

CHAPTER I

INTRODUCTION

1.1 Background of the Research

At this point in history, human civilization has hit its pinnacle. Advances in research and technology, including mechanical and medical technology, contribute to the development of mankind. Humans have created different types of advanced equipment in the field of mechanics, such as the ability of cars to evaluate automatic control (Gehrig & Stein, 1999); assume Tesla was a forerunner in the adoption of automated car technologies. Furthermore, in the medical profession, people have made a variety of advancements. The advancement of technology is meant to support and encourage humans in their everyday activities.

The increasing excellence in technology has also permeated the area of information and language; one of the newest media today is the internet. The internet is the father technology that is at the high point of today's technology. One of the newest types of media produces something that seems to be an encounter but does not resemble a face-to-face interaction. Newer media, on the other hand, creates experiences by internet-integrated computer simulations. There is a high level of interaction, but with computers, not with certain individuals (Littlejohn & Foss, 2008). From children to adults, everybody is relying on technology these days. The Internet enables each user to access previously unreachable areas of the globe. The Internet encourages its users to connect to the rest of the world using just their thumbs. Humans can interact with distant kin and even meet others in other regions of the world. Communication technology is currently very significant due to the various demands for swift and precise information sharing. Today's developing communication technology has made it possible for humans to connect without being limited by distance, space and time, those made human sophisticatedly evolved (Parsons, 1985, p. 298). The unification of various functions of communication

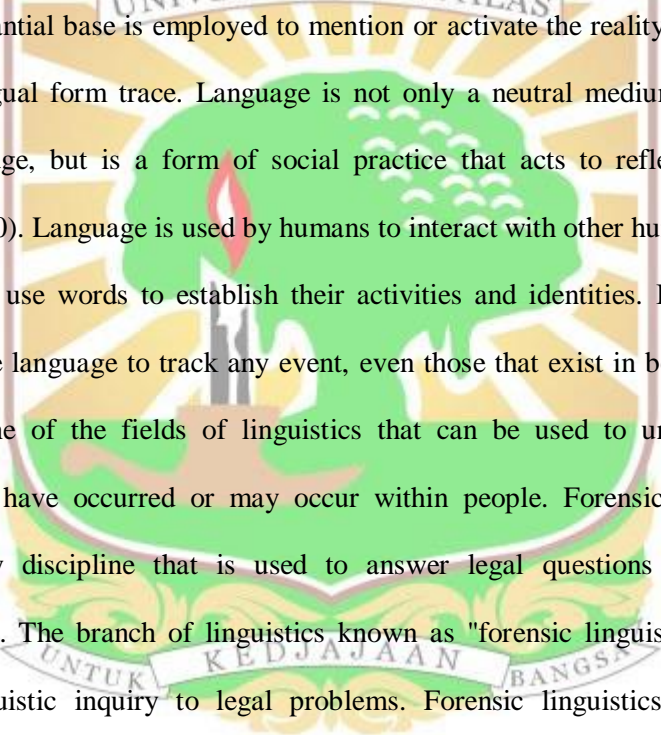
devices has been integrated into a communication tool, one of which is called a smartphone.

Through the advancement in technology, communication can be quickly developed. However, it is impossible to deny that technological advancements having both positive and negative consequences. Not all technology consumers comprehend and evolve in their use of current conveniences. These detrimental impacts have far-reaching implications that impact not only people but also society as a whole. Since the internet shortens the distance between people, it allows people to reach out to others more quickly via a variety of contact channels. Arbitrarily using language becomes the underlying foundation for anybody, whether knowingly or unintentionally, to create effects of language that cannot be handled and are often irresponsible.

As stated by Auer and Schmidt that language is formed through a relative form, cooperative and mostly does not reflect many actions. Relative uniformity is a prerequisite for language to be able to serve its basic purpose (communication); the existing variability serves a number of other functions (Auer & Schmidt, 2010). This concept will serve as the basis for the analysis of the broad spectrum of human behavior. This action, like a stimulus and response mechanism, relates to the current state of human activity. Many riddles are created as the result of this phenomenon, and these riddles must be spoken aloud. Text is created when people talk or compose. Any instance of language, in any form, is referred to as a text. (Halliday and Hasan in Halliday and Matthiessen, 2004).

The more civilization develops and the more people there are in the world, the more friction there will be, both horizontally and vertically. Horizontal personal friction is defined as the occurrence of misunderstandings or problems between two or more people in sequential order (at the same level in age, background, rank and status). On the other hand, vertical interpersonal tensions are characterized as a misunderstanding

between individuals and/or groups of individuals from various backgrounds in terms of age, background, rank, and status (Hooghe & Stolle, 2003). This type of situation calls for ideological disputes defending each individual's egoism and self-respect. However, there is an indelible foundation for being the 'referee' in resolving the ensuing tension by offering the compromise positions and the facts. One of the reasons in question is to retrace the origins of the causes of the problem happening and see whether the problem has manifested itself as a particular event (enter the trial court) or any indication of infringement evidence that it has.



