



## Communication Styles Between Seller And Buyer In Online Transactions On Facebook Marketplace (A Case Study On Zidan Lesmana's Account)

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**Abstract.** This study aims to analyze the communication styles used by sellers and buyers during online transactions on Facebook Marketplace, focusing on the seller account named Zidan Lesmana. The research background is based on the growing trend of online buying and selling activities that rely heavily on digital communication, where communication styles play a crucial role in building trust and influencing purchase decisions. This research employs a descriptive qualitative approach and a case study method. Data collection techniques include participatory observation, in-depth interviews, and documentation. The study is grounded in Norton's (1983) communication style theory, which classifies communication into nine types. The findings show that Zidan Lesmana applies various adaptive communication styles, including dominant, dramatic, contentious, animated, impression-leaving, relaxed, attentive, open, and friendly. The relaxed and attentive styles are dominant in maintaining a comfortable interaction, while the dramatic and animated styles are used to attract attention and foster emotional closeness. Open and attentive styles help build trust, while the impression-leaving style enhances the seller's image in the long run. The study concludes that successful transactional communication on Facebook Marketplace depends not only on product information but also on the appropriate interpersonal communication strategies within digital contexts.

**Keywords:** *Communication Style, Facebook Marketplace, Online Transaction, Norton, Digital Communication.*

### INTRODUCTION

In recent years, digital transformation has revolutionized not only how people communicate, but also how they conduct business and transactions. Among the most influential platforms in this regard is Facebook, which initially emerged as a social networking site but has gradually evolved into a multifunctional platform encompassing commercial activity, particularly through the integration of Facebook Marketplace (Wahyuningtyas, 2021). This transformation reflects the broader shift toward social commerce, where buying and selling are embedded within interpersonal interactions, enabled by digital technology (Nugraha & Saputri, 2020).

Facebook Marketplace provides a unique model of digital commerce, differing significantly from traditional e-commerce platforms such as Shopee or Tokopedia. While conventional platforms operate with formal structures, centralized payment systems, and corporate oversight, Facebook Marketplace allows for direct communication and negotiation between buyers and sellers (Hermawan & Pratiwi, 2023). This peer-to-peer model, while flexible and accessible, places significant emphasis on interpersonal communication skills. Sellers are not only expected to deliver accurate product information, but also to build trust and rapport through personal

interactions—often via Facebook Messenger or comment threads on product listings (Ramdani et al., 2022).

The communication style used in these interactions plays a critical role in influencing consumer trust and decision-making. As outlined by Norton (1983), communication style refers to the characteristic ways in which individuals interact verbally and nonverbally, which include styles such as dominant, dramatic, contentious, animated, impression-leaving, relaxed, attentive, open, and friendly. These styles are particularly relevant in informal digital marketplaces where visual and tonal cues are limited. Sellers must rely on language, timing, emoji usage, and tone indicators to convey credibility and personality (Gunawan & Pratiwi, 2023).

In the Indonesian context, Facebook Marketplace has gained immense popularity, especially among small-scale entrepreneurs and individual sellers seeking a low-barrier entry to online commerce. The platform's localized nature allows for more flexible, casual transactions—often involving negotiations, emotional appeals, and interpersonal bonding. This environment amplifies the importance of communication style in establishing customer relationships and ensuring transaction success (Putri & Handayani, 2021).

The present study investigates these dynamics through a case study focused on a specific seller—Zidan Lesmana—who operates actively within Facebook Marketplace, specializing in second-hand smartphone sales. Preliminary observations indicate that Zidan's communication style is highly distinctive and strategic. He frequently employs relaxed and animated messaging, uses humor and emojis, and responds swiftly to buyer inquiries. These elements appear to foster trust and engagement, prompting further investigation into their influence on transactional outcomes. Previous studies have addressed online communication styles, but most focus on structured e-commerce environments or general patterns across multiple platforms (Rahmawati & Junaedi, 2021). Few have explored the nuanced dynamics of informal digital marketplaces like Facebook, particularly through the lens of a single seller's interactive style. Moreover, while some studies categorize communication into styles such as assertive, directive, or expressive (Wijaya, 2020), few apply Norton's more detailed typology within the context of transactional interactions. This study seeks to fill that gap.

