A GENRE ANALYSIS OF HOMEPAGES OF ONLINE MARKETPLACE

JOURNAL ARTICLE

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ABSTRACT

This thesis is entitled a genre analysis of homepage online marketplaces. It was describing the genre of homepages online marketplaces that constituted the social function, the schematic structure and linguistics features. Purposive sampling was used in selecting the data. There were five homepages of online marketplaces 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 136 clauses found. From the clauses that have been analyzed, it found the social function of the hompages 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 136 types of process and 136 types of tenses as the linguistics features. Material process as the dominant process and simple present tense as the dominant tenses.

Keywords: Discourse, Genre Analysis, Online Marketplaces, Systemic Functional Linguistics.

INTRODUCTION

In this era, internet has a lot of information networks. One of the facilities given by the internet is World Wide Web (WWW), a system that is presented as searching machine. According to (December, 1996), he states the internet works globally to distribute computer network which is serve a media for communication forum being used by 20-40 million people in 90 countries. The function of internet is not only to share information but also for get entertainment, to do business, and to make easier to shop on internet. Nowadays, people use internet to buy something on online marketplace. Many people prefer online marketplaces because it is very easy and efficient.

Internet increases the facility for people especially in terms of buying and selling. In the past, people who want to buy something, they have to go to the market or shop. There are so many examples of online marketplaces in internet such as Sephora, Walmart, AliExpress, Ebay, and Amazon.

The transaction on online marketplace can be separated with communication process between the seller and the buyer. The tool of communication for human is language. According to (Wardhaugh, 1997), he states that language allows people to say things to each other and to express communicative needs. It is an important tool for human as a method of communication to each other.

According to (December, 1996) He states that human communication can be characterized as a process, in which people exchange symbols. The symbol is one way to express their language. Meanwhile, according to (Gerot & Wignell, 1994), language can
be divided into two ways: written and spoken. Spoken language is typically more dependent in context. On the other side, written language tends to be more independent on its context. According to (Muslimah, 2008), she states in spoken language, it focuses about the grammar, pronunciations, diction, fluency in speaking, vocabulary etc. that support communication to each other. In written language it knows about the grammar, clauses, phrases, word, sentences, paragraph, text etc. that relate to written language.

One example of written communications is online marketplaces in the internet. It uses signs or symbols as the tool of their communication. Online marketplaces have many unique features of language. The language is used in the online marketplaces is simple because it aims to make the readers or buyers can easily read or buy and understand the online marketplaces.

Online market place is one of the examples of genre. It is a group of text Genre of a part of homepages on online market places is transactional genres. According to (Eggins, 2004) transactional genre is about buying and selling things. According to (Fairclough, 1995a), genre analysis was 'a socially ratified way of using language in connection with a particular type of social activity’. This obviously explains that online marketplaces are also a type of social activity because it involves the interaction between readers or buyers and the sellers that using language. Genre is a form for grouping text, to represent how the writer used language to explain the situation. Genre analysis was contained the social function, schematic structure and significant lexico-grammatical features in every text types (Gerot & Wignell, 1994).

The study examines the genre analysis of a part of homepage on online marketplace on websites which are Amazon, Sephora, Ebay, AliExpress and Walmart. Those online marketplaces have many loyal customers in the world. Based on this, the researcher analyzes the genre of a part of marketplaces homepage. The data analyzes based on the social functions, schematic structures and significant lexico-grammatical features in every clause type found on online marketplaces homepage. Therefore, the researcher is able to give a better understanding to the readers or buyers about how to analyze the genre of a text correctly.

RESEARCH METHOD

a. Research Design
This study used this method to focus on analysis of genre of a part of homepage on online market places on website. They were social functions, schematic structures, schematic structures and linguistic features. The researcher only chose 5 out of 10 homepages of online market places in the internet uses purposively sampling. The researcher chose five homepages of online marketplaces on website because those five was the most popular marketplaces in the world. Furthermore, these marketplaces have good homepage arrangement.

b. Unit of Analysis
The unit of analysis of this research was each clause in the advertisement under study a part of homepages of online market places in the internet.

