

WHAT MAKES PEOPLE USE FACEBOOK FOR BUYING AND SELLING ACTIVITY? : A CASE RUMPIN SUBDISTRICT, BOGOR REGENCY

Indri Pertiwi¹, Feri Ferdinan Alamsyah², Yogaprasta Adi Nugraha³
Pakuan University, Indonesia

Indripertiwi090@gmail.com¹, feriferdinan@unpak.ac.id², yogaprasta_adinugraha@unpak.ac.id

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Abstract

This study aims to 1) How is the correlation between Facebook User Characteristics and Public Interest in Buying and Selling on Facebook? 2) How is the correlation between buying and selling activities with public interest in buying and selling on Facebook? This research was conducted in the community of Rumpin District, Bogor Regency with 100 respondents. The sampling technique is simple random sampling. Quantitative data is presented in the form of a frequency table. The results of the study show that 1) The characteristics of the community with male sex are 30 people while the female sex who sells on Facebook are 70 people. In addition, most of the people aged 41-50 are 30 people or 30 percent with an undergraduate education level and have an income of 3,100,000 - Rp. 4,000,000 as many as 36 people or 36 percent. 2) Community buying and selling activities on Facebook are good, this is indicated by most respondents agreeing with the statements submitted are classified as high. 3) Public interest in buying and selling on Facebook is high. 4) There is a correlation between community characteristics and education indicators with public interest in buying and selling on Facebook, but has no correlation with age, gender, and income. 5) There is a correlation between buying and selling activities with public interest in buying and selling on Facebook. This is indicated by a real and very real correlation between these indicators.

Keywords: *Buying and Selling; Facebook; Interests*

INTRODUCTION

Human interaction is a natural routine to meet social needs. The interaction process also involves the communication process. Currently, the development of information and communication technology is new media in the process of interaction and communication which is then utilized by humans in all fields. Humans communicate in various forms, ways and situations. The way of communication is chosen according to the needs and conditions, whether oral, written or symbols. In the process of human communication sometimes use the media as a means of distributing messages. The world of buying and selling goods and services has undergone many changes due to the development of information and communication technology, even buying and selling online is growing rapidly compared to conventional buying and selling. The discovery of communication technology in the form of internet media has made traders' activities more widespread. The internet also provides greater facilities for buying and selling actors to expand their business and find information about the services and goods they need (Fauzan, 2015).

The development of information that has provided comfort and benefits, Facebook can be useful and make new resolutions in the world of information for the community. The distance and existence of information today is not only sourced and circulated from stone, paper, books, newspapers, magazines, pamphlets, and other conventional forms of media, but is shifted and delivered through internet facilities such as Facebook. (Mathar, 2014).

The use of Facebook in Indonesia can be a positif spirit if you consume it well. Based on Law No.11/2008 concerning Electrical Transaction Information in article 4 paragraph 1 which reads.

"Educating the life of the nation as part of the world's information society" as well as building a community of information and interests in socializing in the digital era and the way of life of the Indonesian nation (Sunarso, 2009:47).

Facebook is one of the most widely used social networks in Indonesia. According to the Candytech survey cited by Arifin (2015) Indonesia is the second largest country after the United States as the most Facebook users, reaching almost 34 million members, or 33,920,000 members to be precise. As part of the marketing concept, Facebook as *social media Marketing* in its application also depends on four important indicators in the marketing mix or *marketing mix*, which includes *product* (product), *price* (price), *place* (distribution), and *promotion* (promotion). (Barnes, 2015), (Evans, 2010), (Funk, 2013), (Helianthusonfri, 2016), (Kissinger, 2017) The emergence of online marketing carried out by users of various social media such as Facebook, indicates that the increasingly diverse types of needs of the potential consumers and the existence of a consumptive culture in society, especially adults who dominate the use of the social networking site Facebook.

This indicates the entry of the Indonesian people, especially adults into the flow of globalization where most of them carry out all forms of online transactions, and this can also indicate that the level of awareness and lack of ability to parse all kinds of needs that if indeed become part of everyday life, to in the end they have consumptive behavior. Facebook so quickly adapts to the development of this popular technology, which is an added value for Facebook, which is complete with *chat* and active user status, which is a facility that can turn this social networking site on, with *chat*, Facebook users can interact in two directions directly and feature active users. is to find out which friends are *online*. With the social networking site Facebook, there are some things that other networking sites cannot do. Facebook is able to do it because Facebook is equipped with advanced and safer features, starting with various information, sharing photos, various videos and many other interesting things. Even users who are active in promoting products and services or conducting Facebook marketing communication activities become *salespeople* in helping the introduction of products and services offered (Madcoms, 2010:1).

Based on the background of the problems above, the following problems can be formulated:

1. How is the correlation between Facebook User Characteristics and Community Interests in Rumpin District, Bogor Regency towards buying and selling on Facebook?
2. How is the correlation between buying and selling activities and the interest of the people of Rumpin sub-district, Bogor regency, on buying and selling on Facebook?

