

Social Interaction on Platform X (Case Study: *Komunitas Murah-Murah*)

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Abstract. Technological advances create new innovations for social media, such as X which provides community features that can be utilized by its users, one of which is the *Komunitas Murah-Murah*. This research aims to find out how social interactions and communication processes are carried out in the *Komunitas Murah-Murah* and the impact felt by its members. The research method used is qualitative with a case study approach and conducts observation, interviews and documentation as data collection techniques. The data validity test was carried out using the source triangulation method. This research uses symbolic interaction theory which includes five basic concepts: self, action, object, interaction, and collective action to analyze the dynamics of communication in the community. The results of this study show that social interactions carried out using symbols in the form of images and clear language can determine the decision-making process. Community members feel positive impacts such as ease of interaction, time flexibility, and wider information dissemination. The researcher identified negative impacts that hindered the interaction process, namely user dissatisfaction and fraud cases. The communication process applied in the *Komunitas Murah-Murah* is interactional, where members provide feedback to each other to create interaction and transactions. This research can contribute to the literature related to social interaction on social media.

Keywords: *Komunitas Murah-Murah*, Platform X, Symbolic Interaction, Social Interaction, Social Media

1 Introduction

The development of information and communication technology is increasing and influencing various aspects of human life. With these developments, information and communication become easier and faster [1]. Advances in information and communication technology have led to various types of products, one of which is the presence of the internet. In Indonesia itself, the internet was only introduced in 1994 through the Paguyuban Network under the name IndoNet and was converted into an Internet Service Provide (ISP) so that access could be used more widely [2]. Although the internet has developed decades ago, its existence is increasingly needed by almost all people around the world.

The presence of the internet in society has an impact on aspects of life, both negative and positive. It cannot be denied that the presence of the internet can trigger its users' dependence so that it damages the order of life for the worse. This has the potential to cause individuals to distance themselves from social activities in the real world, making individuals isolated and lonely [3].

Meanwhile, if utilized properly, the presence of the internet creates significant changes in communicating, obtaining and disseminating information, and interacting with other individuals or groups remotely so that the fulfillment of needs is more efficient. As a means of information and communication, the internet is a tool that has an important role to convey and disseminate messages from the messenger (communicator) to the recipient of the message (communicant).

Nowadays, there are various types of platforms that can be used as a medium to interact, exchange messages, and obtain information called social media. In social media, users easily get inspired and network with everyone and allow users to find various business opportunities and find out about world developments. In sharing information, social media has increased people's ability to access and share knowledge quickly and widely [4]. Social media makes it easy for users to conduct social interactions with other users flexibly without having to meet physically [5].

Nowadays, many communities have developed with the help of social media, no matter how specific the hobby is, such as the community features on platform X. Based on We Are Social and Meltwater data in April 2024 in dataindonesia.id the number of users of this platform reached 611.3 million users worldwide and as many as 24.85 million users in Indonesia. Although X is the sixth lowest ranked social

media in Indonesia, it is still in demand by its users to interact and disseminate information.

X started introducing community features to users on September 9, 2021. The way communities work on platform X is similar to the group feature found on Facebook [6]. Community describes a place for a group of individuals with similar interests and interests [7]. Common interests encourage individuals to join online communities that they like [8]. One of the communities that is currently crowded on platform X is the *Komunitas Murah-Murah*.



Figure 1. *Komunitas Murah-Murah*

The *Komunitas Murah-Murah* was created with the aim of helping its members carry out buying and selling activities. In the *Komunitas Murah-Murah*, members can create tweets to share information that can help community members provide feedback to fellow members to meet each other's needs so that social interaction is created. Social interaction on social media can certainly have an impact related to the advantages and disadvantages for its users. In line with this, [9] stated that social media has an important role in buying and selling interactions, namely as a forum for promoting products with a wider range and accelerating the digital transaction process.

