

Community Perceptions About Online Buying Business Through Facebook Social Media

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ABSTRACT

The purpose of this study is to find out how the perception and development of people who do online buying and selling business through social media Facebook. This research method uses qualitative research methods or case studies. This study uses data collection techniques such as interviews, documentation and questionnaires as complementary data. The theory used is the theory of symbolic interactionism. The results of this study indicate that people who do online buying and selling businesses are motivated by opportunities and opportunities to take advantage of their technological and communication advances, then the communication they build through social media Facebook in doing online buying and selling business is very effective and acceptable to the community. As well as the development of creative and innovative communities when doing online buying and selling businesses are able to help people develop their ideas and hobbies, even though they are quite far from the city, this can be seen from people who do online buying and selling businesses are able to understand and use social media Facebook as a business buying and selling online well.

Keywords: Public Perception, Online Buying and Selling Business, Facebook Social Media

INTRODUCTION

Technological advances provide convenience and comfort for human life. The very rapid development of technology offers facilities for exchanging information in a very short time and is able to reach any part of the world. This development of information technology also influences all aspects of human life and creates an era of globalization that is increasingly rapid from time to time.

In the current era of globalization and advanced technological developments, many village communities and housewives want to try entering the world of business by utilizing the social media Facebook, not a

few of them are interested in joining the online buying and selling business with the aim of getting a job that they can afford. done at home.

Facebook is a social network that is popular among Indonesian people and the world, which was first launched on February 4 2004 by the founder of Facebook, Mark Zuckerberg, who is a skilled and reliable computer programmer at Harvard University. Even though Facebook is a social network for communicating with each other, its existence is able to attract attention to make Facebook a marketing medium for online businesses / online shops and get a good response from other Facebook users because apart from being able to communicate, they can also order merchandise for sale from each other. on the social network Facebook.

Based on data obtained from the Ministry of Communication and Information, it is revealed that a total of 43.06 million people use the Facebook social network and Indonesia ranks third as the highest user of the Facebook social network. Director general of applications at the Ministry of Communication and Information, Aswin Sasongko, said that, "the social networking site Facebook is interesting and has become a culture in Indonesian society. "Not only among teenagers but also in demand by fathers and mothers, almost all of them are influenced by social factors," he explained (<https://kominfo.go.id>).

With the large number of Facebook social media users, the use and factors influence each other to improve the standard of living by using Facebook social media as a means of online buying and selling, especially as accessing social media is now relatively easy. This social media will form an interactive and effective motivation and communication process for marketing communications, namely Word of Mouth which arises naturally from the opinion of the social environment which is felt to be more honest and there are no particular motives in conveying information to other consumers.

Currently, the majority of Facebook users are women, which is a strong reason to develop an online shop business for business people in cyberspace created by Mark Zuckerberg. The majority of users are 18-24 years old, indicating that they are of mature age and have sufficient funds to meet their own needs, this is one of the considerations for continuing to exist in the online buying and selling business. However, there are many young

housewives and other people in the community who want to find work, but do not leave their duties and responsibilities as housewives at home, due to their strong desire to do business. Therefore, housewives or people who have started doing online business through the social media Facebook can be a motivation and indirectly attract and attract so that other people can also do online buying and selling business. And with this, the researcher wants to know the perception of people who have successfully run an online buying and selling business and know the development of their community when they have done an online buying and selling business so that other people can also be interested in running an online buying and selling business on the social network Facebook.

The online buying and selling business carried out by the community in Bumi Pratama Mandira village started around 2018, because in 2016 in Bumi Pratama Mandira village PT Wachyuni Mandira experienced bankruptcy which resulted in the dismissal of quite a lot of male and female employees who worked at PT Wachyuni Mandira Bumi Pratama Mandira village. From the start of the bankruptcy, the former female employees there did not have a job for 2 years, so when they got to know Facebook in 2018, housewives and the community innovated to carry out an online buying and selling system carried out on Facebook social media which started with sells various household needs and other necessities.

Of the several people who have done this online buying and selling business, some are resellers, dropshippers, and some sell merchandise of their own production, while some of the products they sell on Facebook social media are clothing, household equipment, furniture, and necessities. others, for products that they produce themselves at home, for example: food, drinks, cakes, birthday cakes, desserts and cattering. The development is certainly felt by the public, especially housewives who want to order household equipment without having to leave the house and go to the market, just by ordering via the social media Facebook you can buy the items you want, of course this provides convenience for buyers and profits for sellers. .

