Examining Social Actors in Investment Fraud News: A Transitivity and Appraisal Analysis

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Abstract—**This study examined media-framed investment fraud issues through critical discourse analysis (CDA) by Fairclough (1995). It analyzed the impact of context on text, employing van Dijk's (2009) theory of news discourse and van Leeuwen's (2008) framework for social actors (SAs) in investment fraud news, they were the affiliate (AF), the investor (IF), and the police (PL). Transitivity analysis (TA) was used to assess power relationships, while the appraisal system (AS) was used to identify SA's attitudes. Framing served various purposes, enhancing salience in news contexts. In investment fraud news, the AF was portrayed as a target with immoral attitudes, the IF as un/fortunate behavers, and the PL as trustworthy sayers. The data obtained from Indonesian online media during the investment fraud reports were analyzed. The study utilized systemic functional linguistics (SFL) within CDA, integrating transitivity analysis for power relations and the appraisal system for attitude analysis of each social actor. The results demonstrated how the social actors shape the construction of social and economic values, influencing the public perceptions and beliefs of the business investment.**

Index Terms—**framing, social actor, transitivity, appraisal**

I. INTRODUCTION

Investment fraud is a subtype of financial fraud that occurs when someone "knowingly misleads an investor using false information for the purpose of monetary gain' (Beals & Deevy, 2015). Ponzi schemes, high-yield investment program fraud, pre-IPO scams, oil and gas scams, penny stock scams, and other scams are examples of investment fraud. Broadly speaking, financial fraud encompasses various forms of economic fraud, such as scams involving lotteries and sweepstakes, as well as scams entailing worthless or nonexistent products, such as counterfeit mementoes or weight reduction products. Investment fraud has the potential to damage economic systems and individuals in several nations. In America, a cryptocurrency has no intrinsic value, and problems relating to day-to-day valuation and pricing arise (Barnes, 2018). Approximately $50 billion is reported to be lost annually to consumer financial deception in the United States, according to the Financial Deception Research Centre (FFRC) of the Stanford Centre on 276 Longevity (Deevy et al., 2012). Investment fraud is estimated to cause an annual loss of £1.2 billion, with an average loss of £20,000 per investor, according to the Financial Conduct Authority of the United Kingdom (Graham, 2014). Similarly, illicit activities involving investment fraud have increased in several European nations as well (Skjensvold et al., 2023). Furthermore, instances of investment fraud that resulted in substantial financial losses for investors in Asia have brought this subject to light (Endriyana et al., 2023; Mohamed et al., 2023; Roswantoro, 2023).

The current phenomenon of investment fraud in Indonesia has revealed illegal binary options investment business through two online trading platforms, Binomo and Quotex (Kurniawan et al., 2022). The Indonesian news media extensively covered fabricated investments in 2022. The issue became well known after victims alerted the authorities about a powerful investor influencer. Public interest in counterfeit investment news is indicative of a need for transparency regarding the procedures involved in managing cases (Tan et al., 2017). Tribunnews.com, a prominent Indonesian news media outlet, highlighted regional concerns with worldwide ramifications through its comprehensive coverage of fraudulent investment cases. An extensive examination of how public relations considers the responsibilities of social actors and presents their personas in news articles is a component of media coverage. Tribunnews.com enhances comprehension of the intricacies associated with these cases by examining four news texts that meticulously detail the development of a simulated investment scenario. This media engagement emphasizes the significance of news media in disseminating and mirroring particular political and social discourses (Kazmi, 2022).

Investment fraud news, a recurring social phenomenon, holds pivotal cultural relevance, as studying news texts deepens our understanding of societal dynamics (Stokes, 2023). Criminal news, particularly regarding investment fraud cases reported by Tribunnews.com, involves social actors who are the affiliate in this case (AF), investors (IV), and police handling investment fraud cases (PL). Investment frauds pose substantial risks to personal and economic stability. A comprehensive understanding is crucial for implementing measures to enhance consumer protection, raise awareness, and refine regulations. This research addresses urgent needs such as assisting victims, improving law enforcement, revealing power dynamics, and advocating for policy changes.

