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Critical Discourse Analysis through Systemic Functional Linguistics of SMS (Short Message Service) Phishing

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Abstract

This research is aimed to reveal the power relation in SMS (Short Service Messages) Phishing. It utilizes the three dimensions of Fairclough CDA perspective; description, interpretation, and explanation. The three functions of SFL (Systemic Functional Linguistics) are practiced for the data analysis. 150 SMS phishing are collected randomly from the authors' relatives and colleagues. There are two types of SMS Phishing, Complete, and Incomplete. The complete type consists of Opening, Content, and Closing, while the Incomplete with minor Closing. The power relation has been observed from the Opening, Content, and Closing of SMS. The result is shown by the salient descriptions of the data, which are: the exclamation words 'Selamat' (65%) in the opening; the second personal pronoun 'Anda' (60%), and material process (68%) in the content; imperative moods (88%) and the fake identity of reputable institutions in the closing. The result of the study is interpreted and explained as the data description, that the phishers inserted 'power' in the SMS Phishing. The use of 'Selamat' explains that the phishers are kind and generous, then "Anda" and the imperative moods indicate that the phishers act as the first person who can lead the targets. In addition, the use of material processes and the fake reputable institution identity explains that the phishers are trustworthy and wealthy people. SMS Phishers employ those language features to make the targets believe them, and SMS becomes a fraud when the targets believe the message is true. CDA and SFL have been used in this study to reveal the intention of SMS phishing from the perspective of linguistics, therefore, the authors attempt to propose CDA and SFL as the analysis tools in the forensic linguistic field.

Keywords: SMS, Phishing, Critical Discourse Analysis, and SFL.

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Introduction

A power that is inserted in the language use would become a study of Critical Discourse Analysis (CDA). Language has no power on its own. It is entwined by language users who are responsible for creating inequality in society, and for generating opportunities to advance



conditions (Quyen, 2022). CDA historically began its role with the political field, and how discourse is affected by society. CDA reveals power and ideology in terms of political discourse. CDA is developed as an analytical method, then to explain how belief and a sense of worth are delivered through language (Chen, 2018). The authors are interested in digital crime issued by language, specifically concerned with deceptive SMS phishing. After observing empirically, the authors perceive those components of “power relation” are uttered inside the fraud SMS or phishing SMS.

SMS is a message of near about 150 words. This message is sent by one SIM Card to another, or by a Company (SIM Provider) to any SIM card (Dhole et al., 2014). SMS reaches out to mobile phone users at any time (Kitana et al., 2020). Due to the limitation of SMS technology only a maximum of 160 characters, SMS users must consider the simplicity of language use. SMS Phishing (*Smishing*) has broadly attacked people nowadays through mobile devices. The phishing attacks are transmitted through the cyber wire to steal (*phishing*) sensitive personal data, such as; identification numbers, passwords, and usernames. Phishing at the beginning, applies through an email and then spread over a short message service (SMS), called *Smishing*. Next, phishing which delivers through a voice call is recognized as Vishing (Yeboah-Boateng & Amanor, 2014). The term *phishing* was reputable in 1996, to explain the conduct of “phreaking” or “to hack into telecommunication systems” (Zaharon & Mohd Ali, 2021). Smishing attacks (fraud) can be manifested in various kinds of content, such as loan offers, online gambling, lottery, gift or money promises, and announcements. The most common Smishing attack is a lottery notification, the receiver is noticed that he just won a sum of money from the lottery (Pervaiz et al., 2019). Some businesses agreed that text messages are more effective than email since 82% of SMSs are read within five minutes, while consumers open only one of four emails they collect. This significantly attracts spammers due to the position of SMS for phone users (Chaudhari et al., 2020).

Spam, Phishing, and further Scams, are operated simultaneously. Commonly, phishing precedes spam (Rahman et al., 2022). Spam can be transmitted by internet connection, such as *email*, *Telegram*, *WhatsApp*, and so forth. Spam can also be sent without an internet link like SMS. Spam is unwelcomed and undesirable messages delivered by the machine. Spam on the internet is commonly practiced in the form of email, while Spam through mobile networks is recognized as SMS (Delany et al., 2012). Spam messages are intended to spread advertising and marketing content while phishing messages are to trick users by announcing that they will get a gift or win a prize (Feresa et al., 2014). Mobile phishers send messages through SMS by pinning malicious applications and web pages to gain detailed information about the receiver, such as; contacts, photos, and other personal data, and moreover get money (Jain & Gupta, 2018). The attackers camouflaged as trustworthy senders purposefully steal sensitive personal and financial data, such as usernames, passwords, credit card details, and so on (Iyengar et al., 2019).