In Bumi Pratama Mandira Village, this is a village that is far from the reach of life in the city, to be able to actually visit and arrive at this village requires quite a long time and is far away, this area is the border between Lampung Province and South Sumatra Province, so This border area is

separated by a river. Access to enter Bumi Pratama Mandira village must use water transportation (speed boat), from several explanations regarding access to Bumi Pratama Mandira village, this is certainly an improvement for people who do online buying and selling business, being able to send goods to and from there. Bumi Pratama Mandira village, the community is certainly interested in this progress so they have a desire to do an online buying and selling business.

With current technological advances, sellers in Bumi Pratama Mandira Village can share or post merchandise so they can influence other people to join in the business and not just as buyers, because basically social media is also a means of providing influence and effect on the public. busy, especially in the field of marketing, namely the process of conveying information quickly. Currently there are 2 types of marketing, namely: traditional marketing which can be done directly and online marketing or you could say online business buying and selling is done online, for example on the social media Facebook.

There are several success factors for housewives and the community in Bumi Pratama Mandira village, namely that they are able to sell merchandise that meets consumer demand so that consumers do not feel disappointed with goods that have been ordered through online buying and selling. These people prioritize quality and customer trust so that customers can order again and some are even interested in joining the online buying and selling business. The success of the online buying and selling business among the people of Bumi Pratama Mandira village is a development.

The success of the people who carry out online buying and selling business in Bumi Pratama Mandira village is not without the struggle to be able to deliver goods that have been ordered by customers. People with a reseller system who sell their merchandise sometimes have to wait for the goods to arrive for 2 weeks to be able to arrive and give the goods to customers, this is because the access is very far so that for the goods to enter the location it must take quite a long time. what was targeted, the goods should have arrived within 4 days became 2 weeks. The goods delivery service (JNE, J&T, Sicepat) in the Bumi Pratama Mandira village location is said to have only started in 2016 and until now there are several branches that can make it easier for sellers to get goods from the manufacturer and arrive.

into the hands of consumers/customers for those who do online buying and selling business as a Reseller or dropshipper.

A phenomenon that opens up opportunities for people to be able to make the best use of the situation, inviting and directing social media users as a solution to provide opportunities for those who want to do online business, there are many people who motivate them to be able to do this, especially in this day and age from various levels of society. participate in the use of social media Facebook. The online buying and selling business activities of the people in Bumi Pratama Mandira Village on Facebook social media make it easier for consumers to choose and look for more specific information about products in online businesses that are currently popular or just looking for information about product prices and so on. The message conveyed via the Facebook homepage is then used by consumers as a reference basis in considering various alternatives before making a purchase.

The result of this technological development is information and business which is now starting to be used as a strategy in running the world of commerce/commerce, namely the emergence of online buying and selling businesses or what can be called e-Business. In the book *Cracking Zone* (Kasali, 2011: 14) describes a study from Ericson's research which says that one of the reasons Indonesian people are so interested in mobile technology is that this technology is used to strengthen business. Information technology connected to the global internet network provides opportunities for marketing products or services. In this era of globalization, the development of the business world takes place in a climate that is very competitive, fast and unpredictable. All producers of goods and services are required to continuously make improvements, improvements and even new innovations. Another positive impact of technological developments is that transaction processes can be carried out quickly, and good economic development. And the factors that influence its success, thus motivating other people to participate in running the online business. So in this case the researcher is interested in knowing the assessment of the online buying and selling business regarding "**PUBLIC PERCEPTIONS ABOUT THE ONLINE BUYING AND BUYING BUSINESS VIA FACEBOOK SOCIAL MEDIA**".

There are several problem formulations that want to be addressed, namely what is the perception of the online buying and selling business on the social media Facebook and what is the development of people who do online buying and selling business on the social media Facebook. So this research aims to find out how people perceive the online buying and selling business on the social media Facebook and how it develops when people run online buying and selling businesses.

RESEARCH METHOD

Based on the problem to be studied, the researcher used a case study approach. Case studies are one of the approaches in qualitative research, and are able to provide a method for searching for the truth that will produce tentative data, which may not be free from weaknesses and shortcomings. Due to several shortcomings, case studies can be considered to be a method that is quite challenging and very appropriate for revealing social problems and phenomena that occur in a social, community and individual sphere to be taken and brought to the surface so that it will become knowledge for the public. (Raharjo, 2017:24).