Some researchers have analyzed social actors through the SFL in news discourse. The social actor's representation in online news in Malaysia during elections (Asad S. et al., 2019), the representation of social actors in the graduate employability issue in Malaysian online news (Noor, 2017), the social actor's realization in Pakistan online newspapers (Abbas & Talaat, 2019; Afsheen & Umrani, 2021; Kazmi, 2023), and the representation of the social actor in the press statement (Megah, 2020). Overall, these studies highlighted the social realization of social actors in online news through transitivity analysis. Other studies have evaluated news discourse through an appraisal system. Considerable judgment was present in news reporting (Gunawan et al., 2019; Santosa et al., 2014). In the corruption case, negative judgment was the dominant attitude in the news (Chalimah et al., 2023; Kholifah, 2021; Santosa et al., 2014). These evaluating studies showed the attitude of the news. This provided evidence that the news media has a significant influence as a provider of information and a shaper of public opinion.

This research utilizes systemic functional linguistics (SFL), focusing on transitivity analysis (TA) and the appraisal system (AS), to examine the framing of social actors in investment fraud news. By integrating social actors' roles in power relations and attitudes within the news structure, this study broadens critical discourse analysis (CDA) through SFL. The findings contribute to CDA on media by situating social actors within the context of false information, revealing journalists' role in news production. This study enhances SFL-based CDA by providing a nuanced understanding of power relations, social actor attitudes, and journalists' perspectives on fictitious online trade investment news, improving the applicability of SFL in analyzing news content.

II. LITERATURE REVIEW

A. CDA: Social Actors

Language is a type of social practice in CDA (Galantomos, 2011). CDA is a method that applies a critical perspective to the use of language in both spoken and written texts to recognize implied values or ideologies. This analysis aims to uncover how power relations are reflected in social and constitutional contexts through the way speakers use language in the texts they produce (Baker & Ellece, 2011; Hyland & Paltridge, 2011; Wiratno, 2018). Fairclough (1995) states that discourse analysis is a way of looking at things that include describing the language used in discourse, explaining the links between discourse and social processes, and determining how productive and interpretive discourse processes relate to texts. His research establishes a link between language and social actuality in social life via CDA. Discourse and communicative activities have emerged as crucial components of CDA. Examining how language manifests, describes, influences, justifies, and other similar phenomena can help identify critical social imbalances (Wodak & Meyer, 2001). CDA analysis of SA representation in the news is possible (Asad S. et al. 2019; Kazmi, 2023; Sari et al., 2023). Language is not a neutral instrument for conveying messages; rather, all communicative occurrences are regarded as investments by the CDA (Van Dijk, 1993). Van Leeuwen (2008, p. 28) defines representation as how concepts, organizations, and individuals are portrayed in the mass media. In the context of discourse, there is the concept of a generic social actor (SA), or a general category of entities that has a role or presence in a discourse. The social actors are the affiliate in this case (AF), the investors (IV), and the police handling investment fraud case (PL).

B. Framing of Social Actors

Gregory Bateson coined the term "framing" in 1972. According to framing theory, the media manipulates public consciousness by connecting particular occurrences to a domain of significance (Arowolo, 2017). Framing is a symbolic expression that utilizes words or visuals to create patterns or categorizations in the audience's mind (Kasim & Ismail, 2018). It is widely acknowledged that news reports cover only certain events from a particular perspective (Chong & Druckman, 2007). By framing social actors (SAs), news texts have the power to shape the public's perceptions of a specific event or issue. Chong and Nahmias (2003) distinguish between individual and media framing as two distinct categories of framing. The utilization of media framing in communication pertains to the presentation styles, vocabularies, images, and visuals utilized by an orator to impart knowledge regarding a particular matter or occurrence to the audience (Gamson & Modigliani, 1987, 1989). The writer's perspective on how the audience should read their writing affects media framing. The writer takes a stance to influence the audience's view of the phenomenon. On the other hand, individual framing refers to what audiences consider the most prominent aspects of an issue. In the case of fraud, it typically tends to be negative, involving elements of deceit, fraud, or legal violations.

Framing power relations and the attitude of SA based on the stages of news text structure can be used to weave a certain perspective on an event. The structure of news text consists of a headline, lead, body, and tail (Kosasih & Kurniawan, 2019; Mukhlis et al., 2020; Van Dijk, 2013). The selection of details, facts, quotes, and languages used in

each stage of the structure of a news text can significantly influence the way readers understand and respond to the event or issue at hand and ultimately shape their framing of the social actors involved.