The research adopts a descriptive qualitative approach, using a case study design to explore the communication strategies employed by Zidan Lesmana. Data collection methods include participatory observation, in-depth interviews with the seller and several buyers, and documentation of digital interactions. This methodological triangulation allows for a comprehensive analysis of both the observable and interpretive aspects of communication behavior in online transactions (Miles, Huberman, & Saldana, 2020).

From a theoretical standpoint, the study contributes to the field of digital communication by applying Norton's typology in a new context. It also offers practical implications for online sellers seeking to enhance their engagement strategies. In an environment where trust is a key currency, understanding how different communication styles influence buyer perception becomes vital (Susanto et al., 2022). Moreover, the study may serve as a reference for future research on peer-to-peer commerce and digital customer relationship management.

The relevance of this research is heightened by the changing landscape of digital interaction, where more consumers now rely on informal platforms for everyday transactions. With increasing competition and the proliferation of online sellers, the ability to stand out through effective communication becomes a strategic advantage. This study recognizes that interpersonal communication—far from being a soft skill—is in fact a powerful tool for building digital reputation, negotiating value, and ensuring repeat business. A key assumption underlying this research is that communication style is not incidental but intentional; sellers like Zidan craft their digital persona deliberately to optimize engagement. The study therefore explores not only what communication styles are used, but also why they are employed and how they are

received by buyers. By centering on lived experiences and specific interactions, the research aims to move beyond abstract theory to practical insight.

In addition, this study considers the socio-cultural dimensions of online communication. Indonesia's collectivist culture emphasizes warmth, familiarity, and relationship-building, which may influence the styles sellers adopt in digital marketplaces (Firdaus & Permata, 2024). The inclusion of emojis, humor, and informal language may reflect broader cultural norms about politeness, friendliness, and trust. Therefore, the study situates individual communication styles within their cultural and technological contexts. Finally, the study addresses broader questions about the evolution of commerce in a digital society. As traditional barriers to entry are lowered, individual sellers have unprecedented opportunities to create micro-brands, develop customer bases, and engage in entrepreneurial activity through platforms like Facebook. Communication becomes the interface through which this economic activity is realized—mediating everything from product value to service quality. Thus, understanding communication style is not merely a linguistic or psychological concern, but a fundamental component of digital economic behavior.

By focusing on the case of Zidan Lesmana, this research offers a microcosmic view of a larger phenomenon. It examines how personal interaction styles shape and are shaped by the affordances of social media, how buyers respond to communicative cues, and how trust and transaction flow are constructed in real time. These insights are essential for both scholars and practitioners interested in the intersections between technology, commerce, and communication.

## **LITERATURE REVIEW**

### **Communication Style Theory**

Communication style refers to the distinctive way individuals interact with others in conveying messages. According to Norton (1983), communication style is a stable set of verbal and non-verbal behaviors that individuals use consistently across various contexts to express themselves. Norton's framework classifies communication styles into nine categories: dominant, dramatic, contentious, animated, impression-leaving, relaxed, attentive, open, and friendly. Each style reflects specific personality traits and communicative preferences, which in turn influence how messages are interpreted by others. This theory is crucial in understanding how sellers project themselves in online spaces and how these projections affect buyer perceptions and trust (Norton, 1983).

### **Interpersonal Communication in Digital Contexts**

Digital interpersonal communication involves the exchange of information and emotions through computer-mediated environments. Walther's Social Information Processing Theory (1992) suggests that despite the absence of physical cues, individuals adapt their communication behavior over time to build relational intimacy online. The flexibility of language, emoji use, and responsiveness becomes central in shaping perceptions. In platforms like Facebook Marketplace, this theory helps explain how relationships between seller and buyer can develop trust and social presence, even when the interaction is purely textual (Walther, 1992; Chen & Marcus, 2022).

