

A Genre Analysis of Homepage of Online Marketplaces

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ABSTRAK

This thesis is entitled a genre analysis of a part of homepage online marketplaces. It was describing the genre of homepages online marketplaces that contituted the social function, the schematic structure and linguistics features. Purposive sampling was used in selecting the data. There were five homepages of online marketplaces in the internet that were selected as the data. They were Sephora, Walmart, Amazon, Ebay, and AliExpress. The data were analyzed by using descriptive qualitative method. After reading all part detail of the homepages then grouping part the homepages. After it segmenting each clause using Systemic Functional Linguistics (SFL) Transitivity analysis. From the analysis, there were 137 clauses found. From the clauses that have been analyzed, it found the social function of the homepages of online market was to promote and to persuade the readers or the buyers to read or to buy the products. Then the schematic structure was Navigation Link^Link to Homepage^Primary Location for Search^Main Content Column^Additional Information, Contact information, Store Information and Copyright. The last , there were 137 types of process and 137 types of tenses as the linguistics features. Material process as the dominant process and simple present tense as the dominant tenses.

Kata Kunci : Discourse, Genre Analysis. Online Marketplaces, Systemic Functional Linguistics.

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