c. Source of Data
The source of the data in this study was a homepage of marketplaces in the internet. Those 5 homepages online marketplaces were taken from different appearance of the
items that they sell. The data were taken from Amazon (www.Amazon.com). It is international online market places. On part of the homepage, picture was taken by capturing the homepages of it. Sephora were taken from (www.Sephora.com) in the online market places was only a little and commentary. Ebay.com (www.ebay.com), it was one of the various market places that sell a wide range of electronics, AliExpress (www.Aliexpress.com) and Walmart (www.walmart.com). It was captured on November 15th, 2016. In this research, the online marketplaces were taken on a part of the homepages to known genre of online market places.

d. Method of Data Collection

In this study, the researcher was obtained the data from homepages online marketplaces by doing some steps, they were:
1. Found out the online market places in the internet.
2. Selected online market places in the internet.
3. Captured online market places in the internet.

e. Method of Data Analysis

In analyzing the data, the researcher used the techniques was:
1. Reading all of part detail on homepage of online marketplace on websites

Figure 3. 1 Sephora's Homepage

The picture above showed the example of Sephora’s homepage as online marketplace. The researcher read all the part of the homepage to segmenting the part then grouping in every detail of it.

2. Grouping in every detail part the homepage of online marketplace on websites.

Figure 3. 2 Part of the homepages

This figure below showed after segmenting or grouping the homepage in every detail part of the homepage.

3. Segmenting each text into clauses, for example:
Table 3. 1 Segmenting each clause

<table>
<thead>
<tr>
<th>No.</th>
<th>Clause</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Whether you have 15 minutes for a touch-up 45 minutes for a makeover, or 9 minutes for a customized consultation</td>
</tr>
<tr>
<td>2.</td>
<td>Our beauty advisors at the beauty studio are here to help you.</td>
</tr>
</tbody>
</table>

The segmenting each text to clauses like the table above means to find out the linguistic features and to describe the social function.

4. Identifying each clause on homepages of online market places to find the social function, for example:
   “The social function of Sephora was to promote and to persuade the readers or buyers to read and to buy the product of Sephora.”

5. Identifying each detail part on homepages of online market places to find the schematic structure, for example:

![Figure 3. 3 Navigation link of Sephora](image1)

![Figure 3. 4 Identities and Title of Sephora](image2)

This figure above showed about the example of schematic structure of the sephora’s homepage.

6. Identifying each clause on homepages of online market places to find the linguistic features (process and tense). For example:
   **Material process:**
   a. *(You)* **find** beauty unique to you with exclusive product-matching services.
   This clause shows material process, it can be seen in the part of main content column of Sephora’s homepage. The material process derives from the verb **find**. **Find** means discover after a deliberate search. It means that the material process of this verb is process of doing. **Find** in this sentences means to discover unique beauty look for the reader with using services offered in this advertisement. The researcher presupposed that the object of this sentence is **you**. **You** refer to the reader or buyer.
   **Simple Present Tenses:**
   a. *(You)* **find** beauty unique to you with exclusive product-matching services.
   **Find** is **V1**, so **find** is an activity that happens now. It is why this sentence belongs to simple present.
Table 3. 2 Linguistics features (process and tenses)

<table>
<thead>
<tr>
<th>Process</th>
<th>Material</th>
<th>Mental</th>
<th>Verbal</th>
<th>Behavioral</th>
<th>Relational</th>
<th>Circumstantial</th>
<th>Existential</th>
<th>Total Clause</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simple Present</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Simple Past</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Simple Future</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>

From the table above, the researcher knew the linguistic features that used in sephora’s homepage. The researcher find out the type of process and type of tenses that used on it and then make a tables to know how many type of process and tenses that used in the sephora’s homepage.

8. Interpreting the findings

FINDINGS AND DISCUSSION

In this part, the researcher finds some schematic structures and linguistics features in the homepages of online marketplaces. They are Sephora, Walmart, Amazon, Ebay and AliExpress. The result can be seen in the following table:

Table 4. 1 Parts of Homepages of Online Marketplaces

<table>
<thead>
<tr>
<th>Parts of Homepages</th>
<th>Online Marketplaces</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Banner Ads</td>
<td>v</td>
</tr>
<tr>
<td>Navigation Link</td>
<td>v</td>
</tr>
<tr>
<td>Identity and Title</td>
<td>v</td>
</tr>
<tr>
<td>Local Navigation</td>
<td>v</td>
</tr>
<tr>
<td>Jargon</td>
<td>v</td>
</tr>
<tr>
<td>Banner Advertisement</td>
<td>v</td>
</tr>
<tr>
<td>Tab Navigation</td>
<td>v</td>
</tr>
<tr>
<td>Link to Homepage</td>
<td>v</td>
</tr>
<tr>
<td>Primary Location for Search</td>
<td>v</td>
</tr>
<tr>
<td>Navigation link</td>
<td>v</td>
</tr>
<tr>
<td>Right Banner Ads</td>
<td>v</td>
</tr>
<tr>
<td>Main Content Column</td>
<td>v</td>
</tr>
<tr>
<td>Additional Information, Contact information, Store Information and Copyright</td>
<td>v</td>
</tr>
</tbody>
</table>

From the table above, the researcher gives checkmarks to show the parts or structure of each homepages of online marketplaces. The researcher finds some parts of the homepages. They are Navigation Link^Link to Homepage^Primary Location for
In analyzing the language features, the researcher focuses on process types and tenses. After the data are divided into clauses, the researcher finds 136 clauses from five homepages of online marketplaces. The process types of the data can be seen on the table below:

<table>
<thead>
<tr>
<th>Process Types</th>
<th>The Homepages of online marketplaces</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Material</td>
<td></td>
<td>43</td>
<td>6</td>
</tr>
<tr>
<td>Mental</td>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Relational</td>
<td></td>
<td>12</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>56</td>
<td>7</td>
</tr>
</tbody>
</table>

From the table above, it can be seen that there are three processes found in the homepages of online marketplaces. They are material, mental and relational. The researcher finds the dominant process is material process which occurs 114 times and 83.82% as the percentages. Material process can be said as the dominant process because most of the verbs are indicated using doing words. It can be seen from several verbs such as find, buy, make and pay etc. The other process is relational process which happened 16 times and 11.77% as percentages. The last, mental process which occurs 6 times and the percentages only 4.41%.

The researcher finds four types of tenses in all linguistic features in 5 homepages of online marketplaces. The tenses found are simple present tense and simple future tense. The dominant tense used in this homepages of online marketplaces is simple present tense which occurs 135 times and 99.26% as the percentages. It can be said as the dominant process because it expresses action in the present time and it is used to explain some products from online marketplaces. Present tense is used for something that happens that time or repeatedly, or that something is true in general. The other tense that occurs is simple future tense only 1 (0.73%).

<table>
<thead>
<tr>
<th>Tenses Types</th>
<th>The Homepages of online marketplaces</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Simple Present</td>
<td></td>
<td>55</td>
<td>7</td>
</tr>
<tr>
<td>Simple Future</td>
<td></td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>56</td>
<td>7</td>
</tr>
</tbody>
</table>
The Discussion of Sephora’s Homepage

This part discusses about the Sephora’s homepage that consists of social function, schematic structure and the linguistic features analysis.

The Social Function of Sephora’s Homepage

The social function of Sephora’s Homepage is to promote and to persuade the readers or buyers to read or to buy the products in Sephora for example cosmetics, skin care, fragrances, bath & body, nail, hair, etc. Besides, Sephora also opens beauty classes and beauty services for woman.

The Schematic Structure of Sephora’s Homepage

Header is a part on the top of the online marketplaces homepages to display the identity of a site or the name of online marketplace. It contains Navigation Link^Primary Location for Search^Identity and Title^Local Navigation^Jargon^Banner of Advertisement^Tab Navigation. Main content column is the most important part in the homepage of online marketplaces because it contains information about the offered menu of online marketplaces. Main Content Column is usually located in the central part on the homepages. The footer of homepages is usually in the bottom of the homepages display. There are Store information, Additional Information, and Copyright of Sephora.

The Schematic structures of the Homepages of Sephora are: Navigation Link^Primary Location for Search^Identity and Title^Local Navigation^Jargon^Banner of Advertisement^Tab Navigation^Main Content Column^Store information, Additional Information, and Copyright of Sephora.

1. **Navigation link**

   Navigation link usually contains of link that connected to another page. It is usually located on the top of homepage of online marketplaces. On Sephora, it is located on the center top of the homepage. It contains link which can help the readers or buyers to join as a member. This link helps them to register or join as a member of Sephora, to know about beauty insider, etc. It makes easier to the readers or buyers used these online marketplaces facilities.