C. SFL: Transitivity and Appraisal

Systemic functional linguistics (SFL), according to Halliday (1978), refers to language as a metafunction consisting of ideational, interpersonal, and textual functions (Caffarel et al., 2004, p. 26). The idea is also followed by Butt et al. (2010) and Noor (2016), who provide the following explanations: a) Ideational meaning is employed to make statements regarding the present, future, and past; b) Interpersonal meaning is utilized for communication and the expression of opinions or judgments; and c) Textual meaning is employed to synthesize the outcomes of the two preceding functions into a unified entity. Ideational metafunctions are used to explain experience and activity, while interpersonal metafunctions are used to actualize social ties, power, and identity. Language is a composite of physical and biological, social, and symbolic reality. These three elements form the basis for ideational, interpersonal, and textual functions (Wiratno, 2018).

D. Power Relations: Transitivity Analysis

Transitivity analysis (TA) grammatically represents a significant shift in the ongoing event, highlighting the central arrangement of elements in the process. An orderly process consists of an assortment of different categories of processes. Different models or schemes exist for interpreting a specific domain of experience as a particular form of figure for each process category. For example, there is an illustration as follows: The cat chases mice agilely in the garden. The clause can be decomposed into the cat [participant] + chased [process] + the mouse [participant] + agilely [circumstance: description of how] + in the garden [circumstance: description of place] (Wiratno, 2018).

The processes encompass various categories, including material, behavioral, mental, verbal, relational, and existential processes. The material process (MP) is as follows: occurring [being created]; creating, changing; doing (to); and acting while the behavioral process (BP) can be summarized as behaving. The mental process (Men. P) is as follows: seeing, feeling, and thinking while the verbal process (VP) is outlined by actions. The relational process (RP) encompasses symbolizing, having an identity, and possessing attributes, whereas the existential process (EP) involves being, doing, and sensing, representing a comprehensive category of processes. Then, following the assertion mentioned earlier, transitivity is a grammar that examines the structure of experiential clauses representing ideational meaning. This framework makes sense of the meaning of experience, which is composed of three components: circumstance, participant, and process (Halliday & Matthiessen, 2014; Santosa, 2003; Santosa et al., 2023).

E. Attitude: Appraisal System

An appraisal system (AS) is an interpersonal means used to regulate social relationships by examining things, a person's attitudes, and principles (Martin & Rose, 2007; Thompson, 2014). In addition, there are three causes of appraisal, which is a component of discourse semantics. First, one's attitude tends to be reflected in the use of phrases in discourse, and this becomes especially evident when phrases are amplified or enhanced (amplification). Second, attitudes can be expressed through grammatical categories such as adjectives (adjectives or epithets), verbs (processes), and adverbials (comment adjuncts). Furthermore, a third justification is the presence of grammatical metaphors that need to be taken into account by paying attention to the extent to which words and meanings are interconnected (Martin & White, 2005, pp. 10–11). An appraisal is a process that involves analyzing and understanding the interpersonal meaning conveyed in a communication (Martin & White, 2005). This process involves three interconnected domains: attitude (affect, judgment, and appreciation), engagement (monogloss and heterogloss types), and graduation (force and emphasis).

III. METHODOLOGY

A. Corpus

This research utilizes online news articles regarding fraudulent investments from the top five media outlets widely consumed by readers (Similarweb, 2023). The news media is Tribunnews.com. The texts were selected based on news articles that reported progress in handling fraud investment cases from March 2022. The SAs, who conducted the investigation on the news, identified social actors as the affiliate in this case (AF) as the mastermind behind the case. Moreover, investors (IVs), who were investors affected by fraud, were targeted by the perpetrator. And police-handling investment fraud (PL) cases involving police officers are currently being handled. A summary of the collected news articles is shown in Table 1.

TABLE 1
CORPUS OF THE STUDY

Article No.	Title	No. of words	Date published
Article 1	Doni Salmanan was reported on suspicion of the Quotex fraud case, unlike Indra Kenz	361	March 05, 2022
Article 2	Doni Salmanan asks that the alleged Quotex fraud case involving him be processed fairly	567	March 08, 2022
Article 3	After being interrogated for 13 hours, Doni Salmanan was named a suspect and detained	351	March 09, 2022
Article 4	In the online gambling case under the guise of Quotex, suspect Doni Salmanan, the police have questioned 54 witnesses	394	March 25, 2022

B. Procedure

The present research involved a descriptive-qualitative design. The framing of social actors drew upon the ethnographic analysis by Spradley (1997) in the online news to investigate both the social actors' power relations and their attitude evaluation from the news text. Four news articles focused on investments fraud were taken from the online media, Tribunnews.com, from February to March 2022. The data source for the research, downloaded from https://www.tribunnews.com/, underwent validation and reliability assessment through a Focus Group Discussion (FGD).

