Building Consumer Trust Using the Value of Interpersonal Communication (Case Study of Used Goods Buying Groups on Facebook)

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ABSTRACT

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This research tries to explore groups buying and selling used goods on the Facebook marketplace regarding the communication carried out by fellow group members. The background involves communication patterns carried out by fellow group members in influencing and building consumer trust. The aim of this research is to analyze interpersonal communication carried out by fellow group members in the context of communication science. The research method uses a qualitative approach, with interview data collection and focused observation of group users and buying and selling group managers. The results of the research show that interpersonal communication carried out by fellow group members group members aim to build consumer trust and build an image of a buying and selling group that can be trusted. The conclusion is that interpersonal communication is communication that is effectively used in carrying out communications that are special in nature or have certain goals, so interpersonal communication can be the main bridge or the right option to achieve desired goal.

1. Introduction

Facebook is now one of the e-commerce used as product promotion media or online services. Apart from that, Facebook also has a function as a communication medium between sellers and buyers. The mutual friends feature on Facebook is useful for building networks with fellow users, through this friendship users can interact via chat. Similar needs make users form Facebook Groups to search something they need, thus creating a shopping trend via Facebook e-commerce (Pranawukir & Hamboer, 2021). The development of technology, information and communication is growing rapidly, especially in the field of transactions. Based on data from the Indonesian Internet Service Providers Association (APJII) in 2016, it shows that there are 62% of internet users for online shops (Sari et al., 2020).

In the current era, Gen-Z's consumptive style is increasing with the existence of trends on social media, consumptive behavior according to Santrock in (RT Anggraini et al., 2017). In (Khatimah et al., 2024) said that the history of the birth of marketplace forums was due to the large number of internet users who bought and sold individually through public forums. Yogyakarta is known as a student city, so many students arrive every year, the majority of Yogyakarta students currently belong to Gen-Z. The number of Jogja students has an influence on increasing buying and selling power in this city. The different characteristics of each immigrant student bring different lifestyles based on their social class. When purchasing goods, students tend to choose goods based on priceaffordable. Therefore, it is not uncommon for students to tend to choose to shop online through marketplaces or

via social media. Shopping transactions are often carried out online, especially on social media. Facebook Marketplace is often used for online transactions. Transactions are usually carried out through groups or individuals. "Buying and Selling Used Goods for Boarding School Children in Jogja Yogyakarta" is one of the Facebook marketplace groups in the Yogyakarta area. The group "Buying and Selling Used Goods for Boarding House Children in Jogja Yogyakarta" has 45.2 thousand followers to date. The trend of shopping through Facebook Groups is growing rapidly, because Facebook Groups facilitate social interaction between group members, allowing them to share knowledge, experiences and recommendations regarding the products being sold. The phenomenon of shopping through Facebook Groups is very unique, so it interests the writer to find out the communication patterns used, so many students choose Facebook Groups as a place to look for the items they need. Apart from that, the author also wants to know what factors can influence the success and shortcomings of shopping through Facebook Groups.

In the research entitled "Book buying and selling business communication model through interpersonal communication and Facebook group communities." The method used is qualitative with a phenomenological approach. In this research it was found that Facebook is not only a form of advertising promotion media but has an even greater role in creating networks and buying and selling markets. It was also found that there were 3 forms of strength in the interaction model, namely: Honesty, Conversation Skills (via chatting dialogue) and Joining a group. The method used is qualitative with a phenomenological approach, in this research there was no special emphasis on the value of interpersonal communication carried out by fellow group members in building consumer trust (Pranawukir & Hamboer, 2021)

In the previous year, the same research was conducted by Sari et al., 2020. The essence of the research stated that online shopping among students provides many lifestyle changes regarding how to shop. There are several reasons why students shop online, including: the influence of advertising, discount promotions, free shipping, cheap prices and cashback.The method used is qualitative with a descriptive approach. The main focus of this research is analyzing student lifestyles and online shopping. This research does not emphasize how interpersonal communication can build and shape consumer trust (Sari et al., 2020). Facebook is a social media that functions to provide information to one another, apart from that, Facebook also has a market place feature that is used by users for carry out transactions or buy and sell goods online. In the research conducted, Gunawan and his colleagues, 2021, said that the market place as a medium for marketing student entrepreneurial products is very effective, because currently the use of social media is very high and moreover there are many changes in the method of selling products from offline stores to online stores (Gunawan & Toyib, 2021).