Phishing is a form of cybercrime which applied by email, online text message, or SMS. Mobile phone users are tricked and defrauded into offering monetary records or sending cash at once to the sender (attacker). In the United States of America, the first smishing attacks appeared in the early nineties, when hackers successfully entered America Online (AOL) Debts. The hackers entered fake legitimate scorecard numbers to make AOL approve the creation of their accounts, then, they stole the current AOL debts by pretending as AOL personnel to trick the victims into giving their usernames and passwords (Amin, 2022). Smishing attacks in Indonesia have been getting higher in recent days. For instance, in East Java, in the year 2015, It was denounced to the police, with about 36 reports, and decreased in the year 2016 with six reports (Hendrik S, 2019). Nevertheless, at the beginning of 2022, cases of SMS fraud on behalf of WhatsApp emerged (Dewi, 2022). Additionally, a global

survey in 2017 by Dimensional Research of The Growing Threat of Mobile Device Security, found that smishing attacks stand at second place (Jain & Gupta, 2019). Informing the fake notification, asking, and tricking and stealing from the receivers through the message text implies that there is a power relation inside the SMS.

Several studies about SMS phishing and fraud, based on informatic telecommunication background have been researched. Most of the research uncovered the way of phishing and how to detect phishing (Liu et al., 2021; Mangut & Datukun, 2021; Mishra & Soni, 2021). Linguistic perspective in Phishing research remains limited, however, previous scholars have conducted studies dealing with this. The research of grammatical linguistic features of English used by the scammers in Nigeria (Kperogi, 2018), analysis of slang language used by the youth scammers (Ajayi, 2019), the computational authorships, such as email scams and disinformation campaigns, through SFL and sociolinguistic in the forensic linguistics investigation (Locker, 2019), and stylometric authorship of word usages in message texts and social media platforms (Boran et al., 2020), are the examples of implementation of linguistic perspective on phishing detection study. A study that explores 'a power relation' of Phishing needs to be conducted, to wider understanding of linguistic employment in other disciplines. Therefore, this study specifically aims to uncover a power relation through the CDA perspective.

Power is an existence that is not reached or handed, something that a person fights for or gets off (Foucault, 1972). Moreover, power is divided into four forms: force, manipulation, persuasion, and authority; and the fourth is subdivided into coercive authority, legitimate authority, competence authority, and personal authority (Wrong, 1995). Then, power is to obstruct someone to deliver wishes and to border freedom, thus, it is perceived as the capacity and competence to control other people or matters (Bhattarai, 2020). Power in discourse has to do with powerful participants controlling and constraining the contribution of non-powerful participants.

The three constraints in the realization of power are; *the content* (what is said or done); *relation* (social relation between the people); and the *subject*, the position that people can take ((Fairclough, 1992). The three constraints further developed into three dimensions of critical discourse studies: description, interpretation, and explanation (Fairclough, 2001). The capture of power faintly appears when government alliances, capitalists, and general stakeholders in capital altogether constitute the dominance within capitalist societies, and within global capitalism (Fairclough, 1999, 2001; Wodak, 2001; Meyer, 2001).

Method

This qualitative research employs critical discourse analysis of Fairclough. Critical Discourse Analysis (CDA) is intentionally concerned with the social conditions of discourse, specifically in questions of power and power abuse. Furthermore, CDA is not only a language study but intends to expose meaning in the context of the language used for particular purposes and practices, including ideology and power (Saehudin & Ridha, 2022). CDA Approach of Fairclough and Systemic Functional Linguistics (SFL) has been employed jointly in previous studies, such as Transitivity (Ninpanit, 2020; Shi & Fan, 2019), and Interpersonal meta-function (Li & Zhang, 2019; Menghe & Chenglian, 2018).

The data of this research are message text of SMS. The authors requested the participants to forward or send the text's screenshot. Next, the authors documented the data collection, rewrote the data, and examined the language features of the text SMS phishing, to find the data categories. Based on the sender identity that was impersonated by the perpetrators, the authors categorized the data into three types, that are government institutions and affiliated governmental corporations, reputable companies, and celebrities. The purposive data in this

research is the SMS text which is received frequently as spam, containing a promise of gift, prizes, or grants, and sent by fake reputable senders. As well as the general structure of an SMS, SMS phishing also consists of the opening, content (message), and closing parts (Bernicot et al., 2012; Herring, 2004).

This study has collected 175 SMS, from the 10th of September until the 10th of December 2021. The authors gathered data from 20 mobile users randomly. Normally, the users ignore and delete the spam SMS at once. However, the participants agreed to be requested to keep dan resend SMS to the researchers. Then, the linguistic features of data collection were observed, whether those fit into the SMS Phishing's features. Regarding the features of SMS Phishing that have been described previously, the authors selected the SMS data, 150 SMS indicate phishing attacks. In analyzing the data, the researchers pay attention to the Clause structure that occurs in the SMS Phishing content. By using the SFL of Hallyday, the language features or *textual description*, the meaning of social semantics (*interpretation*), and the intention of the Phishers (*Explanation*), as the three dimensions of the Fairclough CDA proposed, can be found. The analysis is not only on the content of SMS Phishing, the Opening, and Closing also designate prominent features. The opening, content, and Closing features are exposed elaborately in the following result and discussion.