The analysis of the data involved a four-step process by Spradley (1980, 1997), consisting of domain, taxonomy, componential, and cultural theme analysis. The analytical framework is illustrated in Figure 1.
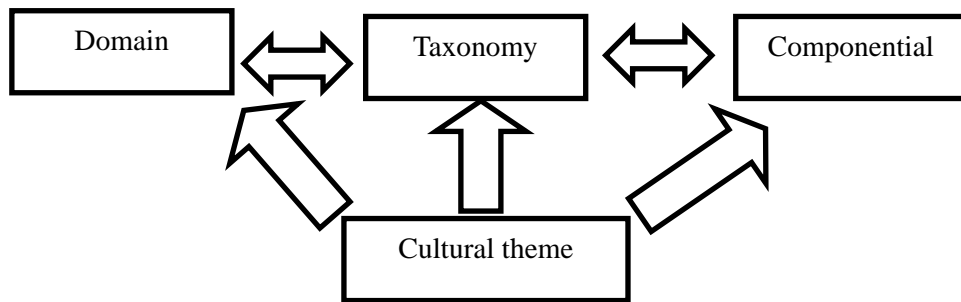

Figure 1. Analytical Framework by Speadley (1980) Developed by Santosa (2021)

The domain analysis of fake investment news consisted of included terms (news structure) and covered terms (social actors). Taxonomic analysis revealed SFL categories based on transitivity and appraisal. Breaking transitivity involved examining both the processes and participants. The appraisal system included tools for evaluating attitudes, graduation, and engagement. The componential analysis stage was used to link components within the domain and taxonomy (Santosa, 2011).

IV. DATA ANALYSIS

Framing of SA: Power Relation and Attitude

Grammatical analysis that explains experiential meaning can be performed through transitivity systems. Transitivity analysis (TA), which includes processes, participants, and circumstances as a method for expressing experiential meaning and negative representation (Eggins, 2004; Halliday & Matthiessen, 2014), is also shown from CDA through TA (Gómez-Jiménez & Bartley, 2023). The framing of SA's power relation is illustrated in Figure 2.
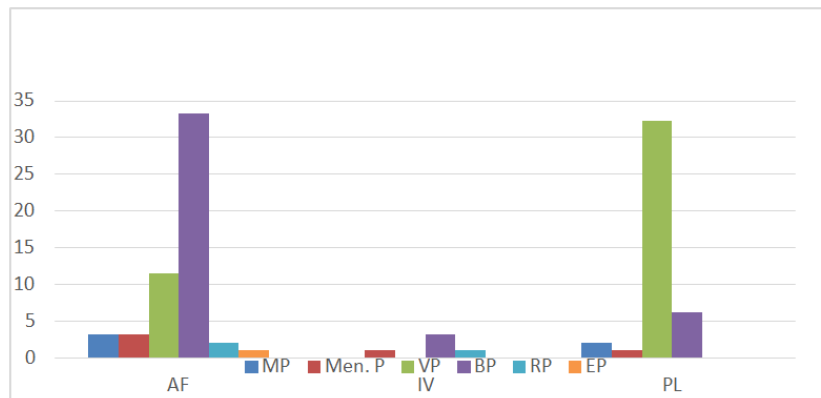

Figure 2. Framing of SA's Power Relation

Figure 2 indicates that the TA is used to investigate the framing of social actors by examining the role of power relations in fake investment news. The AF was the most framed in BP as a target, the IV was the most framed in BP as a behaver, and the PL was also the most framed in the VP as a sayer.

The presence of a hierarchy of power among the AF, IV, and PL is readily apparent. The AF is the main focus of media coverage, but the IV, as the reporter, has less impact on the news narrative. PLs have the authority to communicate information to the media and the public, controlling the flow of information and narratives. Therefore, power in reporting tends to be centralized among those who manage the material and stories that are released.

The SA's attitude was also shown in the news articles. The journalists used most of the judgments, such as immoral, unfortunate, and trustworthy. However, affect; insecurity is found, as shown in Table 2.