Qualitative Descriptive Research is a research method that utilizes qualitative data and is explained descriptively. This type of qualitative descriptive research is often used to analyze events, phenomena, or social situations using various methods (observation, interviews, documentation, recordings, etc.) which are processed and processed through (note-taking, typing, and editing using writing technology). Research and most qualitative studies are descriptive (Eriyanto, 2001:197). The research carried out by the researcher is supported by several results from questionnaire questions asked to the public. The data from the results of this questionnaire is just complementary data from qualitative research which will be discussed in this research, so that the results that will be obtained will provide more information and be able to obtain results. clear.

The data that will be used in this research is qualitative data. There are two types of data sources used, namely primary data sources and secondary data sources. The primary data source is by asking questions to people who do online buying and selling business in Bumi Pratama Mandira Village. Meanwhile, secondary data sources are the results of previous research used

as references, data from trusted sources via the internet and also from several books and articles so that they can help researchers.

The data collection technique used is an Indepth Interview or in-depth interview, which is a data collection technique carried out by a researcher to obtain information by means of questions and answers, who face each other with predetermined informants who can provide information and information related to the problem. researcher. The interviews conducted by the researcher used in-depth interview guidelines and maintained an atmosphere in order to create closeness between the researcher and the informant so that the researcher was able to find as much information as possible and the researcher could get a clear picture of the public's perception of the online buying and selling business, especially among housewives. The interview method was used to collect primary data, namely by obtaining data or information from informants directly for further processing. Data collection techniques with documentation can be evidence to support data collection from in-depth interviews, so that with documentation it is hoped that it can further clarify the situation when carrying out these data collection techniques with informants. Furthermore, observation is the systematic observation and recording of elements that appear in a symptom on the research object (Widoyoko, 2014). Questionnaire: Distribute questionnaires via Google Forms to people who carry out online buying and selling businesses, and to find out people's perceptions and developments through several questions from the Google Form questionnaire.

The location of this research was in Bumi Pratama Mandira Village, Sungai Menang District, OKI District, South Sumatra. The reason for choosing this location is because it is very far from the city but can take advantage of technological developments and make money from doing online buying and selling business. In this research, data analysis techniques will be used that can be developed from data that has been obtained during the research. Whether it is in the form of primary data, namely observation, in-depth interviews and documentation, or secondary data, namely the results of previous research written in the original language according to the results discussed, in qualitative research it is carried out continuously until the data to be obtained reaches a common ground. in accordance.

RESULTS AND DISCUSSION

Bumi Pratama Mandira Village is one of the villages far from the city. The majority of the people rely on shrimp cultivation, with some being fishermen, but also some working as teachers, civil servants, etc. Of the various types of work in this village, what attracts attention are the people who carry out online buying and selling businesses. Community perception can be interpreted as a process of assessing an experience and object that has been observed by a community or group that lives side by side with each other. The results of each person's perception may be different regarding the objects they observe and what they experience. This is also the view of the people of Bumi Pratama Mandira Village who carry out online buying and selling business via the social media Facebook.

People in the village of Bumi Pratama Mandira who carry out an online buying and selling business via the social media Facebook and their perceptions about the online buying and selling business in everyday life. so that the influence of carrying out these actions can provide meaning for other people who are interested in the online buying and selling business on the social media Facebook. If these people succeed in running an online buying and selling business, of course it will become a new tradition that people can also work to make money without having to leave. homework. Of course, this cannot be separated from mutual interaction, communication between fellow humans and their communities, so that they can gain mutual understanding and self-perception.

Facebook social media has become a means of communication in the current era to provide information to each other, as is also done by the people of Bumi Pratama Mandira village who use Facebook social media as a means to conduct online buying and selling business and promotional media as well as communicate with each other between sellers and buyers via the homepage. social media Facebook.