### **Online Consumer Trust and Engagement**

In digital marketplaces, trust is a fundamental element of buyer decision-making. According to McKnight et al. (2002), trust in e-commerce settings includes beliefs about competence, benevolence, and integrity. In informal platforms such as Facebook Marketplace, these elements are inferred directly from communication behaviors—e.g., quick responses signal attentiveness; humorous or friendly tone suggests openness. Studies have shown that

buyers are more likely to engage in transactions with sellers who exhibit clear, consistent, and personable communication styles (Susanto et al., 2022; Wijaya, 2020).

### **Social Commerce and Peer-to-Peer Marketplaces**

Facebook Marketplace is an example of peer-to-peer (P2P) commerce, a model where individuals buy and sell directly with minimal institutional mediation. Unlike structured e-commerce platforms, P2P marketplaces depend heavily on personal negotiation and communicative rapport (Hermawan & Pratiwi, 2023). This environment demands communicative flexibility and adaptation, making communication style a key differentiator. The sociability of the platform invites sellers to blend professional tone with personal charm, aligning with what Gunawan and Pratiwi (2023) describe as “relational commerce.”

### **Cultural Dimensions of Communication in Indonesia**

Indonesian culture is largely collectivist, emphasizing harmony, politeness, and social relationships (Hofstede, 2011). These cultural norms are reflected in online communication, where indirectness, the use of humor, and warm language are preferred. Sellers on Facebook Marketplace often adjust their communication style to resonate with these expectations. Using emojis, informal greetings, and friendly expressions aligns with local communicative norms and is often perceived as more trustworthy and engaging by Indonesian buyers (Ramdani et al., 2022).

### **Emojis and Non-Verbal Textual Cues**

In digital conversations, where facial expressions and body language are absent, users compensate through visual textual cues like emojis, GIFs, and punctuation patterns. Derks et al. (2008) argue that emojis play a similar function to facial expressions in face-to-face communication, allowing users to convey emotions, manage tone, and reduce ambiguity. Sellers who use emojis strategically can appear more approachable, humorous, or empathetic—traits that foster buyer trust. In the case of Facebook Marketplace, emojis also help distinguish serious sellers from scammers, who tend to use either overly formal or overly vague messaging (Putri & Handayani, 2021).

## **METHODS**

This study employed a qualitative descriptive approach using a case study design to explore the communication styles utilized by a seller in the Facebook Marketplace environment. The case study method was selected to provide a focused, in-depth understanding of a single seller's interaction style and its implications for online buyer engagement (Yin, 2018). This approach allowed the researcher to analyze communication behaviors contextually, including the nuances and specific strategies adopted during digital transactions.

The subject of the research was a seller known by the account name "Zidan Lesmana," who actively engages in selling second-hand smartphones on Facebook Marketplace. The seller was chosen purposively based on his frequent transactional activity, consistency in communication, and willingness to participate in the research process. The study also involved three buyers who had recently interacted with the seller to provide additional perspectives and triangulate the data.

Data collection was conducted through three primary techniques: participatory observation, in-depth interviews, and documentation. In the participatory observation phase, the researcher simulated buyer interactions with the subject and monitored real transaction conversations with the seller's consent. This process allowed for the capture of authentic communication patterns, including language usage, tone, response time, and emotional expressions through emojis or informal discourse. In-depth interviews were then conducted with

the seller and three buyers to obtain reflective insights into their experiences and perceptions. These interviews were semi-structured, allowing the participants to elaborate on their motivations, impressions, and interpretations of communication style. Documentation of actual message exchanges between seller and buyers was also collected to support the observational and interview data.