Results and Discussion

The data were collected and selected from the 10th of September until the 10th of December 2021. The author gathered data from 20 persons of colleagues and relatives. Normally, they ignored the spam SMS, and most of them deleted it as soon as the SMS arrived, but for this study purpose, the participants collected the potential SMS phishing. The 150 SMS' have been selected and grouped, based on the fake sender as described in the following table,

Table 1
Data of SMS Phishing

Fake Sender	Frequency	%
Pertamina	57	38
BPJS	16	11
BRI	4	3
Pupuk Kaltim	1	1
Telkomsel	1	1
Shoope	9	6
Lazada	6	4
Tiktok	7	5
WhatsApp	1	1
Mkios	2	1
Baim and Paula	17	11
MsGlow (Cosmetic Brand)	8	5
Anonymous	21	14

In order to uncover the 'power' inside SMS phishing, the description of linguistic features is observed and analyzed. For conducting this, the authors apply the speech function and mood system of Halliday SFL theory. The 'content' of a discourse expands into two, lexicogrammar and semantic, which lets the meaning potential of a language expand, more or less open-endedly (Halliday. M.A.K & Matthiessen, 2006). Thus, semantic relation in terms of interpersonal systems stands for speech function, and lexicogrammar stands for

mood system (Halliday & Matthiessen, 2004). The speech functions reveal the participants' contribution to the role relationship which takes place, meanwhile, the grammatical mood system recognizes the relevant structure in the system.

Social Context: Field, Tenor, and Mode

SFL highlights that language has three general functions; the ideational function explains people's experiences are delivered by language (Field of Language), the interpersonal function designates the relationships between participants that are established by language (Tenor of social relation), and the textual function construes how language works to create discourse connected coherently such as speaking or writing (Mode of communication) (Emilia & Hamied, 2015). Social context exposed in SFL in Field, Mode, and Tenor. The field is a social event or natural event that is what, where, when, and how of discourse; the Tenor is about participants involved in the event, involving social status and roles, temporary or permanent roles, and the Mode is to do with media (spoken or written) used to realize the events, involving channel or language styles (Santosa, 2016).

Field: Ideational Function

Ideational function exposes the expression of 'content' in language, and people's experience of the real world. In using language, people normally speak about something or somebody who doing something (Svitach, 2018). Thus, the ideational function is referred to as the experiential function, which indicates a clause as representation and is then expressed through the system of transitivity or process type. The choice of the process implies the association of participant roles and configuration. Halliday (2003) presents Transitivity on participant, process, and circumstance. There are five processes within the system; material, relational, verbal, mental, and behavioral processes in transitivity, and these process types indicate distinguished participants and circumstances.

Tenor: Interpersonal Function

Interpersonal function showed the social position between the addresser and addressee. This function consists of the mood and modality system. This recent study takes the mood system to describe and analyze the data. Speech which is occurred within SMS phishing includes two parties, the phishers (speaker/writer) and the targets (listener/reader). Speech is speaking activities that belong to interpersonal functions; thus, language speech frequently distinguishes grammatical speech functions and Mood. Speech function is the aspect of meaning that is realized by the MOOD at the level of lexicogrammar (Widiyanto et al., 2022). Therefore, the speech function explains the giving and demanding goods, services, and information of the speaker/writer upon the listener/reader. Speech functions of Offers, Statements, Commands, and Questions are realized by declarative, imperative, and interrogative MOOD, where Offers speech is specifically realized by various ways of MOOD (Martin et al., 1997).

In the Mood system, the speaker's role is implied in a certain discourse; therefore, the relationship between the addresser and addressee appears (Yu, 2017). The Mood system has two main terms, Indicative and Imperative. The indicative clause is about the exchange of information (proposition negotiation), whereas the imperative clause is about the performance of an action to provide services or to exchange goods (proposal negotiation). The Indicative Mood is separated into two: declarative and interrogative, declarative realizes as statements of speech function, that serve to provide information; while interrogative realizes as questions that serve to request information. The imperative mood is the verb realization of the will and desire of the addresser (Halliday & Matthiesen, 2014). The imperative Mood is considered by a verbal group in the form of a basic verb, moreover, this is existed by speech function realization as orders, requests, and directives (Eggin, 2004). A different classification but still in line,

explained that there are only three basic moods in the interpersonal clause system, declarative (subject ^ finite), interrogative (finite ^ subject), and imperative (no subject no finite). The addresser (speaker, writer) normally passes information to the addressee (listener, reader) in a declarative mood, whereas with interrogative, the addresser requests information, goods, or services to the addressee, and with imperative, the addresser encourages the addressee to take some kind of action (Thompson, 2014).