A substantial base is employed to mention or activate the reality and fact; one of which is its lingual form trace. Language is not only a neutral medium for generating subject knowledge, but is a form of social practice that acts to reflect social reality (Silverman, 2000). Language is used by humans to interact with other humans and remain linked. Humans use words to establish their activities and identities. If a crisis arises, humans may use language to track any event, even those that exist in between. Forensic linguistics is one of the fields of linguistics that can be used to uncover linguistic difficulties that have occurred or may occur within people. Forensic linguistics is a multidisciplinary discipline that is used to answer legal questions about language (Leonard, 2017). The branch of linguistics known as "forensic linguistics" applies the science of linguistic inquiry to legal problems. Forensic linguistics enhances legal analysis by strictly applying scientifically accepted principles of language analysis to legal evidence such as e-mails, text messages, contracts, letters, confessions, and recorded speeches (Shuy, 2006). Forensic linguistics itself is one of the fields of science in linguistic studies that has recently become popular to be developed because its presence is capable of being an expert solution in solving deadlocks or being a guide in confusion in determining facts.

There are various types of verbal assaults committed by one person against others. Words with derogatory connotations, curses, words that contribute to injustice (SARA), provocative calls, and others are examples (McMenamin, 2002). Any text that is born is a reflection of the text maker's propensity, and it is, of course, a way for him to manipulate the interlocutor or object of the text (Asya, 2013, p. 79). The emergence of fake news has recently piqued the interest of many people on social media to make the hoax-indicated text be to be able to crack the grasp of the existing reality; that is an instance of negativity of the upheaval of language use. Furthermore, hoaxes are used for political reasons such as overthrowing political enemies and achieving a variety of other goals, with the text generated indicating abuses. Most of this is achieved with the intention of exploiting the interlocutor in order to achieve the set objectives.

Linguists have begun to do language experiments on legal texts that are linked to the proclivity to corner, exploit, trap, steal, kill, and do other unpleasant things. Many experts on linguistics field had dedicated their valuable time to discover the theory, methodology, technic and many more related to the uncovering mechanism of the messages through text. A vast literature exists on the interpretation of legal documents, including statutes. Both scholars and judges have written extensively on the topic, making it impossible to do justice in the limited space. Essentially, there have been two contrasting traditions in the common-law community. Despite the fact that these techniques have been extended to all major forms of legal documents, including contracts, deeds, and wills, most of the discussion has focused on statutes (Tiersma, 2008, p. 17). In addition, by digging through language (text), distorted information, indications of fraud, contradiction between facts and texts can be found. One of the techniques that can be done is the consistency test process. Sawirman, Hadi, and Yusdi (2014, p. 32) explained that the best way to spot a perpetrator's fib is to look for a comment he makes that reverses out any inconsistencies in his information structure. Linguistic accuracy

checks must also be performed, both at the noun, phrase, clause, and set of speech levels in spoken and written languages. Generally, utterances involving an aspect of deception are contradictory. This inconsistency will manifest itself in terms of word use, language style, facts expressed by facial expressions, and so on (McMenamin G. R., 2001, p. 164).

Forensic linguistics is concerned with analyzing a document that is used in a civil or criminal context. According to McMenamin (2002), forensic linguistics is “the scientific study of language as applied to forensic purposes and contexts” (p. 22). Therefore, linguistic implementation research may assist judicial or criminal inquiries. On the same pad, Olson (2008) states forensic linguistics as “the application of linguistic expertise to a specific social environment, especially the legal field” (p. 3). Depending in the legal sense, any spoken or written document, such as a suicide note, law, deposition, handwriting, video, or email scam, can be identified as forensic text.

As Halliday (1978) said that “language is what it is because of what it has to do” (p. 19), functional language theory emerges, providing a viewpoint on meaning-making focused on social experience and in a wide range of diverse and nuanced contexts. This is consistent with forensic linguistics studies in which Coulthard and Johnson (2010) sought to clarify that language analysis for legal meaning answers the question of how language has and is being used, who is using it, how they are writing, where they are speaking, why they are communicating in that way, and what is achieved by that interaction (p. 1).