In previous studies, many researchers have mentioned that social media facilitates the buying and selling transaction process, but no one has discussed how social interactions that occur can determine the decision-making process in depth. This illustrates the gap in social media in conducting transactions where social media users' understanding of communication and social interaction in transactions is still limited. Ideally, social interaction in transactions can create trust and build meaning, such as providing mutual feedback between sellers and buyers so as to create an effective decision-making and communication process.

There are often shortcomings in interacting and transacting on social media, such as a lack of communication between sellers and buyers which results in misunderstandings in communication and dissatisfaction in transactions. The difference between this research and previous research is that this research discusses social interactions with symbolic interaction theory in the form of symbols and language that can determine the decision-making process with the research object of the *Komunitas Murah-Murah* on platform X. This research aims to explain the social interactions, impacts, and processes of social media. This research aims to explain the social interactions, impacts, and communication processes used in the *Komunitas Murah-Murah*.

2 Literature Review

Social interaction is feedback carried out by individuals or groups to solve a problem in achieving goals [10]. [11] explain that the conditions for social interaction are social contact and communication through symbols, such as pictures, words, gestures, and others. In social interaction, there are two types of social contact, namely primary and secondary. In primary social contact, interaction occurs directly by meeting face-to-face. Meanwhile, secondary social contact occurs through intermediaries or media, such as mail, e-mail, telephone, social media, and so on. Along with technological advances, humans can conduct social interactions with other users by simply downloading social media applications [12]. If in the past, people interacted face-to-face, nowadays people interact more often in cyberspace or social media.

Today, social media is present as an important event in changing the way humans communicate [13].

Social media has become a forum for social interaction and the creation of buying and selling transactions, such as the *Komunitas Murah-Murah* on the platform X. This triggered the researcher to take this topic with a research focus on the aspects of social interaction of community members, the positive and negative impacts that occur in conducting interactions and transactions in the community, and the communication process between sellers and buyers in terms of buying and selling.

The theory that supports this research is the symbolic interaction theory developed by Herbert Blumer in 1962 which emphasizes the importance of meaning in interactions between individuals. This theory states that every interaction has its own meaning [14] Blumer explained three principles of symbolic interaction, namely: (1) humans act based on meaning; (2) meaning is obtained from social interactions between individuals and others; (3) meaning develops through the process of social interaction [15].

Herbert Blumer expanded George Herbert Mead's idea that there are five concepts in symbolic interaction, (1) the concept of self, individuals place themselves to interact; (2) the concept of action, individual actions are determined by the meaning of certain situations; (3) the concept of object, everything that has a certain meaning or value; (4) the concept of social interaction, the communication process between individuals who form meanings and norms; (5) the concept of joint action, action on the meaning obtained through social interaction [16].

In this study, the application of symbolic interaction theory is highly relevant as it provides a strong framework for understanding how language and communication symbols in the community function as symbolic communication tools that effectively shape social interactions. Social interaction creates meaning that contributes to the experience in the transaction. Social interaction occurs when members exchange information and actively negotiate buying and selling transactions, leading to decision-making that influences further interactions. The process of social interaction can only take place if there is a common understanding of significant symbols between communicants and communicators [16]. Communication can be considered effective when the use of symbols and language, such as images and product descriptions that have meaning are used as a medium to interact between community members. By using symbolic interaction theory, the researcher emphasizes that social interaction in the *Komunitas Murah-Murah* is not limited to exchange, but also includes the formation of meaning through communication between individuals, where each individual's symbols and understanding help form trust and ability to interact.

Previous research found that social media significantly changed people's lives. Apart from being a medium of information and communication, social media is also used as a medium for buying and selling. The perpetrators of this online buying and selling activity are mostly young people. This is related to the benefits obtained from online buying and selling, namely reducing the cost of goods and services needed with the best quality at a much more affordable price [17].