Mode: Textual Function

From the data, we may see that SMS Phishing contains three parts of SMS structure; opening, message (content or body), and closing. Opening a message starts with a greeting or salutation, such as *hello, hi, Dear*; and so on. From the data, the opening part started with a variety of opening words and phrases. The analysis by using textual function is needed to orient the text production of SMS. There are two terms in the textual function of SFL, which are *Theme* and *rhyme*. Halliday & Matthiessen (2014) proposed that *Theme* is the element that serves as the point of departure of the message; it is that which locates and orients the clause within its context, and the part the *Theme* is developed, is called *Rheme*.

Analysis of the Opening of SMS Smishing

SMS Phishing begins with greetings, salutations, and exclamations which are followed by the personal pronouns of the Addressee. Regarding that, the Opening is not a clause, thus three meta-functions of Hallyday are not applied. The analysis is about the selection of the Lexico-grammar layers that built the Opening, including; greetings, salutations, and exclamations which are chosen by the phishers. Moreover, the use of personal pronouns to address the target is also an issue in this study.

Table 2
Description of the Opening of SMS Smishing

Greetings, Salutations, Exclamations	Frequency (%)	Addressee Personal Pronoun	Frequency (%)
<i>Selamat</i>	65	<i>Anda</i> (You)	60
<i>Assalammualaikum</i>	6	<i>Nomor Anda</i> (your number)	25
<i>Yang Terhormat</i>	10	Non	15
Combination	19		

The table shows that the opening of SMS Phishing messages started with the greeting words '*Selamat*' (congratulation) at 65% of occurrence, the Islamic greeting '*assalammualaikum*', at 6%, the salutation '*Yang terhormat*' (*Dear/Your Honour*) at 10%, and, a combination of each with 19%. In addition, the Pishers (sender) address the targets (receiver), with the second personal pronoun '*Anda*' (You) at 60%, and the possessive pronoun '*nomor Anda*' (Your Number) at 25% of occurrence, and with non-addressee personal pronoun at 15%.

Analysis of the Content of SMS Smishing

As mentioned previously, SMS consists of, Opening, Content, and Closing, likewise SMS phishing. The opening is realized by a minor clause, whereas the Content and Closing are realized by a clause. The following data description shows that there is a phenomenon where some SMS Phishing does not have a Closing. However, in general, SMS Phishing consists of the Content (message) and the Closing which are represented by a Clause. Thus, the three meta-functions of Hallyday are practiced for those. The analysis of the experiential,

interpersonal, and textual functions is started from the Content of SMS Phishing.

The three functions analysis is aimed at uncovering the field, tenor, and Mode of the Content. Ideational function, in this study, the authors use the Transitivity system (experiential function) to uncover the whole grammatical components to interpret the human being's experiences of goings on (Martin et al., 2010). The Mood system of interpersonal function is about the subject and finite (MOOD) of a clause that explains the clause form of declarative, imperative, or interrogative. The Mood is the main point of the argument that is continually mentioned between the participants in a conversation, while, Residue is the part that can be left out. The Description of the Content is previewed as follows,

Table 3
Description of the Content of SMS Smishing

A. Opening + Content + Closing			Occurrence	
Content Clause			(%)	
<i>Anda</i> (You) <i>Nomor Anda</i> (Your Number)	<i>Mendapat, meraih,</i> <i>memenangkan,</i> <i>menerima</i> (Get, achieve, win, receive)	<i>Hadiah, undian, hibah,</i> <i>uang</i> (Gift, prize, grant, cash)	68	
Actor	Process: Material	Goal		
Subject	Finite + Predicator	Complement		
Mood: Declarative, Statement		Residue		
Theme	Rheme			
<i>Anda</i> (you), <i>Nomor Anda</i> (Your Number)	<i>Terpilih</i> is	<i>Sebagai pemenang</i> (as the winner), <i>Untuk mendapatkan,</i> <i>menerima</i> (to get, to receive)		12
Carrier	Process: Relational	Attribute		
Subject	Finite	Predicator	Adjunct	
Mood: Declarative		<i>Residue</i>		
Theme: Unmarked Topical	Rheme			
B. Opening + Content + Minor Closing			20	
Content Clause				
Implicitly (You)	<i>Hubungi, klik</i> <i>(Call, click)</i>	<i>Link, address</i>		
Behaver	Process: Behavioral	Behavior		
-	Predicator	Complement		
Mood: Imperative, Command		Residue		
Theme		Rheme		

The table presents the two different types of Content (message) based on sentence structure. The first consists of the Subject, Verb Phrase (Predicate), and Object (Complement), whereas, the second entails the Subject which is elliptical, and Verb Phrase. Interestingly, the feature of the first type, based on the Ideational function of three meta-functions, is built in two kinds of Clause process, material, and relational process. In addition, according to the Mood system, this type is recognized as declarative, realized as a Command based on Speech Function. Moreover, refers to the Textual function, theme-rheme system, the pronoun *Anda* (You), and the noun phrase of possessiveness *Nomor Anda* (Your Number) are aroused as the Theme of the clause. However, the second type of structure is explicitly realized, based on the Ideational function, by the Behavioral process, Imperative Mood, and presented as a Command or offer. Furthermore, regarding with Theme-Rheme system, the clause is realized by the verbs of a Command or Request, such as '*hubungi*' (Contact), '*Klik*' (click), and '*kunjungi*' (Visit), with or without the addition of an adverb '*mohon*' ('please').