In this journal article the author focuses research on the values of interpersonal communication which aims to form and build consumer trust in carrying out every transaction carried out using qualitative research methods. The values in interpersonal communication include the following: Responding to people well and honestly, being confident and maintaining communication so that it is mutually satisfying. The theoretical basis used by researchers in this writing is: openness, support, equality, positive feelings and empathy in Wiryanto (Kusasi, 2014).

2. Theoretical Framework

According to Wiryanto in (Kusasi, 2014), effectiveness in carrying out interpersonal communication has 5 basic components, namely openness, support, empathy, equality and positive feelings. In the context of a strategy for analyzing values in interpersonal communication, researchers chose these 5 components to explore so that researchers can analyze more deeply the values of interpersonal communication in forming and building consumer trust.
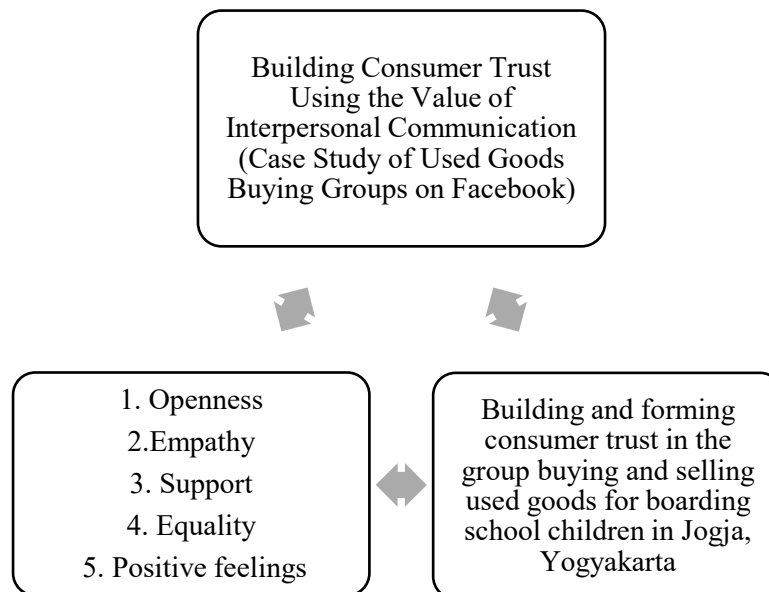
Figure 1. Theoritical Framework
Source: Processed by Researchers

3. Method

This research method uses qualitative research. Qualitative research is a scientific processin an effort to find information about data so as to achieve what is desired which will be used for certain purposes in research (Sugioyono, 2017). There are 3 data collection techniques in journal article research, namely: Interviews, Documentation and Literature Study. An interview is a conversation with a specific purpose and the conversation is carried out by two parties, namely the interviewer and the interviewer who provides information related to the interviewer's objectives. carried out in depth for data or information (Umar Sidiq, 2019). The interviews conducted by researchers were unstructured types of interviews. Interviews were conducted to obtain information about the values of interpersonal communication in the group "Buying and Selling Used Goods for Boarding House Children in Jogja Yogyakarta" in forming and building consumer trust.

Documentation is a form of data support in this research, so documentation is no less important than data results from interviews. Documentation is a data collection technique and can be carried out indirectly with the research subject. Documents or information that can contain decision letters, letters of instruction, while unofficial documents can include memorandums and personal letters which will support the data information required by researcher (Umar Sidiq, 2019). This research uses the required data or materials in the form of journals, books, documents or other published materials. In this case, it will affect the credibility of the results of this research, and researchers collect data that will be used through journals, articles, e-books, news portals and others.

4. Result and Discussion

Several points conveyed in this journal article research relate to values Interpersonal communication in the group buying and selling used goods for boarding school children in Jogja, Yogyakarta in building trust and forming confidence in consumers, is as follows:

4.1. Facebook as Social Media

4.1.1. Understanding

Understanding Social media is a forum for sharing information and interacting with each other, including with Facebook. There are several features on Facebook, including community groups and Market Places. Previous research related to the use of social media has also been carried out, one of which is social media as a means of buying and selling as carried out by (Nurussofiah et al., 2022), in this research The results show that online business people who choose to market their products

through social media are considered effective, because they are more effective and efficient and have a wider reach.

