, the attitude of the Sidrap people towards criminal acts of fraud through cell phones tends to be unconcerned and silent when they see or know the deeds. The problem of Show biz has also been researched by Yahya (2017), who found several forms of online fraud in the community, including fraud using Facebook tools, online stores, telephones, lotteries, and job vacancies.

2.2.2 Systemic Functional Linguistic (SFL)

Systemic Functional Linguistic (SFL) is a theory first introduced by Michael Alexander Kirkwood Halliday. Systemic is a term that refers to the view that language is a network system that is interconnected in creating meaning. SFL examines the language used to express a particular meaning. Thus, in contrast to traditional linguistic, SFL focuses not only on the structures that make up the language but also on the structures that make up the meaning of

language (Nugraheni, 2011). SFL relates to the choice of language used by speakers to convey their ideas, because SFL focuses its study on how languages are structured to be used in communicating.

Functional is a term that indicates that the designation is meta function, which refers to an approach to language that emphasizes the role and function of the language (Adha, 2018). SFL examines using different contexts concerning grammar and covers the semiotic complexity of language in social contexts (Gusnawaty, 2017).

The SFL approach is very useful in interpreting text units because it places text as a communication activity that involves aspects of the context of the situation and the cultural aspects surrounding it. Furthermore, in the SFL view, language is a system of signs or symbols that express a particular society's cultural and social values and norms in a linguistic process. This approach no longer sees language as an entity of relationships between the marked and the tagged.

SFL sees language more as a social reality and a semiotic reality. As a reality, language is a physical, mental, and logical reality in the context of a particular situation and culture. As a social reality, language is a social phenomenon that society uses to carry out interaction and communication. Meanwhile, as a semiotic reality, language is symbolic of aspects of social reality. Such aspects work simultaneously to express a certain meaning or social function.

Researchers have widely used SFL (Systemic Functional Linguistic) theory as a reference in analyzing a linguistic discourse or the function of language use in social life. Firda (2017) her research results showed that in the SFL study, the use of modalities to realize the meaning of interpersonal functions to hoax news texts indicated that existing information does not necessarily occur. In which the creators or disseminators of hoax news cannot believe or do not know the truth of the information presented. Wiratno (2018) connects the three functions in meta functions and different realities, as in Table 1, as follows:

Table 1. Meta functions and Constructions of Reality

Meta function	Construction of Reality	Subject
Ideational	Physical/Biological Reality	Observation
Interpersonal	Social Reality	Role
Textual	Semiotic Reality/ Symbols	Relevance

Based on the table above, it can be explained that ideational functions in physical/biological reality emphasize the use of language that is functioned to convey content or purpose as a form of observation made by speakers/writers listening to listeners/readers. Interpersonal functions in social reality are known that language is very clearly used to express matters related to establishing and strengthening relationships in social society.

Furthermore, in textual functions, language becomes the main focus on disclosing semiotic reality or the reality of symbols. It is used to create lingual forms (texts) in a better the context or content of observational results so that a listener/reader can know the message the speaker/writer wants to convey.

A. Interpersonal Meta function

In its development, Halliday's theory of interpersonal was developed by Martin and Rose (2007). They both developed interpersonal meaning with a theory based on an assessment he called appraisal theory. This theory deals with evaluation: the types of attitudes negotiated within the text, the strength of the feelings involved, and how the values are sourced, as well as how the author and the reader are positioned.

Interpersonal meaning is the realization of the tenor of discourse; that is, it refers to people who participate in linguistic events. More deeply, this meaning shows the participants' position and role, what types of relationships exist between the involvements, including fixed and temporary relationships, and the extent to which the conversations involving the entanglers are important.

B. Appraisal Theory

Appraisal theory is a further extension of SFL, which focuses on interpersonal meaning within systemic-functional linguistic. The

Appraisal is used to negotiate social relationships by telling the listener or reader about our feelings (or attitudes) towards objects or people. This appraisal theory deals with the concept of evaluation, defined as a closing board for expressing the author's attitude or further about the stance or stance, point of view, or feeling about an entity or a trustworthy statement of a person.

Appraisal theory allows a comprehensive study to evaluate that describes construction as the contribution of one or more specific or overall grammatical sources of grammatical sources. The appraisal framework consists of three subsystems: Attitude, Graduation/Amplification, and Engagement/Source of Attitude.