TABLE 2
THE SA'S ATTITUDE: APPRAISAL SYSTEM

NS	SA	Types	Subtypes	Frequency	Percentage
Headline	AF	Judgment	Social sanction	5	7,94%
Lead	AF	Judgment	Social Esteem	2	3,17%
	AF		Social sanction	7	11,11%
Body	AF	Affect	Insecurity	3	4,76%
		Judgment	Social sanction	36	57,14%
	IF	Judgment	Social esteem	1	1,59%
	PL	Judgment	Social sanction	2	3,17%
Tail	AF	Judgment	Social sanction	7	11,11%
		Total		63	100%

Table 2 shows that, based on the news structure, the appraisal system (AS) evaluates social actors' portrayal of themselves in the fake investment news that Tribunnews.com publishes. In the headline, the attitude framing showed the following social sanction: propriety (immoral) to the AF. At the lead, the framing of the attitude toward AF was shown in terms of social esteem: normality (fortunate), but most framing was immoral. The body frames the AF's attitude as disquiet and immoral, the IV is framed as fortunate, and the PL is framed as trustworthy. The last step is tailing; in this step, only the preparator is framed as an immoral person. From Table 2, it can be concluded that AF is immoral, IV is fortunate, and PL is trustworthy.

The most influential grammatical role in Haig's (2012) power hierarchy is in the SA, and it plays an active grammatical role within van Leeuwen's (2008) framework. The SA is conceptualized as the 'doers,' the agents of social actions. The SFL approach analyses the framing of SA on the power relation and attitude in fake investment news; transitivity analysis (TA) frames the power relation, while the AS frames the attitude. The TA focused on investigating the participants represented in the news (Abbas & Talaat, 2019; Chen, 2018; S. et al., 2017; Sari et al., 2023; Suwarno & Sahayu, 2020). The attitude was evaluated using AS, which represented the attitude (Martin & White, 2005; Pascual & Unger, 2010; Santosa et al., 2014). The news structure is the frame of the SA that consists of a headline, lead, body, and tail (Kosasih & Kurniawan, 2019; Mukhlis et al., 2020; Van Dijk, 2013). Based on the componential analysis in Tables 1 and 2, the SA was framed based on the news structures.

Based on the findings of the research on the all-fake investment news structure, first, AF is the most framed in VBP as a target, the receiver in a negative process. The second is VP as verbiage, which is something that the speaker says. AF is realized in BP (Ong'onda, 2016), and it plays a passive role in crime news (Sari et al., 2023). Second, the IV is framed in the VBP as a behaver, a participant who is doing the VBP. Third, most of the VP paints the PL as a sayer. The IV and PL are realized in their activation roles in the crime news related to Sari et al. (2023).

A. At the Headline

The headline is the title, or summary, that appears at the top of the text. This study found that the framed SA is an AF target and behaver. The PL is framed as a behaver, while the AF is framed as a target, as analyzed in excerpt 1;

1. Doni Salmanan (AF/target) is reported (VBP) for an alleged Quotex fraud case, different from Indra Kenz. (circ. Of cause)

Doni Salmanan was identified as the AF in the fake investment case using the Quotex™ application. The victims claimed that IV was the cause of the fake investment and that Indra Kenz used a different application in the same case. The headline shows the framing of the AF, which attracts the reader's attention to read the entire content of the news. The AF as a behaver, as analyzed in excerpt 2;

2. Doni Salmanan (AF/behaver) asks (VBP) about the alleged Quotex™ fraud that entangled him to be processed fairly (verbiage).

Excerpt 2 shows that the AF has a request to the PL using the word minta (asks) so that the case that ensnares him can be processed fairly. The SA of PL is not implicit in the title because the media assumes that readers can understand that AF has expectations for PL to be able to process cases. Another realization is that PL is analyzed as a behaver in excerpt 3.

3. An online gambling case under the guise of Quotex™ Doni Salmanan was a suspect (circ. causes), police (PL/behaver) have examined (VBP) 54 witnesses (target).

Excerpt 3 shows that the police (PL) are the authorities who handle online gambling cases under the guise of Quotex™, which makes AF determined as suspects. The PL has examined 54 witnesses involved in the case. The phrase Online Gambling Case Under the guise of Quotex, Doni Salmanan, a suspect, becomes a circumstance of cause in the clause.

Headlines show AF and PL's attitudes. In Example 3, the phrase suspect, which is aware of the AF's attitude toward social sanction: propriety (-), frames the AF as an immoral person. Meanwhile, a PL's attitude is framed as that of trustworthy people who can do their work fairly. Example 2, the Case of Alleged Quotex™ Fraud That Entangled Him to Be Processed Fairly, which is the AF's verbiage to the media, is shown. It is appraised to the PL to process the AF's case fairly. The word fairly appraises the PL's attitude in terms of social sanctions: veracity (+). The AF believes in the performance of the PL in handling its case.