In a study conducted by [18] with the title "The Role of Symbolic Interaction in Marketing Communication Through Facebook (Case Study of Online Game Buying and Selling Forum)" it was found that there are three main factors that can participate and play a role in this online game buying and selling forum, namely forum members, admins, and users in the online game forum. The role of the admin is to post information to the forum, act as a liaison between users and admin, and provide information about products. In addition, there are some challenges in communication between admins and users, especially in providing detailed information and handling user concerns. The goal is to improve the quality of service and education about the product by making it more interactive in the marketing and evaluation process to consumers in the All Indonesian Online Game Marketplace Forum.

In previous research conducted by [9] with the title "The Influence of Social Media in Buying and Selling Transactions in the Digital Age" it can be concluded that social media has an important role in buying and selling interactions. Apart from making it easy for users to promote products, social media also speeds up the digital transaction process. With its various features, social media has a very wide reach, making it easier for sellers to carry out promotions, not only domestically, but also abroad.

In previous research has mostly focused on how social media affects general communication, user behavior, or certain social phenomena, without thoroughly examining the relationship between symbolic interaction in the decision-making process on platform X. This research reveals how social interactions occur and the impacts obtained. In addition, in previous studies, there has been no analysis of the communication process between sellers and buyers in terms of buying and selling in various communities or forums on social media which can have an impact on the effectiveness of interactions. In addition, previous research has not analyzed how the process of social interaction in terms of buying and selling within the platform X community can build meaning and foster trust. Thus, this research will make a significant contribution to social interaction in social media.

3 Methods

This research uses qualitative research methods with a case study approach. The qualitative method is a method based on the philosophy of postpositivism which is used to examine natural object conditions, where the researcher is the key instrument [19]. Case study is a research technique that is often applied in social science research and is particularly suitable for use in cases that have questions about how and why [20]. This research uses a case study approach to describe the phenomenon of interaction and communication in depth. This approach was chosen because it allows researchers to understand the social interactions that shape meaning in the *Komunitas Murah-Murah*. The subjects of this research are community moderators as key informants and active users of the *Komunitas Murah-Murah* as supporting informants.

The data collection process was conducted systematically through participatory observation, in-depth interviews, and documentation in the *Komunitas Murah-Murah* on the platform X. The first is observation in the form of observations in the *Komunitas Murah-Murah* related to the language and symbols used by community users in conducting social interactions. Second, interviews, this technique is carried out to obtain or clarify the information needed related to the objectives in this study. The informants to be interviewed include the moderator of the *Komunitas Murah-Murah* as the main informant who is the creator and manager of the community and active members of the *Komunitas Murah-Murah* as supporting informants. Informant details are presented in the following table:

Table 1. Data of Research Informants

Informant	Position	Account X
Arief Rahman Setiawan	<i>Komunitas Murah-Murah</i> Moderator	@seungjaeism & @feittuccine
Habibah Erfani	<i>Komunitas Murah-Murah</i> Member	@downedels
Nisrina	<i>Komunitas Murah-Murah</i> Member	@saveyoxrlove
Maya Aulia	<i>Komunitas Murah-Murah</i> Member	@urhardestgdbby
Fifit Fitria	<i>Komunitas Murah-Murah</i> Member	@apatheaj

The third technique used in collecting data in this study is documentation. [18] explains that documentation can take the form of writings, pictures or monumental works of a person. In addition, document study is a complement to the use of observation and interview methods in qualitative research. In this research, documentation is in the form of recorded conversations, posts, and other evidence of interactions that support data analysis.

The data validity test used in this study is the source triangulation method. Source triangulation is a data validity test conducted to check data from various sources [19]. In this study, researchers tested the data by collecting data from sources who are moderators and members of the *Komunitas Murah-Murah*. The data was analyzed into a conclusion.