   ![Figure 4. 1 Navigation Link of Sephora](image)

2. **Primary location for Search**

   This part is located on the top or bottom of homepages. This part contains a box to help the readers or buyers find what they want by typing the keyword. If the keywords from the readers or buyers are suited to product they look for then the page will directly show it to them namely primary location for search. It aims to help the readers or buyers easier to find out the things that they want. Primary location for search in Sephora has function to help the readers or buyers to find what they want. It is located on the top of header homepage of Sephora.

   ![Figure 4. 2 Primary Location For Search of Sephora](image)

3. **Title and Identity**
This part of the data is called title that was located in the top of homepage. Each title might different; it can be the entire word capital or used little word font. The title of this online marketplace uses capital word, “SEPHORA”. It explains about the Sephora homepages as named these online marketplaces. It is used the capital word and located in center top of homepage, so the readers or buyers can easily to be eye-catching and to be understand about this online marketplaces.

Figure 4. 3 Identities and Title of Sephora

The identity and title is located in the same places. The identity explains about its products or services that are offered. For example in Sephora, it serves many options which the readers or buyers can be chosen such as are cosmetics, skin care, fragrances, bath & body, nail, hair, etc.

4. Local Navigation

This part usually is located on right or left side which is explained about the main points offered namely local navigation. The local navigation of Sephora describes about products offered in Sephora. It contains such as services, beauty class Sephora, store location international, and more. It can be seen in the following below:

Figure 4. 4 Local Navigation of Sephora

5. Jargon

This part named jargon. It is a set of words used by a product brand to make the reader or buyer always remember about the brand. It is why usually jargon is made in short language and unique because unique thing is easier to remember. Jargon is located on the top or middle of the homepage of online marketplaces. It can be seen in the following:

Figure 4. 5 Jargon of Sephora
“Play, Learn & Shop” is the example of jargon in Sephora. It is located on the middle of the Sephora homepage. From the jargon, the readers or buyers know that on Sephora not only to buy or to read some products but also they can learn from beauty class and play or sharing together on Sephora.

6. Banner Advertisement
This part is named banner advertisement. Banner Advertisement is a part of homepages that is used to add attraction to the readers or buyers. So, they will be more interested to explore the homepage more. There are several advertisements which used brief language and also easier to read and to understand by the readers or buyers. Banner advertisement is usually located on the right or left side of homepages.

![Banner Advertisement of Sephora](image)

Figure 4. 6 Banner Advertisement of Sephora

On the figure below, Banner Advertisement in Sephora shows advertisements which consist of some products or services. It is located on the left side of homepages. There is one banner of Sephora “Get more from a gift card” it means the readers or buyers can get more using a gift card from Sephora. It functions to attract them using this banner. So, they are more interest to join as a member of Sephora and get gift card from Sephora.

7. Tab Navigation
Tab navigation is one link with great possibility to be visited by the readers or buyers. This tab served some navigation that will appear if they are point the cursor to the tab. Tab navigation is located on the menu which is usually useful and easier for the readers or buyers to find the category of products they needed. On Sephora, the tab navigation consists of some services are 3 parts. They are “Beauty services, Beauty Classes, Store Events”. It can be seen in the following figure:

![Tab Navigation of Sephora](image)

Figure 4. 7 Tab Navigation of Sephora

On the picture above, one of tab navigations is, such as “beauty services”. It means that in the beauty services, there are some services for grooming for example custom makeover, mini facial, mini makeover, etc. It is one way for the readers or buyers to choose which one they need.
8. **Main Content Column**

This part is named main content column. It contains information, article and picture. It is located in the middle of the homepages. It is the most important thing of homepage that explains about products or services being offered. They are shown on picture or text.

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**LET'S BEAUTY TOGETHER**

*WITH OUR BEAUTY SERVICES*

Whether you have 15 minutes for a touch-up, 45 minutes for a makeover, or 90 minutes for a customized consultation, our Beauty Advisors at the Beauty Studio are here to help you.

**Book a Premium Service**

Treat yourself to the ultimate experience—a dedicated session with our Beauty Advisors or Senior Beauty Experts.