B. At the Lead

The lead is the introductory part of a news text that aims to provide the most essential information to the readers. The framing of the SA showed that the AF was the target and that the PL was the receiver.

4. The man named Crazy Rich Bandung (AF/target) was charged (VBP) with a case of alleged fraud under the guise of trading binary options through the Quotex™ platform (verbiage).

Excerpt 4 shows that the AF is called the crazy rich Bandung, a wealthy young individual from Bandung that serves as an influencer for Quotex™. He attracts investments from IVs by promising substantial profits. He was charged with a fraudulent case because of the illegal application that he used to invest IV's money. The realization of AF as a target and PL as a behaver is described in excerpt 5.

5. Doni Salmanan (AF/target) was officially declared (VBP) as a suspect (verbiage) by the police (behaver).

Excerpt 5 shows that AF is targeted in the investigation. PL, as a law enforcement agency, determines the status of AF as a suspect after sufficient evidence related to the case is collected. The PL confirms that the legal steps taken follow the applicable procedures.

The lead only frames the attitude of the AF. The lead frames AF's attitude as crazy rich, a metaphor used to praise their wealth in Bandung. The phrase is raised in the intensifier class, indicating extreme wealth. The lead also frames AF as immoral, with the phrase declared as a suspect in a fraud case. The graduation is on an attitudinal lexis, condemning the police's determination of AF status in the case.

C. At the Body

The body of the news text contains the main content, details, and context related to the news text. The AF is most framed as a target, the IV is framed as a behaver, and the PL is most framed as a sayer, as analyzed in excerpt 6.

6. The victims (IV/behaver) reported (VBP) to the Ditttipideksus Bareskrim or Directorate of Economic and Special Crime under the Criminal Investigation Agency (PL/receiver) on February 3, 2022 (circ. local time), and allegedly (Men. P), the total loss reached an IDR of 3.8 billion (phenomenon).

In excerpt 6, the phrase discusses the concept of reporting incidents to authorities, specifically IVs, in the context of ke Dittipideksus Bareskrim. This highlights the IV's attitude toward judgment: normality, with a total loss of IDRs of 3.8 billion and it was a mental projection. The AF is also framed in Men. P as a phenomenon analyzed in excerpt 7;

7. According to Kombes Gatot (circ. Agle), Doni Salmanan (AF/phenomenon) allegedly (Men. P) has violated various articles of law (phenomenon).

Excerpt 7 explains that PL believes the AF is in public's attention, with the phrase allegedly indicating suspicion of criminal activity but no certainty. The various articles of law suggest that the AF experienced a dangerous situation and was threatened with prosecution under applicable legal articles. The AF also frames MP as an actor, as analyzed in excerpt 8:

8. Doni Salmanan (AF/actor) has been languishing (MP) in the Police Bareskrim Detention Centre, South Jakarta. (Circ. Loc. Place).

Excerpt 8 describes the AF as an actor who is currently in custody at the South Jakarta Police Bareskrim Detention Centre, serving a period of MP detention. The AF was also realized as a speaker in the VP, as analyzed in excerpt 9:

9. "My case is being processed by the police. I entrust it to the police. Everything has been processed fairly, (verbiage) said Doni Salmanan (AF/sayer)."

Excerpt 9 reveals that the AF's confidently stated PL is handling the case, expressing confidence in fair legal proceedings. Quotation marks indicate direct quotes, while graduation expressions can be classified as attitudinal lexis or verbal projection. Another excerpt realized both AF as the target and PL as the behaver, as analyzed in excerpt 10:

10.   The Directorate of Cyber Crime Bareskrim Polri (PL/behaver) finally raised (VBP) the status of the case related to the case of alleged fraud under the guise of binary options™ trading on the reported Doni Salmanan (AF/target) from inquiry to investigation. (verbiage)

Excerpt 10: PL as a behaver. The PL has escalated fraudulent investment involving AF, citing sufficient evidence for legal proceedings. AF's attitude was deemed immoral, resulting in an investigation process. Next, the most common PL in the VP is the sayer, as analyzed in excerpts 11 and 12;

11. *Karo Penmas of the National Police Public Relations Division, Police Brigadier General Ahmad Ramadhan (PL/sayer), said (VP), [Doni Salmanan was determined to be a suspect after undergoing questioning for more than 13 hours] (verbiage).]*

Excerpt 11 explains that the PL is a sayer in the VP, which may reflect the latest information regarding the progress of the AF case and the PL's decision to designate him as a suspect after an intensive examination process.