For data analysis, the researcher followed the interactive model of Miles, Huberman, and Saldana (2020), which consists of data condensation, data display, and conclusion drawing/verification. Initially, raw data from transcripts and documentation were organized into codes representing various communication style elements based on Norton's (1983) typology. These codes were grouped into categories that aligned with Norton's nine styles: dominant, dramatic, contentious, animated, impression-leaving, relaxed, attentive, open, and friendly. Thematic analysis was conducted to identify which styles appeared most frequently and in what context. The analysis also examined the relationship between specific communication styles and the success or failure of transactions, as perceived by the participants.

To ensure the validity of the research, methodological triangulation was applied. This included comparing findings across observations, interviews, and message documentation. Additionally, member checking was carried out by allowing participants to review transcripts and summaries of their interviews to confirm accuracy. Ethical considerations were also maintained throughout the study, including informed consent, confidentiality, and the voluntary nature of participation.

Through this methodological framework, the study aimed to provide a rich, contextualized understanding of how communication styles shape digital transaction experiences in informal marketplaces like Facebook. The emphasis on natural communication behavior and real-time interaction provided a grounded view of how trust, persuasion, and buyer engagement are constructed in digitally mediated exchanges.

## RESULTS

The results of this study provide a comprehensive depiction of the communication strategies employed by Zidan Lesmana, an active seller on Facebook Marketplace who deals primarily in second-hand smartphones. By analyzing conversational data, observational notes, and interview transcripts, this study identifies how Zidan strategically blends various communication styles to foster trust, sustain engagement, and facilitate successful transactions. These findings are aligned with Norton's (1983) typology of communication styles and demonstrate the contextual adaptation of styles within informal digital commerce environments.

Initially, it was observed that Zidan utilized a relaxed and friendly communication style in almost every customer interaction. His greeting phrases, such as "*Siap, kak 😊*," or "*Tenang, aman barangnya yaa*," set a positive, low-pressure tone early in the conversation. This friendly demeanor was consistently reinforced through the use of casual language, local expressions, and emoji, which helped to create a warm and non-intimidating environment for buyers. This style reflects a deliberate strategy to lower buyers' hesitation in initiating inquiries and to present himself as approachable rather than overly formal or corporate.

The seller's attentiveness was also clearly displayed through the attentive style. Zidan demonstrated quick responsiveness to buyer messages, often replying within minutes even during non-business hours. This promptness not only increased buyer satisfaction but also indicated a high level of professionalism, which contrasted with the casual linguistic tone. Buyers interviewed emphasized that the speed of response was one of the most influential factors in their purchasing decision. For example, one buyer, Farhan, remarked, "*I messaged three sellers at once, but Zidan was the only one who responded in less than five minutes. That made me feel he was serious.*"

In addition to responsiveness, the open style was exemplified by Zidan's willingness to disclose personal information, including his full name, payment method preferences, and even brief anecdotes such as how he sourced the product. For instance, in one documented conversation, Zidan shared that the smartphone on sale was his own "*bekas pribadi, bukan dari service center,*" thereby giving a sense of authenticity and transparency. This aligns with prior findings on interpersonal disclosure enhancing online trust (McKnight et al., 2002).

Another recurring pattern in his communication was the animated and impression-leaving style. Zidan frequently employed visual cues—such as emojis, exclamation marks, and capital letters—to emphasize emotions and make his messages livelier. He also added playful descriptions to his products. For example, instead of writing "*iPhone 8, 64GB, normal,*" he wrote "*Si mungil lincah, cocok nemenin scrolling malam kamu.*" This dramatic phrasing sparked positive buyer reactions and created memorable product impressions. The interview results confirmed that these styles left a lasting impression and made Zidan's posts stand out amidst other, more sterile listings.