The Concept of Social Network

Networks A social network is a series of regularly connected or similar social correlations between individuals or groups. Social networks can also be in the form of interpersonal correlations that are economic, political, or other social correlations, while the correlations that occur can be in formal or informal forms, social correlations are a picture or reflection of cooperation and coordination based on active and social ties. reciprocal. In terms of social network analysis, they want to study the regularity of individual or group behavior rather than the regularity of beliefs about how they should behave (Wafa, 2006:162). The functions of social networks are:

- a. Can the establishment of cooperation between individuals or groups
- b. Useful for individuals or groups who want progress from an opportunity

METHOD

This study uses a quantitative approach that aims to process data in the form of numbers or quantitative data raised. According to Sugiyono (2014:14) the quantitative approach is the search for data or information from the reality of existing problems by referring to the proof of concept or theory used. The method used in this method is a descriptive correlational method. The population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are applied by researchers to be studied and then conclusions are drawn (Sugiyono, 2017:80). The

sample of this research is the people of Rumpin Subdistrict, amounting to 100. Data collection techniques are questionnaires, literature studies. The data were analyzed by several steps, namely the average score, rank rank spearman test, and chi square test.

RESULTS AND DISCUSSION

The Correlation between Characteristics (X₁) and Community Interests in Rumpin District, Bogor Regency towards Buying and Selling on Facebook (Y)

The variable (X₁) is community characteristics and buying and selling activities (X₂) as independent variables. Bogor Regency against Buying and Selling on Facebook. Table data regarding the₁) with Community Interests in Rumpin District, Bogor Regency towards Buying and Selling on Facebook (y):

Table 1. The Correlation between Characteristics (X₁) and Community Interests in Rumpin District, Bogor Regency towards Buying and Selling on Facebook (Y)

Karakteristik Masyarakat	Koefisien Korelasi	Minat Masyarakat Kecamatan Rumpin Kabupaten Bogor terhadap Jual Beli di Facebook			
		Y _{1.1} Kemudahan dalam mendapatkan informasi produk		Y _{1.2} Memiliki kepercayaan terhadap sosial media yang memiliki situs online shop	
		Nilai Korelasi	Sig. (2-tailed)	Nilai Korelasi	Sig. (2-tailed)
Usia	X ²	-	0.532	-	0.412
Jenis Kelamin	X ²	-	0.783	-	0.162
Pendidikan	R ₂	0.242*	0.042	0.202*	0.034
Penghasilan	X ²	-	0.992	-	0.206

Information: * = Significant correlation at p<0.05,
 ** = Very significant correlation at p.0.01,
 Source: Primary Data, 2021

The Correlations between Age and Community Interest in Rumpin District, Bogor Regency on Buying and Selling on Facebook

The results of the *chi square* in table 1 above show that there is no correlation between the age indicator and the Ease of obtaining product information (Y_{1.1}) with a significance value of 0.532 which means there is no correlation between both. This shows that the age difference does not hinder a person's interest in selling online on Facebook or other social media. Regardless of the age of a person, can sell online. The results of the *chi square* in table 1 above show that there is no correlation between the age indicator and the indicator of having confidence in social media that has an online shop site (Y_{1.2}) with a significance value of 0.412. This shows that the age difference does not make someone interested in selling on Facebook because Facebook can be connected to other social media.

The Correlation between Sex and Public Interest in Rumpin District, Bogor Regency on Buying and Selling on Facebook

The results of the *chi square* in table 1 above show that there is no correlation between gender indicators and the Ease of obtaining product information indicator (Y_{1.1}) showing a significance value of 0.783. This shows that gender differences do not make someone lazy to sell on Facebook because selling on Facebook is easy to find products. The results of the *chi square* in table 1 that the correlation between gender indicators and indicators of having trust in social media that have online shop sites (Y_{1.2}) shows a significance value of 0.162 which means there is no correlation between the two. This shows that gender differences do not make a person's interest hesitate to sell on Facebook because consumers can choose quality products.

The Correlation between Education and Community Interest in Rumpin District, Bogor Regency towards Buying and Selling on Facebook

Table 1 shows that the correlation between the characteristics of the education indicator (X_{1.1}) and the interest of the community in the Rumpin District, Bogor Regency towards buying and selling on Facebook, the indicator Ease of obtaining product information (Y_{1.1}) shows that has a real correlation between the two with a correlation value (0.242). This is because it is known that the significance value of the correlation value is 0.042*. Based on this, it can be concluded that the higher a person's education level, the more mature one's thinking and the higher the interest in selling on Facebook because selling on Facebook can reach many customers. Test *Spearman's rank* shows that there is a correlation between education indicators and indicators of having trust in social media that has an online shop site (Y_{1.2}) with a correlation value of 0.202* and a significance value of 0.034, which means that there is a real correlation between the two. This shows that the higher a person's education level, the higher a person's interest in selling on Facebook.