Looking at some of the community backgrounds described above, what you need to know is their perception of the online buying and selling business. Of course, there are several arguments from people who have carried out the online buying and selling business. In the presentation regarding the perceptions of the people of Bumi Pratama Mandira village regarding the online buying and selling business, interviews, observations and

documentation were carried out. The results of data collection regarding community perceptions regarding the online buying and selling business in Bumi Pratama Mandira village are described as follows:

Humans can develop through their thinking by interacting with other people. Thoughts that develop within a person or within a social community of communication cannot be understood as separate processes. This process certainly involves two phases which include conversation, movement and language, both of which can influence each other in the social context between two or even more interacting individuals.

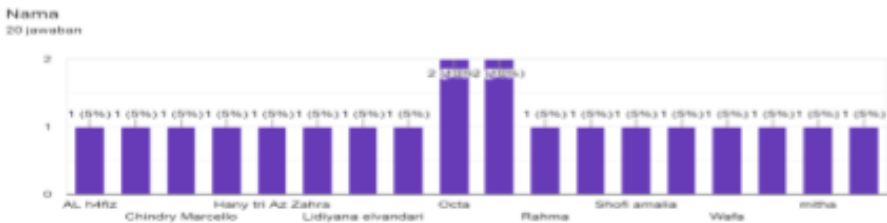
The closing activity of a series of thought concepts is role taking or the ability to symbolically place oneself in another person's imagination. What online buying and selling business people do is disseminate information and interact with each other regarding their success when doing online buying and selling business (Richard West and Lynn Turner, 2008:27).

1. Diagrams and Tables

a. Diagram

Details of respondents' answers can be shown in the percentage table via the following Google form:

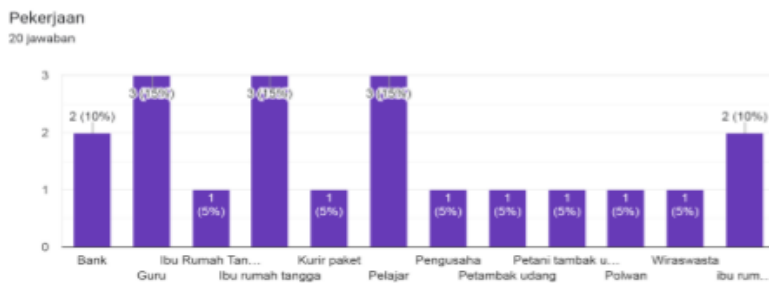
Diagram 1. Bar Diagram Logo of Respondents' Names



Source: Google Forms Data Management

The data above are the names of several respondents who carry out online buying and selling business via the social media Facebook. These data are from respondents in this research.

Diagram 2. Job or Profession Diagram Logo

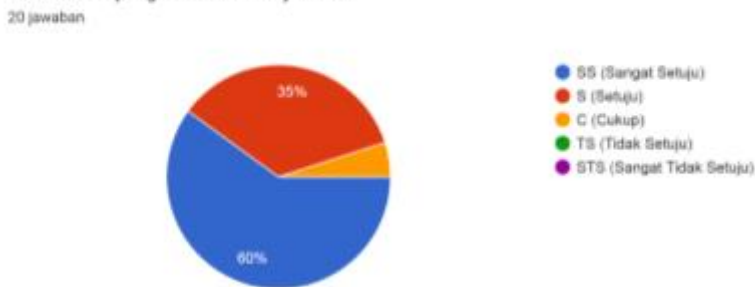


Source: Google Forms Data Management

The data above shows the people's professions apart from doing online buying and selling business, in this case most of the people are from professions as teachers, housewives and students who are involved in online buying and selling business. People who are housewives and work as teachers are more likely to do online buying and selling business because the time and opportunities and opportunities that they take advantage of.

Diagram 3. Online Buying and Selling Percentage Diagram Logo is able to Develop Business, Hobbies, Effective Communication

Dengan adanya bisnis jual beli online dapat mengembangkan kemampuan berbisnis, hobi, dan komunikasi yang efektif di masyarakat



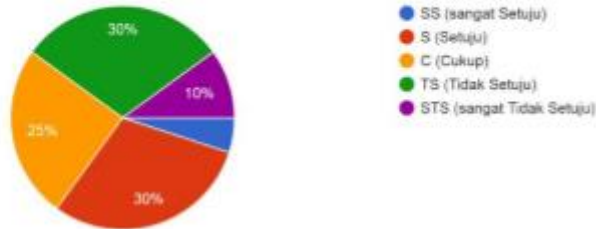
Source: Google Forms Data Management

From the data above, it can be seen that the number of people who stated "strongly agree" was 60%, "agree" was 35%, "fair" was 5%, "disagree" was 0% and "strongly disagree" was 0%. So from the data obtained it can be stated that with the online buying and selling business, people are able to develop their business and also their hobbies carrying out buying and selling and communicating effectively.