Analysis of the Closing of SMS Phishing

As described earlier, SMS phishing is structured in two different organizations; Complete: The Opening, Content, and Closing; and second, Incomplete: The Opening and Content without Closing. Therefore, the analysis of Closing is specifically conducted on the first structure. The closing features are further divided into two Clause representations of Speech Function, which are Command and Offer. A command is represented by the Behavioral Process in terms of Ideational Function, Imperative Mood based on interpersonal function, and the Verbs that indicate an instruction become the Theme according to Textual function. On the other hand, an offer is realized by the Relational Process, declarative mood, and a noun phrase is indicated as the Theme.

Further, for the incomplete organization message type (No Closing), the authors discover that the Closing Clause features which are applied in the complete type, are represented identically in the Content clause of the Incomplete type. Hence, the message sender (the phishers) does not require a notification sentence, which is realized by the declarative Mood, a Statement realization, as seen in the Complete type. Additionally, there is no statement of notification sentence as aroused in the Complete structure, thus, the noun phrases such are '*Berkah Subsidi*' (Blissful Grant), '*Hadiah Undian*' (Give away, prize). Analysis of the Closing description of SMS Phishing is presented in the following table;

Table 4
Description of Closing of SMS Smishing

Sentence Structure of Closing		Speech Function
A. Clause		
<i>Klik</i> (click), <i>Buka</i> (Open), <i>Kunjungi</i> (Visit), <i>hubungi</i> (Call, chat), <i>Verifikasi</i> (Verify), <i>ketik</i> (type), <i>Cek</i> (check)	link, number, web address	Command 68%
Process: Behavioral	Behaver	
Predicator	Complement	
<u>Mood: Imperative</u>	Residue	
Theme: Unmarked Topical Theme	Rheme	

<i>Info resmi, selanjutnya, selengkapnya, di...</i> (Official/further/ complete, information is (at))	link, number, web address	Offer 12% (Eggins, 2004)
Process: Relational	Identifier	
Subject + Finite	Adjunct	
<u>Mood: Declarative</u>	Residue	
Theme: Unmarked Topical Theme	Rheme	
B. No Closing Clause		

Interpretation

The second dimension of CDA Fairclough's perspective is interpretation. Interpretation is to analyze the context in the text, how the text is produced, and what the implication is on the societal level. CDA comprehends the text as values, attitudes, and assessments (DURMAZ & YOĞUN, 2022). Words utterance is not aroused unintentionally, people choose the words to utter, thus language is not innocent nor neutral. The way people view an object reflects the way they produce utterances. The following data sets are intended to display the Complete and Incomplete Organization of a text message,

(a.1) 'Selamat

Anda mendapatkan Hadiah dari PT.Pertamina

Hubungi Nomor....

Atau Klik link berikut ini'

'Congratulation

You Get a Prize from PT.Pertamina

(Please) Call ...

Or click the following link /http/...

(a.2) 'Assalammualaikum

Yth.

Anda terpilih sebagai pemenang hadiah dari PT.Taspen

Silakan hubungi ...

Atau Chat kami di...

'Assalammualaikum,

Dear Sir/Mam

You are selected as the prize winner of PT. Taspen

Please call ...or Chat with us at...

(b.1) 'Berkah Subsidi'

Silakan hubungi nomor...

Atau kunjungi PT Pertamina di...

'Blissful Grant'

Please contact this number

Or Visit PT. Pertamina at...

(b.2) Selamat

Pemenang Hadiah Pemerintah 189 Juta

Info Buka http:// ...

Congratulation

Gift Winner of Government Grant 189 million

Information Open *http://...*

Examples (a.1) and (a.2) are the sample of SMS Phishing that have a complete organization of message text, opening, content, and closing, while (b.1) and (b.2) are the Incomplete message type that constitutes only Opening and Content. In the complete type, there are two clauses of structure, in the Content and Closing, but in the incomplete type, the clause is only realized in the Content in the form of an instruction explicitly and implicitly.

Process of Representation Clause

Experiential meaning is represented through the transitivity system, with the selection of process type. This implicates participant roles and configuration. The meaning of Experiential clauses is further realized with the Mood description of the interpersonal function, which implies participant roles (Tenor). Process type selection and participant roles are seen as a realization of interactants to encode their experiential reality: the world of actions, relations, participants, and circumstances that provide a message to their discourse. There are three kinds of processes are identified from the data description, material, relational, and behavioral, in terms of the Experiential meaning of the Ideational function.