Attitudes are related to Affect, Judgement, and Appreciation. Affect is related to feelings, including emotional reactions. Judgment has to do with behavior. Appreciation is the evaluation/assessment/appreciation of objects (Martin and White, 2005; Martin and Rose, 2007). Engagement or source of Attitudes relates to the Source of Attitudes or the origin of those Attitudes. Graduation or Amplification is a classification of feelings reinforced or obscured by occurring phenomena (Martin and White, 2005).

Through this Appraisal, one can find out the expression of emotions or opinions or the assessment of everything from the other side of the discourse of writing or speech. With Appraisal, one can evaluate the text from both a positive and negative point of view

(Martin and Rose, 2007; Martin and White, 2005).

C. Attitude

The attitude system refers to the judgment and Appreciation of human behaviors, texts or processes and phenomena after better having a psychological influence. Attitude negotiates how attitudes are described and indicated in English texts. Attitudes, in turn, are at the core of the three semantic regions traditionally indicated as emotion, ethics, and aesthetics. (Martin & White, 2005; White, 2011).

It is the attitude of the language user towards the object, but it stands the reader's perspective to reveal according to the language of the text. It can be divided into three sub-systems, namely, the affect system, the judgment system and the appreciation system (Yang & Guo, 2023).

1. Affect

The affect has to do with the manifestation of emotions brought to life by the speaker or author, mainly by external agents other than the speaker or author himself. It displays the positive and negative feelings evoked by the producers of discourse.

Affect system refers to the various feelings or reactions of the writer or speaker towards certain actions, phenomena or things based on personal preference, and there is a distinction

between positive and negative feelings of people (Luo, et al., 2022).

2. Judgment

The Judgment relates to the registration of evaluation and assessment of the behavior of other individuals by the speaker or author with due regard to social norms and morality; that is, assessing the behavior of the individual by examining them against current social norms as optimal patterns for behaving in a particular context.

Judgment system refers to the language user's judgment on a behavior or phenomenon based on certain social norms, laws and regulations. It can be divided into two categories: social esteem and social sanction. The former includes three categories of normality, capacity and tenacity and the latter judges the truthfulness of events and justification of behavior (Luo, et al., 2022).

3. Appreciation

Appreciation relates to the disclosure of the evaluation of natural and semiotic phenomena by the speaker or author, that is, to assess those natural/semiotic phenomena. Appreciation system refers to the language users' evaluation of texts, actions or natural phenomena according to aesthetic

standards. It includes not only the evaluation of things themselves, but also the Appreciation of the values they embody.

Appreciation systems can be divided into three categories: reaction, composition and valuation. Reaction refers to the effect of the text on the emotional aspect of the reader; composition refers to the balance of the text structure as well as the comprehensibility of the details; valuation refers to judge whether the text has significant value according to the social criteria (Luo, et al., 2022).

2.2.3 Fraud Diamond Theory

Fraud is an act of fraud that includes various irregularities and illegal actions characterized by intentional fraud. Monossoh (2016) explained that Fraud Diamond is a new theory of view of fraud which is a form of improvement from the Triangle Fraud Theory, where the Fraud Diamond adds a qualitative element that is believed to have a significant influence on fraud, namely capability. So, the four theories of the Fraud Diamond consist of pressure, opportunity, rationalization, and capability.

Previous research conducted by Maksuma (2016) concluded that the concept of the Fraud Triangle, which consists of pressure, opportunity, and rationalization simultaneously or partially, has a positive effect on the academic cheating of students of the Faculty of

Economics, Semarang State University. In addition, the results of Abdullahi and Mansor (2017) show that there is no cheating behavior if one cannot do so and there is even pressure, opportunity and rationality.

2.2.4 Generation Z (Gen Z) in Demography Bonus

Based on BPS data in 2020, Indonesia is ready to welcome the peak demographic flow with the number of people of productive age reaching 70.72%, who are increasingly confident in the potential quality of their workforce and human resources. Because they are currently dominated by Generation Z (Gen Z), which amounts to 74.93 million people (27.94%) (BPS, 2020). Gen Z is those born between 1995-2010 or currently at 12-27 years (Bencsik et al. 2016).

They are called the I-generation, a technologically literate generation that can master technology better than the previous generation (Putra, 2016). This potential makes them a quality workforce in the current era of digitalization and industry 4.0.