12. *"It has been decided that the DS case has been upgraded from preliminary investigation to formal investigation," said (verbiage) (VP) Gatot (PL/sayer).*

Excerpt 12 explains that PL is a sayer. PL said that a decision had been made regarding the fake investment by the AF case, where the status of the case had been raised from the inquiry stage to the investigation stage. This statement indicates that the authorities consider that there are sufficient grounds or evidence to continue further investigation in the form of an investigation into the case.

D. At the Tail

Furthermore, at the tail, the AF is predominantly framed as a target and immoral. The AF is realized in a passive role (Sari et al., 2023), so he does not have any power in the news. The subject of the news that the media journalist reports is AF.

13. *The figure nicknamed Crazy Rich Medan (AF/phenomenon) is suspected (Men. P) of committing online gambling crimes and spreading false news through electronic media, as well as fraud, cheating, and TPPU. (Phenomenon).*

Excerpt 13 implies that the AF is suspected of committing several criminal acts, including online gambling, spreading fake news through electronic media, fraud, fraudulent acts, and money laundering. Crazy Rich Medan is referred to as a phenomenon in this context. It meant that AF is facing serious allegations related to activities involving violations of the law, including online crime, spreading false information, fraud, and money laundering. It also evaluates the AF's attitude toward normality (+): fortunate. "The maximum sentence is 20 years, (verbiage) wrote (VP) Kombes Gatot. (PL/sayer)

14. *"The maximum sentence is 20 years, (verbiage) wrote (VP) Kombes Gatot. (PL/sayer)*

Excerpt 14 explains that the AF outlines a potential 20-year penalty for a criminal act or violation of the law, possibly to emphasize the severity of the offense or the potential legal consequences for the offender.

15. *The article alleged against Doni Salmanan (carrier) is similar to the ARP case of Indra Kenz. (AF/attribute).*

Excerpt 15 implies that the law applied to AF as a carrier shares similarities with the case of Indra Kenz, implying that AF may face similar criminal acts or violations, emphasizing the similarities in punishments. The AF in VBP as a target in the tail, as analyzed in excerpt 16;

16. *For his unlawful acts (circ. cause), Doni Salmanan (AF/target) was threatened (VBP) with a maximum of 20 years in prison (verbiage).*

Excerpt 16 states that AF faces a 20-year prison sentence for unlawful conduct, highlighting his immoral attitude and potential legal consequences due to his actions violating the rule of law.

V. RESULTS AND DISCUSSION

The AF is often portrayed as a target, known as an immoral person in news stages, starting with a headline, followed by a lead, body, and tail (Kosasih & Kurniawan, 2019; Mukhlis et al., 2020; Van Dijk, 2013). This study complements the research by Abbas and Talaat (2019) about the transitivity analysis of news headlines depicting crimes committed against women in Pakistan. Ong'onda (2016) and Sari et al. (2023) described the preparation of crime news using transitivity analysis.

In this study, the media tends to use VBP in news texts. The AF is framed as a target to receive negative behavior carried out by the behaver (Santosa et al., 2023). Journalists frame AF as a person who commits crimes and emphasizes AF in the news. The grammatical structure used tends to be passive (Sari et al., 2023; Suhandano et al., 2023). This is related to the Ong'onda's (2016) realization of the preparator in VBP as a behaver; moreover, in this study, AF tends to be framed as a target that is realized using passive construction. Budhiono (2018) asserts that journalists use passive constructions to present the identity of a suspect in a criminal case. This means that the media framed AF as the news focus, and framing shows how the process of handling fake investment cases experienced by AF is visible.

The AS evaluates AF attitudes by critiquing social actors based on moral judgment, deeming them immoral. AF's attitudinal lexis assesses their ethics, identifying them as unfavorable and lacking ethical principles, leading to suspicion of their fake investment in the Quotex™ application. Gunawan et al. (2019), in line with Biadi and Fallaki (2023), confirm that negative attitudes are more prevalent in news texts. Chalimah et al. (2023) mention various types of Social Consequences: Adverse Politeness and Social Consequences: Unfavorable Truth in Online News Corruption In line with Santosa et al. (2014), judgment is an attitude that masters the text. It indicates that the news conveys information about the imposition of social sanctions on them and tells people how important politeness and honesty are.