The dramatic style was also evident in the way Zidan handled buyer hesitations. When a buyer expressed concern about battery health, Zidan replied, "*Tenang, ini iPhone bukan sembarang bekas. Bisa tahan sampai film 3 jam + ngestalk IG mantan 😊.*" Such humorous exaggerations may not always be technically precise, but they served the social function of reducing buyer anxiety and reinforcing Zidan's persona as a relatable seller. According to Norton (1983), the dramatic style often includes storytelling, exaggeration, and emotional appeals—all of which were apparent in Zidan's interactions.

More nuanced communication was observed in the contentious style, especially during price negotiations. Zidan would sometimes assert firm boundaries but skillfully soften the message to avoid antagonizing buyers. For example, in response to an offer that was far below the listed price, he wrote: "*Waduh, kalo segitu mah, saya juga bisa beli lagi, bang 😊.*" The use of humor and emojis in this context softened what might otherwise be read as a dismissive or aggressive tone. This style, while less frequent than the others, highlighted Zidan's ability to remain in control without alienating his customers.

In terms of transactional success, the data showed that Zidan's combination of relaxed, attentive, and animated styles significantly contributed to his positive track record. Documentation revealed that over 85% of his interactions resulted in follow-up discussions, and nearly 70% led to confirmed transactions. Buyer feedback included positive sentiments such as "*seru ngobrolnya,*" "*cepat respon,*" and "*nggak kaku kayak yang lain.*" These comments underscore the value of strategic communication in informal online sales.

Moreover, post-transaction behavior revealed the impression-leaving and friendly styles were extended even beyond the point of sale. After buyers confirmed receipt of the product, Zidan frequently sent follow-up messages such as "*Semoga cocok ya kak 🙏, kalau ada temennya mau juga, boleh diinfonya ya hehe,*" sometimes accompanied by small bonus items like phone cases or tempered glass. These gestures were not only unexpected but also memorable, creating customer loyalty and prompting positive word-of-mouth.

Interview responses from buyers further supported the observational data. Aulia Ridyati, a 22-year-old buyer, stated, "*Awalnya takut, karena banyak penipuan. Tapi pas chat sama dia, langsung terasa beda. Bahasanya santai tapi jelas, terus dikasih video real time juga.*" Another buyer, Muhammad Afif, emphasized that Zidan's communication style made him feel valued, not just like another random buyer: "*Dia ngajak ngobrol, nanya kita pakai hp-nya buat apa, terus rekomendasiin yang cocok. Itu baru pertama kali penjual kayak gitu.*"

Throughout the study, communication logs also revealed a high degree of consistency in Zidan's communication. His tone, speed, and style were maintained across dozens of interactions, suggesting that these were not accidental but part of a deliberate communicative

persona he had developed. This observation aligns with previous research indicating that consistency in communication builds digital credibility (Walther, 1992; Hermawan & Pratiwi, 2023).

In terms of frequency, the relaxed and attentive styles appeared in over 90% of the recorded interactions, while the animated and friendly styles were observed in around 80% of the cases. The dramatic and impression-leaving styles occurred in approximately 60% of interactions, often overlapping with one another. The contentious and dominant styles were rare but strategically employed in negotiation contexts.

To summarize the findings, Zidan Lesmana's communication behavior reflects a hybrid strategy combining interpersonal warmth, expressive language, quick responsiveness, and a touch of playful drama. These behaviors collectively contribute to establishing digital rapport, enhancing trust, and increasing buyer confidence in the absence of physical interaction. His case highlights how sellers in informal digital marketplaces can craft a "*communication brand*" that functions as both marketing tool and reputation builder.

## DISCUSSION

The findings of this study affirm that in informal digital marketplaces like Facebook Marketplace, communication style serves as both a transactional mechanism and a strategic tool for relationship building. Zidan Lesmana's case highlights the complex interplay between stylistic choices and customer trust, confirming the proposition that interpersonal communication directly influences purchase behavior in peer-to-peer (P2P) digital commerce (McKnight et al., 2002; Susanto et al., 2022).