---

**CUSTOM MAKEOVER**

Unlock your beauty potential with a 45-minute full-face makeover by one of our Beauty Advisors. Complimentary with a $50 minimum purchase or $50 Gift Card purchase.*

BOOK NOW

**PERSONAL ONE-ON-ONE**

Update your routine with a Senior Beauty Expert in the 90-minute customized skin care, fragrance, and beauty makeover. Complimentary with a $125 minimum purchase.*

BOOK NOW

Both services are free for VIB Rouge members. Buy a Gift Card or eGift card** to use toward your premium service session.

---

**Pop into the Beauty Studio**

Update your look in a 15-minute session with our Beauty and Skincare Advisors. Free in all stores. Walk-ins welcome.

**Mini Makeovers**

- Smokey eye
- Contour
- Polished Brows
- Everyday Eye
- Essential Eyeliner
- Flawless Foundation
- Correct & Conceal
- Blush & Bronze
- Perfect Lips
- False Lash Application

**Mini Facials**

- Mask & Moisturize
- Pearl & Perfect

**Sephora Beauty iQ**

Find beauty unique to you with our exclusive product-matching services. Free in all locations.

**Skincare iQ**

Discover the easy way to find the most effective products for your skin. This unique service searches Sephora’s entire repertoire of advanced skin care ingredients and formulas in order to determine and recommend targeted matches for each and every one of your skin care concerns.

Can’t make it to a store? Take the quiz online.
Figure 4. 8 Main Content Column of Sephora

On the figure below there are some articles. In Sephora, there is title “Let’s Beauty Together With Our Beauty Services”. It means to persuade the readers or buyers to use some product from that brands. In addition, this part also serves some services such as beauty class with some choices. Such as Custom makeover that means to makeover only need 45 minutes by one of the beauty advisor only $50 as minimum purchase or using gift card purchase. In addition, in main content there is article says “pop into the beauty studio”. It explains to the readers or buyers will look different only 15 minutes with beauty and skincare advisors from Sephora can be applied in all stores and free. It includes mini make over or mini facials.

9. Store Information, Additional Information, and Copyright of Sephora.

This part is located in the end of homepages. In this section there are some contents such as store information, additional information copyright etc. Store information is used to explain about the store location at each country or city. In addition, there is additional information that is used to explain other information which not served on the previous part. The purpose is to give more detail explanation to the reader or buyer. The last is copyright, it is created to secure and to show the originality of online marketplaces. It is located at the end of this part using little font text. It can be seen in the following below:
In this part, the readers or buyers also can find store location. They also can find the country of shop that shows where they can buy the product from the brand. It also can be seen in the following: “Now Shopping: US l Canada”. It means the readers or buyers can shop this product from US or Canada. Additional information is such as “sale; weekly specials; Bestsellers, about sephora, customer services, etc.” also can be found in this part. In the last part, there is copyright of Sephora. The function of copyright is created to secure and to show the originality of sephora as online marketplaces.

**Linguistics Features of Sephora’s Homepage**

This part discusses about linguistic features of the homepages of online marketplaces, Sephora. By analyzing the language features, it can be found the process types and tenses types that had been used.

**Process Found in Sephora’s Homepage**

*Table 4. 4 Process found in Sephora’s homepage*

<table>
<thead>
<tr>
<th>No.</th>
<th>Type of Process</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Material</td>
<td>43</td>
<td>76.79 %</td>
</tr>
<tr>
<td>2</td>
<td>Relational</td>
<td>12</td>
<td>21.42 %</td>
</tr>
<tr>
<td>3</td>
<td>Mental</td>
<td>1</td>
<td>1.79 %</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>56</td>
<td>100 %</td>
</tr>
</tbody>
</table>

It can be seen in the table above, there are some types of processes which are realized by verbs. Generally, verb is defined as 'have a doing words’ but not all of the verbs in the data are doing words, but some of verbs express being or having. In this analysis, the researcher finds three types of process: *material, relational, and mental*.

In this first homepages of Sephora, the researcher finds the dominant process is material process which occurs 43 times and the percentage is 76.79%. Material process has function to give information to the readers or buyers about the Sephora’s homepage. It can be seen in the following description below:

1. **Material Process**

There are 43 materials process found on Sephora’s homepage for examples are:

*You* find beauty unique to you with exclusive product-matching services.