The framing of the IV is only found in the body of the news text; the IV was framed as a behaver who is a fortunate person who reported the fraud case to the police. The reporting process is a VBP in TA that serves to describe the outward physical signs that participants in the text can see and do (Ismayatim et al., 2018; Isti'anah, 2019). In this study,

the process that the IV goes through causes another process to occur in other social actors. In the VBP carried out by the IV, PL social actors carried out their duties and obligations as authorities in handling fraud cases so that there were no more cases of fraudulent investment fraud. The IVs' attitude was fortunate because they had much money invested in the investment application.

The PL was mostly framed as sayers who were known as trustworthy people. This finding is consistent with studies conducted by Sari (2023) on police involvement in fraudulent news in Indonesian online media, government representation as a sayer by Noor (2017) in Malaysian newspapers, Knox and Patpong (2008) in Thai newspapers (both in Thai-language and English-language), Vo (2013) in Vietnamese English newspapers, and Seo (2013) in Chinese English newspapers. In this study, the PL is an Indonesian police work unit with complete control over the fictitious investment case.

Journalists often frame PL as a sayer, while AF refers to verbiage. The data are presented using direct quotes, marked with quotation marks, and indirect quotes, which provide a summary or paraphrase of the speaker's words. It confirms the results of research by Dewi et al. (2021) suggesting that reported speech is applied both directly and indirectly in news texts. Journalists either relay information verbatim from sources or provide interpretations based on their understanding. Bell (1991) states that the text of the news is embedded in the existence of sources, attributes, places, and time and states that direct quotations are strong evidence, irrefutable facts written by journalists. Journalists emphasize the PL as the main actor who has power in reporting fraud cases; as stated by Nordlund (2003), in newspaper headlines, social actors can be emphasized, minimized, or eliminated. In line with the results of Etikawati (2021), the TA can represent forms of police performance.

The PL's attitude toward fictitious online trade investment issues was evaluated through social sanctions, trustworthiness, and attitudinal lexis. The engagement was heterogloss, with the author quoting another person's statement. This finding is in agreement with Santosa et al.'s (2011) research, who claimed that the appraisal system for news uses descriptive words and that the attitude system is reasonable and not excessive in providing facts and phenomena. According to the description above, the main purpose of news is to expose the facts of the phenomena that are occurring in society. The police, who are in charge of the fraud case, provide the information on which journalists base their news articles.

Furthermore, the results of the graduation analysis of SA attitudes were much greater in the attitudinal lexis (raised). Graduation analysis uses the theories of Martin and Rose (2004) and Martin and White (2005). The results revealed that graduation is a widely used type of force: the attitudinal lexis (raise), which is a lingual unit that contains or expresses feelings or attitudes. According to Indonesian legal regulations, the police or PLs summoned the AF as a reported person during the investigation process before declaring it a suspect by the PL. The Criminal Procedure Law (Undang-undang Hukum Acara Pidana/KUHAP), as a rule for the implementation of criminal procedural law in Indonesia, does not mention the term reported. However, the Criminal Procedure Code explains the definition of a report contained in Article 1 number 24, which reads, "A report is a notification delivered by a person due to a right or obligation under the law to an authorized official about the occurrence or being or suspected of a criminal event".

The dominant engagement was the monogloss type, originating from journalists or writers themselves, to reflect the authors' perspective on the 'perpetrators' of fraudulent investment fraud under the guise of trading. While the use of heterogloss is found in verbal projections, metaphor projections, and modalities, it illustrates that in the text of the scam news, journalists quote statements from social actors in the text, namely, from the police, to convince their readers. The presence of heteroglossia in news texts confirms the results of research by Gunawan et al. (2019). His findings show that the use of heteroglossia in articles in online media aims to make it seem that journalists are in a neutral position by quoting several statements from social actors in the text.

VI. Conclusion

The AF, IV, and PL are fairly represented in the news; their framing conveys their attitude and authority level. The public relations representative of the AF is presented in all news structures as a target and immoral person; despite being granted a voice in the text, the AF's message is limited to their aspirations for the case they are handling. In addition, the IV is lucky and well behaved. The IV also lacks reporting authority. Since he is merely a reporter on the matter, IV has no authority to handle it. In addition, PL personnel are presented as trustworthy and kind. The PL is framed as a powerful SA in the news. The results of the PL press conference are the source of all the news coverage. This is demonstrated by the quantity of directly and indirectly quoted statements in the news. Frequently, attitude analysis reveals engagement: although monogloss is composed of the authors' own words and knowledge, this does not imply that the media lacks objectivity; in contrast, the media's monitoring ensures that the truth is documented and presented as news content to the public.

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