Diagram 4. Logo Diagram of Difficulties in Ordering and Sending

Goods via Social Media Facebook

Adanya kesulitan dalam memesan dan pengiriman barang melalui media sosial facebook
20 jawaban

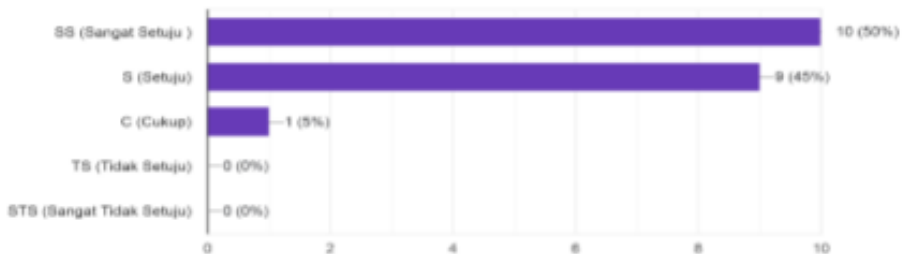


Source: Google Forms Data Management

From the data above, it can be seen that the number of people who stated "strongly agree" was 60%, "agree" was 35%, "fair" was 5%, "disagree" was 0% and "strongly disagree" was 0%. So from the data obtained it can be stated that with the online buying and selling business, people are able to develop their business and also their hobbies carrying out buying and selling and communicating effectively

Diagram 5. Social Media Diagram Logos Can Make Communication Easier to Access

Media sosial facebook mempermudah akses komunikasi dalam melakukan bisnis jual beli online
20 jawaban

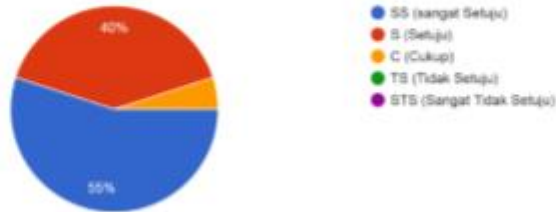


Source: Google Forms Data Management

From the data above it can be seen that the number of people who stated "strongly agree" was 50%, "agree" was 45%, "fair" was 5%, "disagree" was 0% and "strongly disagree" was 0%. So, from the data obtained, it can be stated that people who do online buying and selling business via the social media Facebook make it easier for them to access communication with consumers.

Diagram 6. Social Media Diagram Logos Can Make Communication Easier to Access

Bisnis jual beli online mampu memberikan motivasi agar masyarakat mampu memanfaatkan teknologi komunikasi yang berkembang seperti media sosial facebook
20 jawaban



Source: Google Forms Data Management

From the data above it can be seen that the number of people who stated "strongly agree" was 50%, "agree" was 45%, "fair" was 5%, "disagree" was 0% and "strongly disagree" was 0%. So, from the data obtained, it can be stated that people who do online buying and selling business via the social media Facebook make it easier for them to access communication with consumers.

From the data above, it can be seen that the number of people who stated "strongly agree" was 55%, "agree" was 40%, "fair" was 5%, "disagree" was 0% and "strongly disagree" was 0%. So from the data obtained from the diagram above it can be interpreted that people who do online buying and selling business are able to have a positive effect on other people, so they are interested in doing online buying and selling business or using social media to do positive things such as developing hobbies that can become a business for buying and selling business.

Development of the Bumi Pratama Mandira Village Community which carries out online buying and selling business. People who do online buying and selling business based on the results of in-depth interviews with several sources show that in terms of technological developments the community is very open and accepting of technological advances, then developments from an economic perspective based on the results of interviews with sources can meet economic and household needs, and in terms of communication. Of course, people are able to interact and can determine communication strategies in conducting online buying and selling business. Of course, this is