4 Results

Social interaction requires feedback between communicators and communicants. The existence of social media can certainly make it easier for users to interact, one of which is platform X which provides community features. The *Komunitas Murah-Murah* provides a discussion space for its members to fulfill their needs. The *Komunitas Murah-Murah* was created by the @seungjaeism account on March 22, 2024 as a form of initiative in facilitating X users to share information related to cheap goods, including beauty products and fashion products at below market prices to used goods in good condition and worth using (preloved).

X users who join the *Komunitas Murah-Murah* can promote goods to be sold and get recommendations for the desired goods so that they can meet each other's needs. Based on the results of interviews, researchers found that there are various factors behind members joining this community, such as the interaction between members (sellers and buyers) is easier and faster. In addition, low prices with good condition of goods are the main factors for members to join and make transactions in the *Komunitas Murah-Murah*.

4.1 Social Interaction of *Komunitas Murah-Murah* Members

The success of a transaction can be judged by the trust between the seller and the buyer. This happens through effective social interaction, as is the case in the *Komunitas Murah-Murah* on platform X. Social interactions carried out in this community are secondary interactions through social media using symbols and language that have meaning to interact with each other and provide feedback between members through tweets.

Object concept in the *Komunitas Murah-Murah*, the symbols and language used are in the form of product descriptions and images. This concept emphasizes that the use of symbols in the form of detailed images and language in the form of clear descriptions can provide a concrete picture to members to carry out the decision-making process.



Figure 2. Symbols and Language in the *Komunitas Murah-Murah*

Figure 2 shows that members of the *Komunitas Murah-Murah* promote fashion products using symbols in the form of product images and language in the form of descriptions related to prices and product details that have meaning. In line with this, based on the results of interviews with the @saveyoxrlove account as a member of the *Komunitas Murah-Murah*, language that explains detailed information related to products such as prices and product conditions and symbols in the form of images with good quality can create buying interest [21]. This is the **concept of action** where buyers interpret the meaning obtained. This process begins when the buyer obtains the meaning given by the seller based on the information presented by considering experience and knowledge related to the product.

The disclosure of information provided by the seller is a consideration for buyers because it can strengthen buyer confidence in making purchasing decisions [22]. The **concept of social interaction** shows that information disclosure can attract buyers to provide feedback to sellers to meet each other's needs. Feedback can strengthen the relationship between sellers and buyers and can improve seller services [23].

The feedback given is in the form of replies, retweets, and likes, which are some of the features on the platform X. This feature creates a communication pattern where replies, retweets, and likes indicate members' interest in the product, allowing the feature to build social interaction.

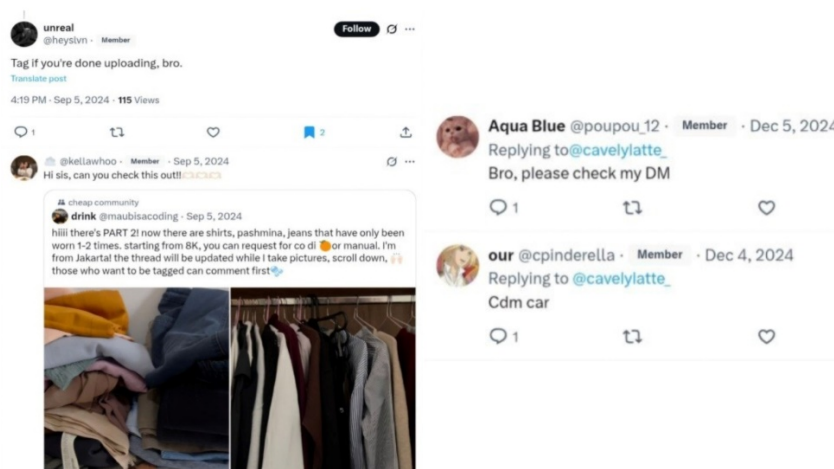


Figure 3. Feedback within *Komunitas Murah-Murah*

Figure 3 is an example of feedback that is usually done by members of the *Komunitas Murah-Murah*. According to @urhardestgdb as an informant, if members are interested in the product, they will provide feedback in the form of a reply with words such as, “tag” or “check dm/direct message” [24]. This feedback shows that the member is interested in the product and asks the seller to tag their account or check private messages to communicate further so that feedback can build trust. Feedback is also very important to increase the number of impressions of the upload so that the reach of the upload is wider.