The negative impacts that can occur usually arise due to incorrect use, examples of misuse of Facebook social media are: spreading hoax news, creating noise that causes reactions from various groups of other Facebook users. The positive impact that can be utilized is using the available features well. Using the feature of giving messages to each other to interact with fellow users, create inspirational videos and start a business in the marketplace feature on Facebook. Not only these features, there are also several other interesting features that need to be used wisely and well.
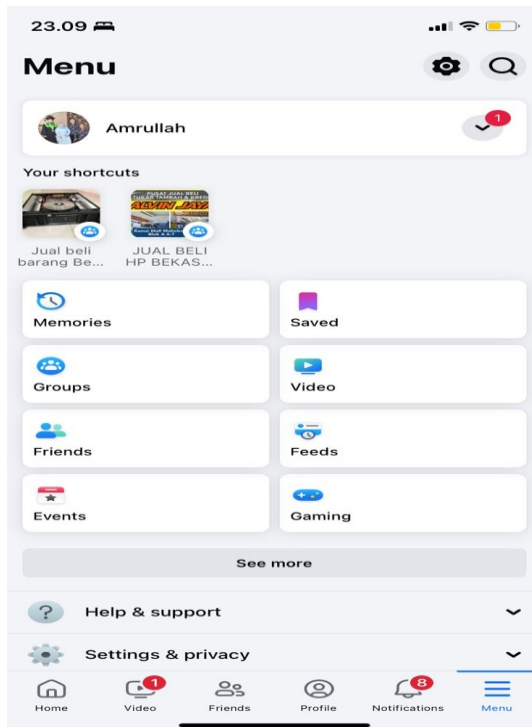

Figure 1. Facebook Home Appearance
Source: Researcher Documentation

Figure 2. Group display on Facebook
Source: Researcher Documentation

4.1.2. Interpersonal

Interpersonal communication is linguistic communication between people directly, each person in the communication persuading each other's point of view (C. Anggraini et al., 2022). In (Rahmi et al., 2019) interpersonal communication has a big influence in influencing other people, this is because the parties involved communicate directly without any distance. Interpersonal communication has the advantage of being able to directly see the responses of the person you are talking to and minimizing dishonesty when communicating. Interpersonal communication in the use of social media also has a big impact (Cicillia Sendy Setya Ardari, 2016). Research on the application of interpersonal communication on social media has been widely carried out, such as research conducted by Iswahyu and Maria in 2022 regarding "Business Communication Model of Buying and Selling Books Through Interpersonal Communication and Facebook Group Communities" which shows the conclusion that Facebook functions as a sales advertising promotion media buy books and have a bigger role in creating a wider network and market for buying and selling books online. There are three types of books that have the potential to be resold, namely PAT books which are of interest to book buyers or collectors. The use of mutual friends as a tool to detect the identity of Facebook users in their role as book sellers and buyers aims to verify each other's identities. There are three main aspects in the interaction model for buying and selling books on Facebook, namely: 1) Integrity, 2) Communication skills (via chat) which create a dialogue space filled with honesty, empathy, positive attitudes, feelings of equality, and friendship in a network of friends, 3) Join a book group as a strategy to expand the market by adding connections wider friendship. Wiryanto in (Kusasi, 2014) explains that effectiveness in interpersonal communication is said to have 5 components as follows: (1) Openness, (2) Empathy, (3) Equality, (4) Supportiveness, (5) Feel Positive.

Openness, Readiness in receiving information and a willingness to respond to relationships between people. Quoted by Rollof in (Ali Nurdin, 2000) that self-disclosure or other words, namely openness (self-disclosure) is an expression shown by someone in showing information that is personal, descriptive, evaluative and affective. Apart from that, interpersonal communication is communication carried out by humans in general for daily activities outside and within the family. Communication in the group "Buying and Selling Used Goods for Boarding House Children in Jogja Yogyakarta" is open in accordance with what Devito explained, this will also serve to increase trust and add to the values of honesty and transparency in providing information.

So, this openness is inherent in every member of the group according to the data the author received from sources who are members of the group. In the interview, it was said that to establish a good relationship and build good openness, it must start with honesty. Openness is a confession made by someone to other people, this is related to personal characteristics or things that are often hidden so that people do not know (Chantika et al., 2022). Openness and honesty in interpersonal communication are believed to reduce misunderstanding, conflict and tension in interpersonal relationships (Nurrachmah, 2024). So, good communication will create a safe, kind and comfortable space to be heard.