Interpretation begins with the Complete Message type. As previously described, there are two clauses that appeared within this message, one for the Content, and the other is the Closing. Using the transitivity system of the Ideational function, the Content Clauses are represented by the Material and Relational process. Material Process mostly appears from the data, is at 68%. The material process is a process of doing, which constitutes of Actor and Goal. From the data, *Anda* (You) or the Targets of the Message are the actors; while, prizes, gifts, and grants are the Goal. However, the Actor in this context is represented through the second personal pronoun *Anda* (You), which implicitly identifies that the Actor's role is given by the other person, that is the Phisher (the sender). The relational Process appears in the complete message type with 12% of occurrence. Relational is a process to explain the complex relationships between some abstract items, in the syntactic layer, the predicate (verb group) is aimed to explain the features of the Subject (Noun Group) whether attributive or identifying relation, which is realized by a noun or adjective (Chen, 2018). From the data description, the clause represents the Carrier through the second personal pronoun *Anda* (You); and the attribute through a noun phrase *Pemenang* (The winner). The use of the second personal pronoun *Anda* as Carrier indicates that 'Anda' (You) is not the agent who created the experience clause, or there is somebody else who attempts to build a relationship between the Actor and Goal, as well as the Carrier and Attribute. Hence, it is interpreted that the relationship between 'Anda' and 'Hadiah' (Goal); *Anda* and *Pemenang* (Attribute) is a given. Furthermore, the Closing clauses are presented through the imperative Mood, and based on the Transitivity, those are the behavioral process that occurs dominantly (68%). The verbs like *kunjungi* (visit), *hubungi* (contact), and *klik* (click) are the representation of the behavioral process.

In the incomplete message type, causes are presented only through the Content. The grammatical structure of the closing is identical to the Closing of the Complete message type. The clauses are imperative mood, reflect a command, and are presented by the behavioral process. Therefore, from the transitivity system, the social role between interactants in dialogue is clearly developed; The Phishers (Sender) is the agent who allow the Target (Receiver) to be the 'Actor' through the Material Process; 'Carrier' by Relational Process; and 'Behaver', through the behavioral process.

Social Role of Exchanging Clause

As elaborated earlier, there are two types of SMS Smishing, complete and incomplete message organization. The complete type is initially constructed by the Opening, Content,

and Closing, while the other is not completed by the Closing. In the first type, the Content and Closing are recognized as a Clause. In the Complete Message type, the content is displayed as declarative Mood, reflecting a Statement of notification or announcement. This notification or announcement is to inform the targets (message receivers) who are lucky to accept gifts, prizes, or grants. Then, the messages end with a Closing clause, presented as the imperative Mood, reflecting a Command; and as the Declarative Mood, but reflecting as an Offer. On the contrary, the Incomplete Message type, the Clause is only provided within the Content. The Clause is presented by the Imperative Mood, reflecting a Command. This message type does not have a clause of notification or announcement of a gift winner, unlike the former type, the notification is adequately presented by an exclamation word '*Selamat*' (Congratulation) or a noun group '*Berkah Subsidi*' (Blisful Grant) within the Opening.

Therefore, the social role through the interpersonal function, that views Clause as exchanging, is interpreted that the phisher (message senders) is attempting to direct the targets (message receivers). It is obviously implied by a Command of Speech function of social semantics, and through the imperative Mood of Interpersonal function of lexicogrammar structure. In the Complete message type, the Command 68% appears within the Closing; in the Incomplete message type, the Command occurs at 20%. The total of Command occurrences from all the data descriptions is 88%. In addition, the declarative Mood appearances (12%) within the Closing of the Complete message type is reflected as an Offer rather than a Statement, thus, it is more obvious that the phishers intentionally effort to drive the targets, but in a more polite way.

The Idea of the Message Clause

Through the Textual function, Hallyday outlines the Theme as “the point of departure”, which then provides what is called “given information”, or Rheme. It is perceived that a Theme is a substance of information that has been recognized by either the writer or the reader. Thus, the writer (speaker) starts the message with familiar information (Theme) that is shared anywhere in the text, or by context, in order to drive the reader to the upcoming information, that is Rheme (Halim et al., 2021).

From the data description, it has been found that there are two types of SMS Phishing, Complete and Incomplete organization of message structure. In the complete type, the clauses found in the Content and the Closing, which means, the message has two clauses. The content clause is realized by material and relational, declarative Mood, and statement of speech function.