The concept of collective action is an individual way based on the meaning obtained from the interactions that have been carried out where after getting feedback there is a decision-making process that can benefit both parties between the seller and the buyer. Buyers who are satisfied with the goods obtained can make repeat purchases, recommend, and provide testimonials so as to increase sales. In addition, sellers who provide good service and quality products can build an image that attracts more buyers. Thus, collective action provides mutual benefits through interactions and transactions in the *Komunitas Murah-Murah*.

Self-concept in symbolic interaction theory is a self-perception formed through social interaction and social identity. In conducting interactions, it is important for each individual to fulfill the established norms or rules [25]. In this case, our informant as a community moderator makes rules so that interactions can run in accordance with the objectives of the *Komunitas Murah-Murah*, namely to share information related to cheap goods. The rules listed on the community page are, prohibiting affiliators from promoting in any form, prohibiting out of topic and toxic, prohibited from selling makeup/skincare production defects (rejected goods) and underwear, allowed to sell but there is a physical presence of the item, allowed a maximum wave test of 2 hours, recommended for transactions via e-commerce, not complaining about prices, prohibited from falsifying the condition of the items sold, including details and prices of goods in posts, and prohibited from selling gadgets [26]. These rules must be obeyed by community members, but it is not uncommon for members to violate the rules that have been set.

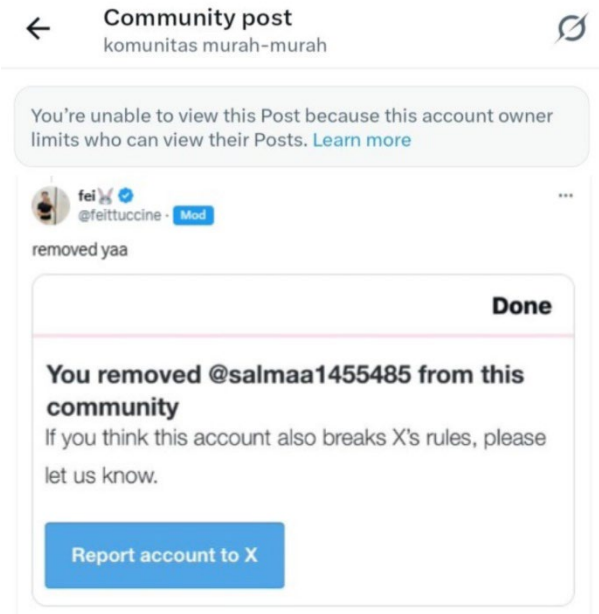


Figure 4. Moderator's Role in Managing the Community

Figure 4 shows the role of community moderators in checking by hiding posts or removing members from the *Komunitas Murah-Murah*. In addition, there are obstacles experienced by moderators in doing this, such as the difficulty of responding to members who violate community rules.

4.2 The Impact of *Komunitas Murah-Murah*

According to [27], social interaction is very important in human life because it can shape patterns of relationships and individual growth and have both positive and negative impacts. The **positive impact** felt by members of the *Komunitas Murah-Murah* is the ease of interaction between sellers and buyers and provides an opportunity for members to ask more details related to products, negotiate, and carry out the final process in transactions and can provide satisfaction to members in transactions so that members get goods at low prices and quality.