In order to define and expand the field of forensic linguistics in a legal setting, this research employs linguistics and forensics in the examination of contract texts. The author recognizes that this is essential to explore the creation of lingual units in the language of the contract text and to interpret the messages found in the contract text more thoroughly. This study analyzes the contract text of Google's user privacy policy agreement with its users. When agreeing to the policies contained in the agreement, it is suspected that Google service users are not thoroughly understood. Not a few users who

are ignorant or even do not read at all the contents of the message contained in the terms of the agreement.

Google's user privacy policy is a series of statements based on the user's needs for the service to be used. In making policy regulations, Google uses a series of statements meant to be approved by users. There are sentences or lingual units form the meaning that between the two parties must have the same interpretation and understanding. However, it cannot be denied that every individual who has various backgrounds will certainly have multiple interpretations of one sentence that appears. The contract text of Google's user privacy policy is studied in-depth and in detail by concentrating on how the sentences are formed by integrating different sciences such as forensics and linguistics. The key theory in this analysis is to dissect and parse the clauses on the points of agreement, explicitly on the Theme and Rheme to reveal its real meaning according to linguistics point of view.

In addition to obtaining an in-depth application of theories related to linguistics, this research is expected to be able to contribute not only to the scientific community but more than that it can be useful for the wider community. The findings of this study in general will be able to increase the awareness of each individual from the actions taken related to the agreement.

1.2 Scope of the Research

Researchers have centered their research on lingual units based on their text and purpose in order to be able to specifically classify the types of violations committed by Google to its users. The scope of the clause builder and the determinants of each variable are the only things considered. Halliday had reason to believe that form can be formed by purpose and context (Bavali & Sadighi, 2008). The Theme and Rheme framework research was used to conduct a thorough analysis of this issue by defining type of Theme

and Rheme constructed in the clause in the text of the body of Google Privacy Policy agreement.

1.3 Identification of the Research

In terms of the research's purpose, Litosseliti (2010, p. 10) stated that “a set of research questions should be formulated in ways which allow the identification and investigation of further issues that are only doing the research can bring to light”. The emphasis of this study is on the elements of infringement that are implied and stated in the Google Privacy Policy agreement's textual body. As a result, the methodology posed in this study was increasingly motivated by the research questions mentioned below:

1. How is the process of forming the construction of Theme and Rheme on the clauses contained in the Google Privacy Policy agreement?
2. How to identify violations in the text of the Google agreement by applying Theme-focused and Rheme-focused clause analysis?

1.4 Objective of the Research

To ensure that this analysis generates important and valuable perspectives for the linguistic field, the study's purpose is critical in deciding what this research seeks to discover. To fully comprehend the goals of this study, the two objectives mentioned below demonstrate the accomplishments of this research:

1. To identify the process of forming the construction of Theme and Rheme on the Google's Privacy Policy's clauses.
2. To reveal and explain the violations conducted by Google to its user privacy which is implied through its text agreement by analyzing it with Theme and Rheme focus.

1.5 Significance of the Research

This study aimed to improve linguistic studies, especially at Andalas University, since previous linguistic analysis on violations, particularly specific provisions, had been under developed. According to Creswell, analysis relevance conveys "the value of the

issue for multiple viewers that can learn from reading and using the report" (Creswell, 2013, p. 296). It can also be used as a reference for other researchers who want to focus their research on Theme and Rheme analysis from a Systemic Functional Linguistic perspective.

Furthermore, in terms of linguistic-type aspects of real texts, the analysis would lead to a deeper interpretation of both secret and future messages. Thematic construction within the SFL system can be used to investigate linguistic uniformity. Since SFL has been defined as an English-oriented system (Halliday & Matthiessen, 2004), the use of SFL to investigate the document is unquestionably suit.

1.6 Definition of the Key Term

Fraud : Fraud could be shown by demonstrating that the defendant's conduct included five distinct person elements: (1) false assertion about material evidence, (2) information on the part of the defendant that the statement is false, (3) intent on the part of the defendant to mislead the accused victim, (4) reliance that the victim can explain on the statement, and (5) suspected harm to the victim as a result of the statement (Gibbons & Turrel, 2008, p. 254)

Google : American multinational technology company that specializes in Internet-related services and products, which include online advertising technologies, a search engine, cloud computing, software, and hardware.

Privacy : Privacy is a fundamental right, essential to autonomy and the protection of human dignity, serving as the foundation upon which many other human rights are built. Furthermore, Privacy is a fundamental human right that underpins freedom of association, thought and expression, as well as freedom from discrimination. Generally speaking, privacy includes the right:

1. to be free from interference and intrusion
2. to associate freely with whom we want
3. to be able to control who can see or use information about you

Privacy Policy : a declaration or legal text outlining how an organization or website receives, manages, and processes customer and visitor data. It expressly states whether the information is kept private, shared with, or sold to third parties.