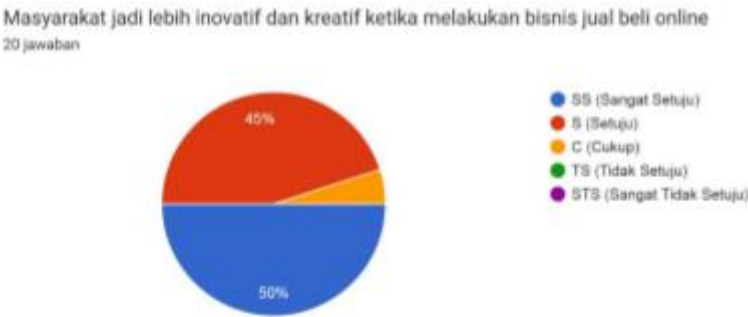
a new phenomenon in the Bumi Pratama Mandira village community that this online buying and selling business can be done by anyone even though it is quite far from the city.

One of the things that really helps people when they are not successful in cultivating shrimp is when there is an opportunity to take advantage of technology which can now be accessed by anyone, making it easier for people to develop their business or businesses through online buying and selling businesses.

In the digital era and the advancement of technological developments, it can make it easier for village people who use smartphones to carry out online buying and selling businesses. In Bumi Pratama Mandira village, the people develop their online business through the social media Facebook, and the people's habits prefer to shop online for various purposes. such as personal needs or other needs. So that online buying and selling businesses can provide an example or proof of the use of social media.

There are various types of shopping sites, one of the sites used by the people of Bumi Pratama Mandira village is a social media market that uses social media to sell, namely Facebook. Due to the increasing development of online shopping sites, it is believed that the online shopping trend will continue to increase from villages to cities.

Diagram 7. Logo Diagram of Society Capable of Innovation and Creativity



Source: Google Forms Data Management

From the data above, it can be seen that the number of people who stated "strongly agree" was 50%, "agree" was 45%, "fair" was 5%, "disagree" was 0% and "strongly disagree" was 0%. So from the data obtained in the diagram

above, people who carry out online buying and selling businesses are able to innovate and also show their creativity in selling their merchandise via the social media Facebook.

b. Table

Table 1. Value Recapitulation

Question	Scale Value Score
Facebook social media can facilitate communication access in conducting buying and selling business	89% Very good/agree
With an online buying and selling business, you can develop your business, hobbies and effective communication in society	91% Very good/agree
There are difficulties in ordering goods and sending goods via the social media Facebook	58%
People are becoming more innovative and creative in conducting online buying and selling businesses	89% Very good/agree
The online buying and selling business is able to provide motivation so that people take advantage of developing communication technology, such as doing online buying and selling business via the social media Facebook.	90% Very good/agree

Source: Managed by Researchers

The online buying and selling business via the social media Facebook carried out by the people of Bumi Pratama Mandira Village can provide a good perception for other people to be able to do online buying and selling business, because the people are very receptive to technological developments and see people who are successful in doing buying and selling businesses. online, as well as their mutually open communication interactions, where people can see and provide effects and developments on society regarding the business of buying and selling businesses

CONCLUSION

Based on the results of research and discussion regarding Community Perceptions regarding Online Buying and Selling Businesses via Facebook Social Media in Bumi Pratama Mandira Village, this gives rise to or provide responses and

the background of the people of Bumi Pratama Mandira Village. The online buying and selling business via the social media Facebook which is carried out by the people of Bumi Pratama Mandira Village can provide a good perception for the community to be able to do online buying and selling business, because the community really accepts technological developments and is successful in doing online buying and selling business, as well as communication interactions. they are open to each other, where people can see and provide effects and developments regarding the buying and selling business. The social relations of the community that they build through Facebook social media can be well established, and the various services from each online buying and selling business are able to give customers or potential consumers the right to trust that this information is expected to provide positive information and build each other among individuals. and society, resulting in perceptions in society. As for the development of people who have carried out online buying and selling businesses via the social media Facebook, namely that business people are able to innovate and be creative. From the opportunities that exist in society or in these circumstances, they will start to produce or create ideas from developments in communication technology, as well as making people more aware of how to use social media.

After carrying out the research as written and stated in this thesis, the researcher provides several suggestions, namely for academic researchers. They hope that this research will be useful for students who carry out similar research and also further research on the same topic of discussion. People who use the social media Facebook and carry out online buying and selling businesses are expected to continue to develop online buying and selling businesses even though they are far from the city. For further research, the results of this research can be used as a comparison and reference for research, and become a consideration for further expanding and deepening further research.

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