Correlation of Income with Community Interests in Rumpin District, Bogor Regency on Buying and Selling on Facebook

The results of the *chi square* in table 1 above show that there is no correlation between income indicators and the interest of the people of Rumpin sub-district, Bogor Regency towards buying and selling on Facebook indicators Ease of obtaining product information (Y_{1.1}) with a significance value of 0.992. This shows that the low or high income of the rumpin sub-district community does not hinder people's interest in selling on Facebook. The results of the *chi square* in table 1 above show that there is no correlation between income indicators and indicators of having confidence in social media that has an online shop site (Y_{1.2}) with a significance value of 0.206. This shows that the size of the income of the Rupin sub-district community does not make people lazy to sell on Facebook.

The correlation between buying and selling activities (X₂) and the interest of the people of Rumpin District, Bogor Regency towards buying and selling on Facebook (Y)

The variable (X₂) is buying and selling activities with indicators of goods being traded and buying and selling transactions. The variable (Y) is the interest of the people of Rumpin District, Bogor Regency towards buying and selling on Facebook which has indicators including the ease of getting product information and having trust in social media that has an online shop site. The following is a table data regarding this matter.

Table 2 Correlation of Buying and Selling Activities (X₂) with Community Interest in Rumpin District, Bogor Regency towards Buying and Selling on Facebook (Y)

Kegiatan Jual Beli	Minat Masyarakat Kecamatan Rumpin Kabupaten Bogor terhadap Jual Beli di Facebook			
	Y _{1.1} Kemudahan dalam mendapatkan informasi produk		Y _{1.2} Memiliki kepercayaan terhadap sosial media yang memiliki situs online shop	
	Nilai Korelasi	Sig. (2-tailed)	Nilai Korelasi	Sig. (2-tailed)
Barang yang diperdagangkan	0.433**	0.001	0.342**	0.006
Transaksi jual beli	0.346**	0.000	0.199*	0.037

Information: * = Significant correlation at p<0.05,

** = Very significant correlation at p.0 ,01,

(Source: Primary Data, 2021)

The *Rumpin* Traded Buying and Selling on Facebook the Ease of obtaining product information (Y_{1.1}) indicator shows a correlation value of 0.433** with a significance value of 0.001 which means that there is a very real correlation between the two. This shows that the more products that are sold on Facebook, the easier it is for consumers to find products. With a variety of products on sale, someone's interest becomes the spirit to sell. Test *Spearman rank* in table 2 show that the correlation between buying and selling activities indicators of goods traded with public interest in Rumpin subdistrict, Bogor regency on buying and selling on Facebook indicators Having trust in

social media that has an online shop site (Y_{1.1}) shows a correlation value of 0.342** with a significance value of 0.006 which means there is a very real correlation between the two. This shows that the more products that are sold on Facebook, the more sales will increase, and someone's interest in selling will also increase, especially having a product-specific website to make it easier for customers to make transactions.

The correlation between buying and selling activities indicators of buying and selling transactions (X₂) with community interest in Rumpin subdistrict, Bogor regency on buying and selling on Facebook (Y)

test *Spearman rank* in table 2 show that the correlation between buying and selling activities indicators of buying and selling transactions with community interest in Rumpin subdistrict, Bogor regency on Buying and Selling on Facebook the Ease of obtaining product information indicator (Y_{1.1}) shows a correlation value of 0.346** with a significance value of 0.000 which means that there is a very real correlation between the two. This shows that the more buying and selling transactions on Facebook, the easier it is for consumers to find products. With easy to find products, someone's interest is getting higher to sell.

test *Spearman rank* in table 2 show that the correlation between buying and selling activities indicators of buying and selling transactions with the interest of the people of Rumpin District, Bogor Regency on buying and selling on Facebook indicators Having trust in social media that has an online shop site (Y_{1.1}) shows a correlation value of 0.199 * with a value significance of 0.037 which means there is a real correlation between the two. This shows that the more buying and selling transactions on Facebook, the higher the interest of the rumpin sub-district community to sell on Facebook so that sales increase.

CONCLUSION

The conclusions of the research are as follows: Characteristics of the community of Rumpin District, Bogor Regency, with the male sex being 30 people, while the female sex on Facebook is 70 people. In addition, most of the people in the rumpin sub-district are in the age range of 41-50 as many as 30 people or 30 percent with an undergraduate education level and income of 3,100,000 - Rp. 4,000,000 as many as 36 people or 36 percent. The buying and selling activities of the people of Rumpin District, Bogor Regency on Facebook have been good, this is indicated by most respondents agreeing with the statement submitted which is classified as high with an average value at intervals of 3.43 - 4.23. The interest of the Rumpin sub-district community in buying and selling on Facebook is quite high. This is indicated by the average value in the interval 3.43 – 4.23. There is a correlation between the characteristics of the Rumpin sub-district community with education indicators with the Community Interest of the Rumpin Sub-district, Bogor Regency towards buying and selling on Facebook, but it has no correlation with age, gender, and income. There is a correlation between buying and selling activities with community interest in Rumpin sub-district, Bogor regency, on buying and selling on Facebook. This is indicated by a real and very real correlation between these indicators.

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