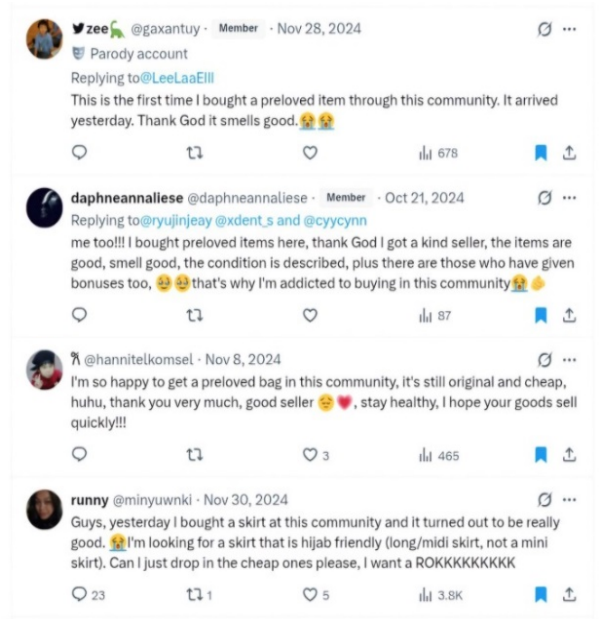


Figure 5. Member's Testimony

Figure 5 shows that community members feel a positive impact from interacting and transacting in the *Komunitas Murah-Murah*. Time flexibility and wider access to information are also positive impacts felt by our informant, account @saveyoxrlove who feels that after joining the community, his needs can be met at affordable prices, without having to visit the store directly [21]. In addition, another impact is the wider distribution of product information so that members can save time in finding the items needed and the needs between sellers and buyers can be met.

Not only for buying and selling transactions, this community becomes an intermediary between one platform and another platform to meet each other's needs, both as sellers, and as buyers. In line with this narrative, the @downedels account as a member has experience by sharing a link to the seller's live broadcast on the TikTok application which has a small audience so that it can help attract the attention of potential buyers [28].

It cannot be denied that social interactions between humans experience obstacles or negative impacts [29]. In conducting buying and selling transactions, it also brings obstacles if not done properly. **Negative impacts** that can be felt by members such as user dissatisfaction and fraud. User dissatisfaction is often caused by the delivery of inappropriate product descriptions and photos or using images belonging to others [30]. This results in a loss of buyer confidence. Not only that, the occurrence of fraud by irresponsible individuals has also become a serious issue in various buying and selling communities/forums on social media..

The use of joint accounts or payment systems through e-commerce can minimize the risk of fraud. Agreeing with the narrative, our informant @apatheaj said that sellers and buyers in the *Komunitas Murah-Murah* use the joint account method through e-commerce, such as Shopee, Tokopedia, Bukalapak, and others because with this method the money sent from the buyer will be deposited first by a third party and will be received by the seller after the buyer receives the appropriate order [31].