One of the most prominent styles Zidan employed was the relaxed communication style, which functioned as a key to reducing social distance between seller and buyer. This aligns with Norton's (1983) concept of the relaxed communicator—someone who remains calm, confident, and informal, regardless of the situation. In Zidan's case, his casual tone, humorous remarks, and emoji usage created an environment where buyers felt comfortable initiating conversations and negotiating prices. In collectivist cultures like Indonesia's, where social harmony and emotional subtlety are highly valued, such relaxed interactions are more likely to foster rapport (Hofstede, 2011).

The attentive style was also a dominant feature in Zidan's interaction strategy. Attentiveness, as defined by Norton, emphasizes listening, responsiveness, and affirmation—traits that Zidan embodied through rapid replies, empathetic language, and careful explanations. His willingness to explain technical specifications and address customer concerns directly mirrors the expectations of digitally literate consumers who demand not only speed but clarity. This resonates with Derks et al. (2008), who argue that in text-based digital environments, attention and speed of response are perceived as indicators of respect and trustworthiness.

Zidan's use of the animated and dramatic styles—seen through the use of metaphors, capital letters for emphasis, and engaging product descriptions—served as a persuasive strategy. This combination helped bridge the emotional gap caused by the lack of physical cues in online interactions. It also made his listings more memorable and distinguished from others in a crowded marketplace. Norton (1983) notes that dramatic communicators use vivid expressions to influence perception, and in a commercial context, this translates to emotionally appealing descriptions that elevate perceived product value.

A particularly strategic style observed was the contentious or dominant style, which Zidan employed during price negotiations. Although directness and confrontation can be perceived negatively, Zidan mitigated potential backlash through humor, emoji, and softening language, such as "*Waduh, kalau segitu mah, saya juga bisa beli lagi, bang 🤔*." This reflects a pragmatic application of dominance—asserting control over pricing while maintaining a buyer-friendly

image. As Gunawan and Pratiwi (2023) highlight, such balancing acts are essential in maintaining authority without deterring customer engagement in informal markets.

The open and friendly styles further demonstrated Zidan's intent to position himself as a trustworthy peer rather than a faceless vendor. By sharing minor personal details, sending post-sale messages, and even including small bonuses in deliveries, Zidan effectively blurred the line between transactional and relational communication. These efforts are consistent with the relational commerce framework, which posits that online buyers increasingly value social connection and authenticity over transactional efficiency (Putri & Handayani, 2021).

One noteworthy observation was Zidan's consistency in communication across interactions. This regularity built a coherent digital persona that buyers could easily recognize and trust. Walther's (1992) Social Information Processing Theory supports this, suggesting that over time, people adapt to the limitations of digital channels by reinforcing behavioral cues that simulate intimacy and reliability. Zidan's repetition of personalized phrases such as "*semoga cocok ya kak 🙏*" or "*kalau ada temen cari, kabarin aja ya 😊*" served to normalize follow-up behavior and subtly extend the transactional relationship into a longer-term social one.

Moreover, buyer feedback indicated that Zidan's style influenced not only the transaction itself but also post-transaction perceptions, such as willingness to recommend, perceived product satisfaction, and emotional attachment to the seller's brand. These outcomes affirm that communication style functions beyond informational exchange—it actively co-constructs consumer experience. This supports prior findings by Wijaya (2020) who emphasized the role of emotional resonance in driving buyer loyalty in unregulated online spaces.

It is also important to note that while Zidan's style was effective, it may not be universally applicable. For example, his reliance on informal language and emojis might not appeal to older demographics or buyers with formal expectations. Therefore, the effectiveness of communication style is context-dependent, shaped by cultural, demographic, and platform-specific variables (Ramdani et al., 2022). This reinforces the need for sellers to be audience-aware and adaptable.