This clause shows material process, it can be seen in the part of main content column of Sephora’s homepage. The material process derives from the verb *find*. Find means discover after a deliberate search. It means that the material process of this verb
is process of doing. **Find** in this sentences means to discover unique beauty look for the reader with using services offered in this advertisement. The researcher presupposed that the object of this sentence is **you. You** refer to the reader or buyer.

**b. Can’t make it to a store?**

This clause shows material process, it can be seen in the part of main content column of Sephora’s homepage. The material process derives from the verb **can’t make**. **Can’t make** means just going to do something, but there is something interrupting. **Can’t make** in this advertisement means a question to the readers or buyers if they are going to check the store but something happen until they cannot reach the store. So the marketplace offers a solution by clicking the link below the sentences.

**c. When you purchase a Gift Card value at $50 or more.**

This clause shows material process, it can be seen in the part of main content column of Sephora’s homepage. The material process derives from the verb **purchase**. The verb **purchase** means activity of buying something. **Purchase** in this sentences means buying a gift card at $50 that being offered in the advertisement.

### 2. Relational Process

There are 12 relational processes that found in Sephora’s homepage for examples are:

**a. One touch payment is now available in stores**

This clause gives an example of relational process on Sephora’s homepage, it can be seen in the part of main content column of Sephora’s homepage. **Is** in this clause belongs to relational-attributive process because it shows quality of existences.

**b. Our Beauty Advisors at the Beauty Studios are here to help you.**

This clause gives an example of relational process on Sephora’s homepage, it can be seen in the part of main content column of Sephora’s homepage. **Are** in this clause belongs to relational-attributive process because it shows quality of existences.

**c. Both Services are free for VIB Rouge members.**

This clause give an example of relational process on Sephora’s homepage, it can be seen in the part of main content column of Sephora’s homepage. **Are** in this clause belongs to relational-attributive process because it shows quality of being free.

### 3. Mental Process

There is only one clause that included a mental process for example:

**a. And notes you’re drawn to the most.**

The example above shows mental process, a process dealing with senses; it shows on part of main content column of Sephora’s homepage. It can be seen from the verb **notes** which mean to notice something. **Notes** in this clause means that the services from Sephora notice or care that the readers or buyers are created to be the most in everything.

#### Tenses found in Sephora’s homepage

**Table 4. 5 Tense found in the Sephora’s homepage**

<table>
<thead>
<tr>
<th>No</th>
<th>Tenses</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Simple Present</td>
<td>55</td>
<td>98.22%</td>
</tr>
<tr>
<td>2</td>
<td>Simple Future</td>
<td>1</td>
<td>1.78%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>56</td>
<td>100%</td>
</tr>
</tbody>
</table>
Tenses that are used in Sephora’s homepage are simple present tense and simple future tense. The researcher finds that simple present tense is the most dominant tense in homepages of Sephora online marketplaces which occurs 55 times and has percentages 98.22%. Simple present tense is the dominant tenses because it expresses an action or state in the present time. It is also used for something that is done repeatedly. Simple Present tense can be seen from the simple form of verb [S + am/is/are or V1 s/es] for example take, learn, find, etc.

1. **Simple Present Tense** is used to express feeling, repeated happened, or situation that exists only now. It can also represent a widespread truth. With the simple form of the verb [am / is / are] or [verb]

   a. *(You) find beauty unique to you with exclusive product-matching services.*
   Find is V1, so find is an activity that happens now. It is why this sentence belongs to simple present.

   b. *When you purchase a Gift Card value at $50 or more you are eligible.*
   Purchase is V1, so purchase is an activity that happens now. It is why this sentence belongs to simple present.

2. **Simple Future Tense** to express an action or situation that will occur in the future. This tenses formed by using will/shall, with the simple form of the verb [will] + [verb1]

   a. *You will need to use another form of payment for the $5 minimum purchase to receive the complimentary Custom Makeover.*
   Will need is future tense, so will need is an activity will occur in the future. It why this sentences belongs to simple future tense.

3. **Simple Present Perfect Tense** told something about the present. It used to give information or to announce recently happen. The simple form of verb [have/has] + a past participle.

   a. *If the Gift Card is not present or has been redeemed prior to the time of your schedule makeover.*
   Has been is has/have+ a past participle. Has been is tell something about present and announce recently happen. It why this sentences belongs to simple present perfect tense.