The contents clause, based on the Textual function, the Second personal pronoun '*Anda*' (You), the Possessive Pronoun '*Nomor Anda*' (Your Number), and the noun phrase '*info lengkap*' (Complete Information) functioned as the unmarked topical theme. Further, the Closing clause is realized as a behavioral process, Command of speech function, and Imperative Mood, hence the predicator, a verb group, functions as the theme. In the meantime, the incomplete type is realized as a behavioral process, Command of speech function, and Imperative Mood, as well as the Closing clause of the Complete type, the predicator is found as the Theme. A clearer interpretation is provided by the following table;

Table 5
Theme – Rheme of SMS Phishing

The Organization Structure of SMS Phishing			
<i>Complete Type</i>			<i>Incomplete Type</i>
	Content	Closing	Content
Unmarked Topical Theme	<i>Anda,</i>	Predicator	Predicator
	<i>Nomor Anda</i>	Predicator	

Table 5 shows that in the Complete and Incomplete types of Message text structure, the second personal pronoun ‘*Anda*’ (You), and the second personal possessive pronoun ‘*Nomor Anda*’, occur mostly as declarative moods, and thus function as unmarked topical Themes. The imperative moods are found frequently within SMS Phishing, in the complete and incomplete types, which means the ‘predicator’ is found as the unmarked topical theme. From this display, it is interpreted that the phishers (message sender) put the beginning information of the discourse by using ‘*Anda*’, which refers to the targets (message receivers). Additionally, seeing that imperative moods are found mostly within SMS phishing, with the ‘predicator’ as the Theme, it is interpreted that the phishers act as the actor who gives directions or commands to the targets.

Realization of Second Personal Pronoun ‘Anda’ (You)

The second personal pronoun ‘Anda’(You) occurred mostly, it designates that the message is intentionally delivered to the targets because ‘Anda’ is a second personal pronoun, which implies the dialogue is between the first and second person. In using language, the use of personal pronouns intentionally indicates the thoughts and ideas of the speaker or the writer.

The use of the first personal pronoun ‘I’ is meant to explain the experience of the speaker, or the speaker is the agent of the action, as well as the plural first personal pronoun ‘we’, which is meant to tell that the speaker is the agent of action and then to involve the listener in the experiences of the speaker, precisely to reflect the togetherness, unity, and equality (Quyen, 2022; Shadeed et al., 2019). It will be different when the text is realized by a sentence that starts with ‘You’, the second personal pronoun, or *he*, *she*, and *they*, the third personal pronoun, there is no effort to take the listener or reader to be involved (Mohammadi & Javadi, 2017). The second personal pronoun ‘You’ refers to a single or plural pronoun, indicating the listener or reader. In a communicative situation, the position of the first and second person is specific, the authorized side is always presented through the first personal pronoun ‘I’, however, the obedient side must be ‘You’. The ‘You’ also enhances the sense of ownership of the specific referent in a conversation (Wang, 2020).

Therefore, social roles that are developed between the phisher (sender) and the targets (receiver) through SMS phishing, from the linguistic features description are formulated as follows; a) The phisher is functioned as the agent who informs gifts and prizes, and the actor who give the prizes and gifts, this is realized by a statement, a declarative Mood through the Complete Message type, and the offer, imperative Mood within the Incomplete type; b) The targets are the actor (subject) who wins and deserves of gifts and prizes, this reflects with the material process in the Content of the Complete type, and in the Opening noun phrase in the Incomplete type, for example, “*Berkah Subsidi*” (*Blissful Grant*); c) The agent (phisher) instructs the winner to contact him, means the winner becomes the object of the agent, this is realized by a command (by imperative mood) and an offer (by declarative mood) in the Closing of the Complete type, and in the Content of the Incomplete type; d) The object is

the target of phishing, this is realized implicitly, further, when the message receiver believe this SMS as a truth.

Realization of 'Selamat'

In a speech, the act of congratulating is aimed at expressing the psychological state of the speaker at an event, and it has to do with attitude and social behavior (Searle, 1979). The expression of congratulation is practiced as a strategy of interacting with others in happy circumstances, like birthdays, weddings, and giving gifts to listeners, but, unfortunately, congratulation acts are also used for the strategy of white lies, joking, seeking agreement, and exaggeration (Alghazo et al., 2021).

By using congratulations, the speaker expresses the emotion of sincerity and attempts to claim the validity of reality (Renkema & Schubert, 2018). Hence, the social role of the participants in SMS Phishing can be uncovered by the use of the expressive act of '*Selamat*' (Congratulations), which is applied within the Opening of SMS Phishing. From Table 2, the data previews that the expressive word '*Selamat*' (congratulation) 65% appeared in the Opening of the message text. It indicates the phishers dedicate a congratulatory act to the targets, consequently, the targets assume that the Phishers sincerely deliver a pleased notification, and they may believe that they are in a fortune of circumstance.

Explanation

The final dimension of the Critical Discourse Analysis of the Fairclough model is Explanation. If description is the analysis of text, linguistic features, and structures that are displayed within a discourse, thus, interpretation is the dimension where text description text needs to be deeply analyzed, such as how the text is processed, and how the relationship between the text and interaction is interpreted. Further, the Explanation is for a determination of text production and interpretation with the social effect. The description and explanation have been elaborated earlier, it is noticed that the analysis begins with the text features appearances and processing, and "the power" of SMS phishing has been uncovered. In the explanation, the analysis is aimed at uncovering the "power" relation beyond the text description and production.