Openness and honesty in interpersonal communication play an important role in building mutual trust, especially in the group "Buying and Selling Used Goods for Children at the Jogja Yogyakarta Boarding House". As Roloff and DeVito point out, self-disclosure by group members creates an atmosphere that encourages transparency and honesty. For example, when members share experiences and information about the quality of products sold, this not only strengthens trust among members but also encourages better purchasing decisions for consumers.

Therefore, openness is an important foundation for building trust in these communities. Additionally, interviews with group members found that honesty, which is a top priority in daily interactions, facilitates effective and safe communication. This disclosure does not only apply to personal information, but also to transactions that occur. For example, honest disclosure by group members regarding the condition of goods being sold can reduce the likelihood of disputes and increase consumer satisfaction. Good and open communication not only reduces misunderstandings but also creates a comfortable environment where everyone feels valued and heard. This shows that positive values in interpersonal communication greatly contribute to the formation of consumer confidence in buying and selling used goods.

Empathy, Empathy is a feeling felt by someone, where that feeling can feel what other people feel. Apart from that, empathy is also one of the most effective ways to understand what is needed, recognize the person you are talking to and evaluate someone's behavior (Effendy & Indrawati, 2020). In convincing consumers and making consumers comfortable to continue the process of bargaining for goods in a group, group members must create a good sense of empathy. One way to foster good empathy towards potential buyers is to be polite and friendly. One of the group members said that empathy is important in negotiating and building consumer trust because it maintains good relationships with consumers and can create new relationships.

So, empathy can be applied in a negotiation so that the client can feel that he is not only selling goods but he feels emotional closeness in the ongoing communication. Apart from that, empathy is also a form of a person's ability to understand the situation of other people, starting from suffering and even the thoughts expressed by his thoughts and feelings to people without losing his identity or in other words, namely the ability to be able to put his own situation into perspective. to the thoughts and feelings of someone who is the person you are talking to without having to involve feelings in the other person's response. Based on several opinions (Gustini, 2017), in general, empathy is the ability of a person who can be placed in certain circumstances to understand, either emotionally or mentally. In this case, empathy is used by members of the group "Buying and Selling Used Goods for Boarding House Children in Jogja Yogyakarta" to create a good experience and impression on buyers of used goods.

This empathy can be an effective and powerful technique in lobbying and negotiating goods. Proven to be an important factor in building consumer trust, especially in negotiations in the "Buying and Selling Used Goods for Children in Boarding House Jogja Yogyakarta" group. As stated by Effendi and Indrawati, the ability to feel what other people feel allows group members to better

understand the needs and desires of potential buyers. For example, through politeness and friendliness, group members can create a pleasant atmosphere that encourages consumers to be more open in the negotiation process (Faza & Deslia, 2024). This not only improves the consumer experience, but also strengthens better relationships between sellers and buyers, in line with group members' statements highlighting the importance of empathy in negotiations. Additionally, empathy functions as a tool to create emotional intimacy in ongoing communication.

When group members can put themselves in a potential buyer's shoes, they can better understand the buyer's emotions and perspective. Gustini (2017) emphasized that empathy allows us to understand other people's situations without losing identity. For example, if group members notice a potential buyer is unsure about the price being offered, they can help and provide a more detailed explanation or offer a discount to make the buyer feel more secure. In this way, empathy not only creates a positive experience for consumers, but also builds deeper trust and supports ongoing relationships between sellers and buyers.

Supportiveness, some forms of support that occur within the group are in the form of providing other recommendations, providing relevant and honest information related to the product. Providing support is a form of support between sellers and buyers. According to Devito in (Aprilia & Winduwati, 2023), support is a state of being open and supportive in the communication that is taking place. Supportiveness is the key to success in creating a comfortable space for transactions on the Facebook marketplace, this will be a good impression that will be received by potential buyers. Impression is our image or image to other people. which is formed from a personal perception or belief regarding the person's characteristics (Fitri & Adeni, 2020). An impression will be created if there is behavior that occurs in communicating with someone, this is caused by character.

The support provided in the group "Buying and Selling Used Goods for Boarding House Children in Jogja Yogyakarta" is an important element in building consumer trust. According to Devito, support in communication creates an open and supportive atmosphere, which is very necessary in transactions. For example, when group members provide honest recommendations or information about products, this not only helps potential buyers make better decisions, but also creates a positive impression of the seller's integrity and reliability. This is in line with Fitri and Adeni's view that impressions are formed from communication behavior, which in turn is influenced by individual characteristics.