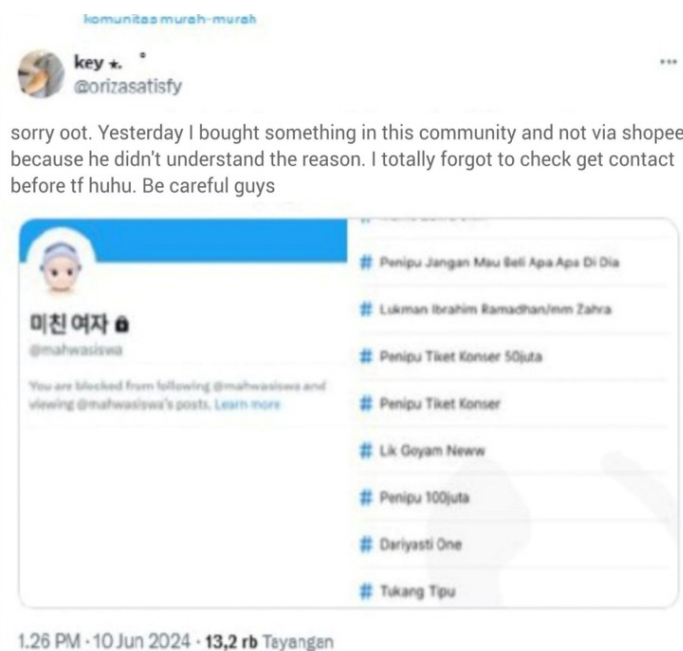


Figure 6. Tweets from Victims of Fraud Case

Figure 6 shows a case of fraud that occurred in the *Komunitas Murah-Murah*. Based on the results of interviews with our informants, the @saveyoxrlove account added that online transactions do not have strong credibility regarding the security of buying and selling transactions and currently fraud cases are rampant. For this reason, he conducted a background checker by identifying phone numbers through the Get Contact application [21].

Efforts are made to prevent fraud by conducting digital footprint searches. In addition, buyers are advised to ask for more detailed product photos and check the suitability of the product and ensure that the seller has a transparent return policy to strengthen trust in the transaction.

4.3 Communication Process of the *Komunitas Murah-Murah*

Communication between members of the *Komunitas Murah-Murah* is a major factor in building social interactions. Communication not only aims to convey product-related information, but also to build networks, foster trust, and complete transactions [32]. Messages conveyed by members of both sellers and buyers in the *Komunitas Murah-Murah* greatly affect the social interactions carried out. Messages that have clear meaning can foster confidence and motivate members to interact further.

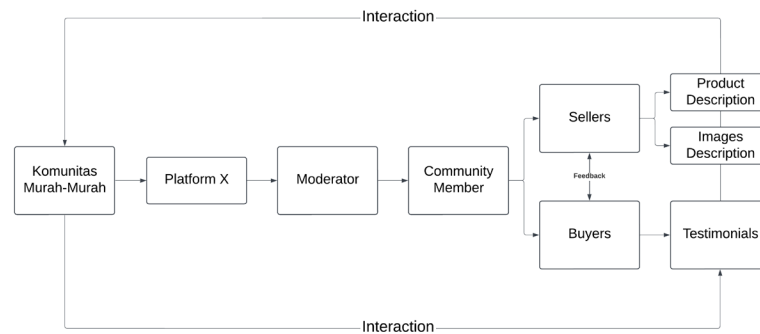


Figure 7. Communication Process of the *Komunitas Murah-Murah*

Figure 7 illustrates that platform X is a social media that provides community features, one of which is the *Komunitas Murah-Murah*. In the community, there are moderators who act as creators while managing the community and community members consisting of sellers and buyers who interact with each other by providing feedback in the form of symbols and language. In the *Komunitas Murah-Murah*, the seller acts as a communicator in conveying messages related to the products offered and the buyer as a communicant provides positive feedback and testimonials. Sellers not only provide information, but also actively respond to feedback provided by buyers. The communication process carried out in the *Komunitas Murah-Murah* illustrates the interactional communication process.

The interactional communication process was developed by Wilbur Schramm in 1954, this process describes a two-way communication process in which communicators and communicants can switch roles in communication [33]. This process results in an active communication channel, where both parties influence and adjust each other in interaction [34]. Therefore, this interaction not only deepens product knowledge, but also strengthens the interaction between sellers and buyers, which in turn can strengthen loyalty and increase consumer satisfaction.

5 Conclusion

The *Komunitas Murah-Murah* builds understanding and decision making through social interaction using symbols and language that have meaning in making transactions. The symbols used are in the form of images and clear language regarding product information. Social interactions carried out by members by providing feedback can strengthen relationships between members in transactions so that they provide mutual benefits to each other. The impact felt by members in the *Komunitas Murah-Murah* is the ease of interaction between sellers and buyers, time flexibility, and wider access to information. However, user dissatisfaction and fraud become obstacles in the process of social interaction in the *Komunitas Murah-Murah*. The communication process used in the *Komunitas Murah-Murah* is an interactional communication process, where members provide information and feedback to each other regarding the products being sold.

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