**The Discussion of Amazon’s Homepage**
This part discusses about the Amazon’s homepage that consists of social function, schematic structure and the linguistic features analysis.

**The Social Function of Amazon’s Homepage**
The social function of Amazon’s homepage is to promote and to persuade the readers or buyers to read or to buy the product such as electronics, gadget, toys or more. Amazon also offers your product to be sold there.

**The Schematic Structure of Amazon’s Homepage**
Header is a part on the top of the online marketplaces homepages to display the identity of a site or the name of online marketplace. It contains Link to Homepages^Primary Location for Search and Navigation Link. Main content column is the most important part in the homepage of online marketplaces because it contains information about the offered menu of online marketplaces. Main Content Column is usually located in the central part on the homepages. The footer of homepages is
usually in the bottom of the homepages display. There are Additional Information, Store Information, and Copyright of Amazon.

The Schematic structure of the Homepages of Amazon was:

Link to Homepages^Primary Location for Search and Navigation Link^Main Content Column^Additional Information, Store Information, and Copyright of Amazon

1. **Link to Homepage**

This part is called link to homepage. Link to homepage is used to give an easy way to get to the homepage. It is usually located on the left corner of the header on the top of homepages. Besides, link to homepage has function to show the name of the homepage. Link to homepage can be called as the name of the online marketplace; it is using the word with capital font in the first word. It is located on the left corner of the header on the top of homepage.

![Figure 4.10 Link to Homepages of Amazon](image)

2. **Primary Location for Search and Navigation Link**

This part is located on the top or bottom of homepages. This part contains a box to help the readers or buyers find what they want by typing the keyword. If the keyword from them is suit to product then the page will directly show it to the readers or buyers. It was named primary location for search and it aims to help the reader or buyer easier to find out the things that they want.

![Figure 4.11 Primary Location for Search of Amazon](image)

Primary location for search on part amazon has function to find what the readers or buyers want. It is located on the top of header Amazon’s homepage.

![Figure 4. 12 Navigation Link of Amazon](image)

Navigation link of amazon serves some choices such as “Gift Card and Registry”. It means how to registry as a member to join on amazon and get a gift card. Other example is “Today’s Deals, Help, Try Prime, Sponsored, Holiday Toy Lists, etc.” which has function to connect to another page on it.

3. **Main Content Column**

This part is named main content column. It contains information, article and picture. It is located in the middle of the homepages. It is the most important thing of homepage that explains about products or services being offered. They are shown on picture or text. It can be seen in the following below:
On amazon, there is main content column that consist of popular departments on Amazon, some special promos of amazon such as amazon devices. There are some products which are shown with the prices. Moreover, there are some choices from amazon about holiday gift which offered about some gift on Christmas. It states on Christmas because on main content column there is Snowflake on the background.

4. Additional Information, Store Information and Copyright.
This part is located in the end of homepages. In this section there are some contents such as additional information, store information, copyright etc. There is additional information that is used to explain other information which not served on the previous part. The purposed is to give more detail explanation to the readers or buyers. In additions, store information is used to explain about the store location at each country or city. The last is copyright. It is created to secure and to show the originality of online marketplaces. It is located at the end of this part using little font text.
This part of online marketplace is consisting of additional information, store information and copyright. In additional information, it can be found some information such as everything about amazon, how to sell on amazon, amazon payment products, and amazon help to ask the shipping, returns, etc. Not only that, also there are some information for example Amazon Web services, Amazon Business, etc. Besides, there are some outlets from amazon on the other countries likes on Australia, Brazil, Canada, China, France, Germany, India, Italia, Japan, Mexico, Netherland, Spain, and United Kingdom. The last, there is copyright of Amazon that to show and to secure the originality of the Amazon.

Linguistics Features of Amazon’s Homepage

This part discusses about linguistic features of the homepage of online marketplace, Amazon. By analyzing the language features, it can be found the process types and tenses types that had been used.