In addition, supportiveness serves as the key to creating a comfortable space for transactions, which is very important on platforms like Facebook Marketplace. By providing support, group members are able to build closer relationships with potential buyers, thereby increasing the likelihood of a transaction occurring. For example, if a seller is friendly and responsive to buyers' questions, this can increase the buyer's trust and comfort in interacting. When potential buyers feel genuine support and accurate information, they are more likely to feel safe and trust the seller, which contributes to a long-term, mutually beneficial relationship.

Positiveness, building relationships with new people is a challenge in itself, just like when you want to find potential buyers (Fajri & Fadillah, 2022). Sellers must display a positive feeling towards consumers to make the first impression of potential buyers that what is being offered is something good and good. Positivity is an attitude that a person has towards himself, encouraging people to be more active in participating, creating a peaceful communication space or situation to create effective communication (Hildayati Raudah, 2018). A positive attitude can be shown in behavior, namely; respecting people or other people's opinions, not being overly suspicious, giving good responses, giving praise and appreciation, commitment to establishing cooperation, thinking positively towards other people. The results of interviews regarding positive feelings towards the writing group convey that positive feelings must be applied to convince consumers.

From the discussion above, it is clear that building relationships with potential buyers requires a proactive approach. A seller's positive attitude plays an important role in creating a good first impression and can influence purchasing decisions. Hirudayati Raudha explained that a positive attitude creates a calm and effective communication atmosphere. For example, when a salesperson respects the consumer's opinion and answers questions well, it not only shows respect but also creates trust.

By creating a comfortable and open environment, potential buyers will feel more comfortable be confident when interacting and consider what is being offered. Additionally, a positive attitude includes behaviors such as praise, appreciation, and commitment to collaboration. Group members said in interviews that a positive attitude is the key to winning consumers' hearts. For example, when salespeople proactively provide useful information and show interest in consumer needs, they can build stronger relationships. When consumers feel genuine care and support, they will trust sellers more and feel more comfortable doing business with them. Therefore, the value of positive interpersonal communication not only improves the quality of interactions, but also helps build long-term, mutually beneficial relationships between sellers and buyers.

Equality, Equality is a tacit validation to both parties that they are mutual appreciate it, this is useful and has something to contribute. As a form of advice to reach agreement or similarity in opinion. So, equality is a form of support for consumers to create a relevant and good communication space. Equality is not only in the form of speech, one of which is; In speech, do not differentiate potential consumers from other consumers. Interpersonal communication becomes interesting and effective when there is equality. What is meant by equality is making a tacit acknowledgment that both parties have valuable values, and that each individual has something very important to contribute. Equality also does not require us to like and accept all verbal and nonverbal behavior for granted. Equality means that we like or accept other people. Carl Rogers said that equality asks us to give "unconditional positive respect" to someone or others (Kripsi et al., 2017).

Equality in interpersonal communication plays an important role in building a relationship of mutual respect between sellers and consumers. Equality as a form of affirmation creates an environment where both parties feel valued and have a valuable contribution. In the context of the "Buying and Selling Used Goods for Islamic Boarding School Children in Yogya- Yogyakarta" group, if the seller treats all potential buyers equally, without differentiating status or possibility of transaction; For example, when a salesperson truly listens to all questions from prospective buyers, whether they are students on a budget or other buyers, each individual receives positive feedback that they are valued. This is in accordance with the views of Kripsi et al. Unconditional positive consideration is the key to creating mutual respect. When equality is achieved, communication becomes more effective and engaging.

By creating a space where everyone feels safe to express their opinions, buyers and sellers can work together to reach mutually beneficial agreements. In fact, when sellers ask buyers for feedback on the price and quality of their products and take those opinions into account, they will come to a more satisfying deal for both parties. This mutual respect not only improves the quality of interactions, but also strengthens consumer trust in sellers. Furthermore, equality includes not only verbal acceptance but also the role of nonverbal behavior in building relationships.

Carl Rogers emphasized the importance of positive consideration, such as understanding that you don't have to agree with every action another person takes, but still appreciate their presence. For example, a seller's open and friendly attitude will create a positive and supportive environment, even when consumers disagree with the price. Therefore, equality in communication means not only equality of status, but also the ability to respect and listen, which ultimately leads to deeper trust between sellers and consumers.