From a theoretical standpoint, this study expands Norton's typology by applying it within a contemporary digital-commercial setting, specifically in the context of social media marketplaces. While Norton's framework was originally developed for face-to-face interactions, its adaptability to asynchronous and text-based communication is evident through this study. However, this also suggests a need for updated models that consider digital-specific elements such as emoji use, GIFs, and sticker culture, which are now integral to style expression in online platforms.

Finally, the implications of these findings extend beyond individual sellers. For platform designers, understanding how communication style affects trust and buyer behavior can inform UI/UX decisions—such as enhancing chat visibility, allowing emoji reactions, or incorporating communication ratings. For digital marketers and micro-entrepreneurs, the Zidan Lesmana case illustrates that investing in one's communicative identity is not only beneficial but necessary for differentiation in competitive, low-regulation environments.

## CONCLUSION

This study concludes that communication style plays a crucial role in shaping buyer behavior and transactional outcomes in informal digital marketplaces, particularly on Facebook Marketplace. Through the case of Zidan Lesmana, it was found that a strategic combination of relaxed, attentive, animated, and friendly communication styles creates a favorable interpersonal environment that encourages trust, facilitates negotiation, and enhances buyer satisfaction. These styles, aligned with Norton's (1983) typology, were not only contextually

appropriate but also dynamically adjusted based on the buyer's tone, inquiry, and the stage of interaction.

The relaxed and friendly styles lowered buyer hesitation and reduced perceived risk, while the attentive and open styles strengthened relational trust and engagement. The animated and dramatic styles added emotional appeal and memorability to product descriptions, while the contentious and dominant styles, though sparingly used, were critical in setting transaction boundaries without alienating buyers. These findings reinforce the idea that successful online sellers are not merely product providers but communicators who manage perceptions through every message they send.

Furthermore, the study highlights the importance of consistency and authenticity in seller communication. Zidan's use of personalized phrases, prompt replies, and informal yet respectful tone contributed to a coherent digital persona that was recognized and trusted by buyers. His communication extended beyond transactional closure, suggesting that digital commerce is increasingly relational and reputational in nature.

Ultimately, this research demonstrates that effective communication is not incidental but instrumental in the success of peer-to-peer commerce. Sellers who understand and intentionally adapt their communication styles are better positioned to build customer loyalty, foster trust, and sustain business in digital ecosystems. As online marketplaces continue to evolve, so too must our understanding of how communication functions not just as a medium, but as a mechanism for commercial and social value creation.

## **LIMITATION**

While this study provides valuable insights into communication styles in online peer-to-peer transactions, it is not without limitations. First, the research focused on a single case study—Zidan Lesmana's Facebook Marketplace account—which limits the generalizability of the findings. Although the depth of analysis offers a detailed understanding of communicative strategies, the behaviors and outcomes observed may not represent the broader population of online sellers operating on the platform. Sellers from different regions, product categories, or age groups may employ different styles influenced by distinct social, cultural, or demographic variables.

Second, the data collection process relied heavily on self-reported interviews and limited documentation of textual interactions. Although triangulated with observations, there remains a risk of subjective interpretation or bias from both the researcher and participants. Buyers may have responded positively due to social desirability bias or may not have recalled every interaction accurately. Likewise, the researcher's interpretation of communication style may have been influenced by contextual cues not available in pure text-based messages.

Third, the scope of the study did not examine the impact of algorithmic or platform-based variables, such as Facebook's message prioritization or listing visibility, which could indirectly influence communication outcomes. The study also did not account for buyer behavior over time or track long-term customer retention based on communication style.

Lastly, the research was conducted in a specific cultural context—Indonesia—where informal and relational communication norms are dominant. Therefore, the effectiveness of Zidan's communication style may not translate to different cultural environments where formality, directness, or transactional efficiency are more highly valued. Despite these limitations, the study lays a strong foundation for further research on digital communication in social commerce, and future studies are encouraged to explore comparative, cross-cultural, and multi-platform analyses to deepen the field's understanding.

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