Process Found in Amazon’s Homepage

<table>
<thead>
<tr>
<th>No</th>
<th>Type Of Process</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Material</td>
<td>13</td>
<td>81,25%</td>
</tr>
<tr>
<td>2</td>
<td>Mental</td>
<td>3</td>
<td>18,75%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>16</td>
<td>100%</td>
</tr>
</tbody>
</table>

It can be seen in the table above, there are some types of processes which are realized by verbs. Generally, verb is defined as ‘have a doing words’ but not all of the verbs in the data are doing words, but some of verb express being or having. In this analysis, the researcher finds two types of process: material and mental.
The researcher finds the dominant process is material process which occurs 13 times and the percentage is 81.25% because the verb in the data are indicated as process of doing mostly. Material process has function to give information to the readers or buyers about the homepage of online marketplace. It can be seen in the following description below:

1. Material Process
There are 13 material process found in Amazon’s homepage. The examples are:
   a. New to Amazon? (You) start here
   This clause shows material process, it can be seen in the part of main content column of Amazon. The material process derives from the verb start. The verb of start means begin. The verb start explained that for the new readers or new buyers can start from used the Amazon by clicking it.
   b. (you) learn more
   This clause showed the material process, it can be seen in the part of main content column of Amazon. It is from a verb of learn in the clause. Learn is a process of doing. The verb is learn in this online marketplace tells that they can explore about Amazon by clicking the word.
   c. (You) Get to know us
   This clause showed the material process, it can be seen in the part of additional information and copyright of Amazon. It is from a verb of get in the clause. Get is a process of doing. Get means receive, obtain, reach or to become something. The verb of get in this online marketplace tells to the reader or buyer that they can reach information about Amazon or become know about Amazon.

2. Mental Process
   a. (You) see all gift guides
   This clause shows the mental process. It can be seen in the part of main content column of Amazon. See is a process dealing with senses. See means to know, to understand or to realize what is around by using eyes (perceptive). The verb see in this clause tell the readers or buyers to know the tutorial of how to get gift by clicking the link.
   b. (You) see all
   This clause shows the mental process. It can be seen in the part of main content column of Amazon. See is a process dealing with senses. See means to know, to understand or to realize what is around by using eyes (perceptive). The verb see in this clause tell the readers or buyers to know the tutorial of how to get gift by clicking the link.

Tenses found in Amazon’s Homepage

<table>
<thead>
<tr>
<th>No.</th>
<th>Types of Tenses</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Simple Present Tense</td>
<td>16</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>16</td>
<td>100%</td>
</tr>
</tbody>
</table>

A tense that is used in this homepages of Amazon online marketplace is simple present tense which occurs 16 times and percentages 100%. Simple present tense as the dominant, because it is expresses action or state in the present time and it is also used for something that is done repeatedly. Simple Present tense can be seen from the simple form of verb [S + am/is/are or V1 s/es] example see, sell, learn etc.
1. **Simple Present Tense** to express feeling, repeated happened, or situation that exists only now. It can also represent a widespread truth. With the simple form of the verb [am / is / are] or [v1 s/es]

   a. *(You) see all gift guides*
   
   *See* is V1, so *see* is an activity that happens now. It is why this sentence belongs to simple present.

   b. *(You) get to know us*
   
   *Get* is V1, so *get* is an activity that happens now. It is why this sentence belongs to simple present.

   c. *(you) learn more*
   
   *Learn* is V1, so *learn* is an activity that happens now. It is why this sentence belongs to simple present.

**CONCLUSION**

As a result, the researcher concludes that the social function is to promote and to persuade the readers or buyers to read or to buy the product on homepages of online marketplaces.

Furthermore, the researcher finds out the schematic structure on homepages of online marketplaces is not all the same; all of the homepages of online marketplaces has different form. The researcher finds the dominant schematic structure on homepages of online marketplaces is Navigation Link^Link to Homepage^Primary Location for Search^Main Content Column^ Additional Information,Contact information, Store Information and Copyright.

The last, the researcher finds out the processes that occur on homepages of online marketplaces is material process, relational process and mental process. Material process is the dominant process because the verbs found are process of doing mostly. The function of material process is to give information to the readers or the buyers on homepages of online marketplaces. The tenses occurred are simple present tense, simple past tense and simple future tense. Simple present tense is dominant because it expresses action or state in the present time. It’s also used for something that is done repeatedly.

**BIBLIOGRAPHY**