Realization of Fake Identification of the Sender

The data set describes the body of the SMS phishing, Opening, Content, and Closing message text. Besides analyzing and interpreting the body of the message text, other features that occurred in the message, are also a discussion.

From the data sets, the message sender (phisher) attaches the name of a reputable company, as if they are the representation of that. The reputable companies are saliently divided into two forms; the affiliated-governmental and well-known private corporations. The first is presented with attaching institution names, like PT. Pertamina, BPJS, and PT. Telkomsel, or directly pretending to the government of Indonesia, realized with the word '*pemerintah*'. The phishers also use private and reputable private company names. *Shopee* and *Lazada* are realized in the second form. Interestingly, the celebrity couple names are also used by the phishers, which are Baim and Paula. As already known to the Indonesian public, this couple frequently creates and publishes YouTube content for charity.

Therefore, these explain that there are three kinds of the 'power' realization what SMS Phishing, that are political, financial, and fame effects. The affiliated governmental companies represent political power. One study of phishing in Malaysia has elaborately explored phishing scenario that employs the governmental effect of power to conduct the mission. For instance, the Inland Revenue Board Malaysia (IRBM). The phisher was pretending as an IRBM officer to threaten the target for tax evasion and money laundering

until the target followed his order. Further, the affiliated-corporate Malaysia Airlines (MAS) also be used by the phisher to camouflage as the reputable actor to sell the false ticket through the fake MAS website (Zaharon & Ali, 2021). The financial capacity is able to represent “the power” of assets and funds. The persons, institutions, and companies along with this capability are believed to solve financial problems. As an example, in Indonesia, Bank BTPN and Bank Bukopin have been used to deceive people. After accomplishing payment of an online loan by SMS Phishing, the target frequently receives collection calls from somebody who pretends those banks to collect the loan payment (Dewanti & Indriyani, 2022). While famous figures or celebrities realize ‘power’ through the dominance of popularity. For example, a Korean Pop group BTS deliberate the ideas of superiority through their song lyrics (Sulistyawati & Krisifu, 2022). People assume that the Indonesian government, private companies, and celebrities kindly grant fortunes of gifts, prizes, and rewards.

Thus, those earlier studies show distinctive focuses of the study. The first study explains qualitatively how power was implemented within phishing messages. Then, the next study exposed how wealth or financial support systems used language to be able to represent power, and then to deceive people, and the last study explained how fame or being popular able to drive a person to become in power, which is realized by the selection textual structure based on SFL’s metafunctions. However, this recent study attempts to find the different perspectives of language analysis on deceptive message text in terms of applicable linguistic approaches, such as CDA. Further, by applying SFL within the Fairclough CDA, the authors found that political power which is represented by the government authority, the affiliated government companies, financial corporations like a bank, and celebrities, had been exercised by the perpetrators, and unfortunately succeeded in manipulating people.

Conclusion

SMS phishing is Spam SMS which is usually delivered through a bulk technique. SMS Phishing is intended to interrupt mobile users, and in practice, it is realized as a pretended message that contains a fortune. The fortune is informed by inserting ‘a power’ relation within the text. The textual appearances of SMS phishing showed that ‘power’ is delivered through the Opening, Content, and Closing. The power relation can be seen in the word ‘*Selamat*’ and the phrase of a fortune notification’ like ‘*Berkah Subsidi*’, ‘*Hibah Pemerintah*’, and so forth. These opening features implemented that the Phisher (sender) is the person in charge who gives prizes, gifts, and grants. The use of the word ‘*Anda*’ indicates that the Phisher is the first person and the targets are the second person. The first and second-person usage in a conversation implies that the relation between them is not equal.

In addition, SFL analysis, by the Experiential function, exposed that the material process dominantly appeared, it indicates that the targets are the Actors, but unfortunately, the actor role is given by the phishers. By the interpersonal function, it shows that the imperative Mood is mostly applied, and it is again exposed to a power relation, by textual function, the Theme-Rheme analysis revealed that ‘*Anda*’ is the Theme of clause dominantly occurred, this explains the intention of the phishers is the targets. The power relation is much more revealed when the phishers pretend to the trustworthy people by using reputable companies and celebrity names as their identity. The reputable companies which are affiliated with the Indonesian government imply ‘political power’, and which are identified as reputable private companies imply ‘financial power’.

This research argues that, digital crimes are growing in unexpected ways. People live in an imaginary world and interact with others without apparently seen, consequently, language use is a crucial factor in safely communicating. Inequality position which is occurred in people’s lives creating superiority and inferiority, being powerful and powerless, and, order

and being ordered, among people. This CDA study has uncovered that the victims of SMS phishing were deceived by the power relation effect. The use of language features that implied “power” caused people to make false decisions, and expect the good delusion. Therefore, the authors suggest that further research in linguistics to give more attention to digital language use, and consider the ‘power’ effect that is implied in a discourse. Hence, Critical Discourse Analysis (CDA) can become a challenging alternative approach and analysis for examining power realization within a discourse.

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