4.2. Create a Discussion

Using the values contained in interpersonal communication, namely: openness, Equality, empathy, support and positive feelings can certainly shape and build consumer trust. Based on the author's findings from interviews with group members, the interpersonal communication values above are very helpful in making consumers interested and forming a good impression of the sales method, thereby giving potential consumers space to continue to further product negotiation sessions.

The number of members who have joined the group has now reached 45.2 thousand members, many of whom use the group to buy used goods that are suitable for use. Several group members who are business actors selling used goods experience limited resources in handling several questions from consumers, so this will be a problem in itself for business actors in the group. This limitation will affect consumers' impressions of the seller so that consumers will create the perception that the seller is not responsive in providing service. This community or group on Facebook media is very easy to

access for all groups, because Facebook provides features that are easy to understand. The admin of the Jogja Yogyakarta second hand goods buying and selling group also provides good support to members and business people in the group, this is proven by not limiting visitor access to the group. The actions taken have triggered the group's development to develop very well as well as business actors.

The same research with the title "Business Communication Model of Buying and Selling Books Through Interpersonal Communication and Facebook Group Community" was conducted by Pranawukir and Hamboer, 2021. In this research it was said that there are 3 strengths in the buying and selling interaction model, the first is honesty, the second is speaking skill (via chat) and the third is joining a group to make efforts to create a market by increasing maximum friendships. In this journal article, the author states that forming and building consumer trust cannot be done directly because the communication processes that occur with consumers are different. Based on the results of the interview, the author provides information regarding the first advantage of the group "buying and selling used goods for boarding school children in Jogja Yogyakarta", namely: there is a good form of support provided by the group members and admin, thereby creating a supportive communication space. Second, the form of equality carried out by group members is carried out well so that potential consumers or buyers feel comfortable. Third, there is a positive feeling within the group and every business actor in providing service to potential consumers. Fourth, namely a form of empathy given by fellow group members in an effort to build the enthusiasm of other group members. Lastly, there is openness between sellers towards buyers and admin towards members.

That openness provided by business actors within the group to prospective buyers is by providing relevant information regarding the products being sold and providing honest information to consumers. In terms of activity, business actors within the group are very active in selling their products. One way they carry out product promotion activities is by commenting on other posts offering the same product in order to create options for potential consumers. Apart from that, they are also active in providing support to other members. If they see that other members' posts have not been sold, they comment on the post with the phrase "up" in order to prevent the post from being piled up with posts that have sold. Buying and selling activities in this group are also very flexible because business people and consumers can access the group wherever they are.

The source of labor for every business actor is something that needs to be improved because professionalism at work is important. Researchers stated that in terms of employment, business actors experienced difficulties in handling several consumer questions. This is because the number of members joining the group is increasing every day, currently there are 45.2 thousand members who have joined the group. There are several suggestions from researchers for business actors in handling the cases above, including: recruiting the necessary workforce such as admin or customer service. This functions to help business actors in providing services to consumers.

Apart from that, business actors can also regulate working hours. This serves to increase professionalism at work, because good working hours will make you focus on your work better. This will anticipate consumer perceptions of business actors from unresponsive to responsive, this behavior will influence the level of customer satisfaction with business actors. The author conveys the information above so that further research can be conducted regarding the widespread use of Facebook Marketplace among the people of Yogyakarta city.

5. Conclusion

The conclusion of this research is the interpersonal communication carried out between members Groups for buying and selling used goods on Facebook, especially the group "Buying and Selling Used Children's Goods at Kost Jogja Yogyakarta" are very effective in building consumer trust. This communication is characterized by openness, empathy, support, equality, and positive attitudes held by group members. The application of these values allows sellers and buyers to interact comfortably and strengthen relationships in the negotiation process. Successful interpersonal communication in this group plays a major role in creating a positive image and facilitating a better transaction process, which ultimately increases the sense of trust between group members.

Facebook also functions as an e-commerce platform that allows its members to expand their networks and build a wider market. With features like mutual friends, members can verify each other's identities, adding a layer of security to transactions. The active involvement of members and ease of use of Facebook make this group effective and relevant for students and the people of Yogyakarta in shopping for used goods online.

6. Acknowledgement

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