MARKETING COMMUNICATION BARRIERS IN COMPUTER MEDIATED COMMUNICATION WITH CHAT FEATURES IN E-COMMERCE APPLICATIONS

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ABSTRACT

The role of media connected to the internet has resulted in many changes, especially in the communication process through this media. Communication carried out through e-commerce is a form of computer-mediated communication, abbreviated as CMC, which is a communication process between two or more people via digital or computerized channels. This was stated by Carr (2021:4) that CMC is a process of exchanging meaning between two or more humans via digital channels. Barriers to marketing communication in CMC that occur through the seller's chat feature on the Shopee application show that there is the use of more than one account by the buyer, there is paralanguage in communication in the form of information from the seller to the buyer, the use of emoticons and emojis and stickers as communication which is considered a representation of feelings in nature. temporary or small talk, light interactions in the form of words of encouragement from buyers to sellers, phatic communication, communication that moves using other applications, information extraction carried out by sellers by looking for information about buyers who make large purchases, limited identification because only can see the name the buyer uses and how the buyer uses words or sentences in the conversation text and does not use the real name on the buyer's account.

1.Introduction

The development of communication technology has also brought about changes in the communication process mediated through computers connected to the internet. One of them is the communication process between sellers and buyers in buying and selling transactions

where communication technology presents a new space for sellers to carry out sales transactions online. One of the platforms that sellers use to sell is e-commerce. Marilyn Greenstein and Miklos Vasarhelyi (2002:2) stated that e-commerce is an electronic transmission medium (telecommunications) that can be used for the exchange, purchase, and sale of products and services that require transportation in both physical and digital form from one location to another. another. Lucas D Roth (2017: 8) states that the main function of the internet in the context of e-commerce is as storage and distribution of information needed for market research and finding partners in selling or purchasing goods/services that allow for electronic transactions.

Data sourced from Momentum Works, quoted from katadata.co.id (2021), shows that gross merchandise value (GMV) in Indonesia will reach US$40.1 billion (Rp. 577.9 trillion) in 2021. The results of this research illustrate that There were transactions worth 6.5 trillion in Indonesian e-commerce within one hour. The high level of e-commerce transactions in Indonesia was also stated based on research presented by global tech giant Google and Singapore's Temasek, published in December 2018, which is expected to increase further in 2025, namely $53 billion.

Lucas D. Roth also stated that there are five types of e-commerce based on business aspects (2017:22-24), namely business to business or what is often referred to as B2B, business to customer or better known as B2C, business to government or more often abbreviated as B2G, consumer to government or known as C2G and customer to customer or known as C2C. The difference between the five types of e-commerce lies in who the seller is and who the buyer is. B2B means an organization (business) makes sales to agencies or other organizations (business), while B2C sellers are organizations (business) and buyers are the public or product users (customers). In B2G, transactions occur between an organization (business) that makes sales to a government organization (government), while in C2G the seller is the public or product user (consumer) and the buyer is a government organization (government). In contrast to other types of e-commerce, C2C only acts as a marketplace, sellers and buyers both come from the community or product users.

In this research, the e-commerce that will be used is C2C type e-commerce, namely Shopee. This is based on the consideration that in C2C e-commerce sellers can interact more with buyers because sellers have more control over prices and determine what promotional strategies will be used in their sales. In C2C e-commerce, information related to product descriptions is the responsibility of each seller, so sellers (not e-commerce platforms) must have a strategy for providing information to buyers.

Shopee is an e-commerce company that offers online buying and selling transactions via a mobile platform. Launched in 2015, it offers a comprehensive shopping experience from a wide selection of products to a social community to explore, and services to always meet consumer needs without any obstacles. Shopee aims to bring the transformative power of technology and wants to change the world for the better by providing a platform to connect buyers and sellers in one community (careers.shopee.co.id, 2023).

The thing that shows the most difference between e-commerce and traditional commerce lies in the technology used. Jaworski and Rayport (2001:2) stated that in e-commerce communication between sellers and buyers is only through the e-commerce website used, the product is described in detail through photos and specifications listed on the web. In e-commerce, all communication between sellers and buyers only takes place through the e-commerce website, seller and purchase transactions, payments, delivery status of goods,

and withdrawal of seller's income as a whole are carried out through the e-commerce website which is integrated with banks or other platforms.

Communication between sellers and buyers in e-commerce applications is a form of computer-mediated communication. Computer mediated communication abbreviated as CMC is a communication process between two or more people via digital or computerized channels. This is by what was stated by Carr (2021:4) that CMC is a process of exchanging meaning between two or more humans via digital channels. The computer in question is not a computer in the form of hardware but refers to devices that can access the internet. Carr (2021:5) adds that we must consider the basic terms of computers, where previously we accessed the Internet only from desktops but now we use desktops, laptops, mobile phones, tablets, smartphones, smartwatches, and many other new technologies to access the Internet. Carr stated that CMC is the study of what happens when an individual communicates via a computerized device connected to the internet where the person sending the message and receiving the message are not in the same place and time (2021:5). CMC is a concept that studies how individuals change and are changed by the ability to interact online. As people increasingly interact through computer systems, it changes the way we interact by giving us new channels, new capabilities, and new opportunities for interaction.

The researcher summarizes what Carr stated about the impact of CMC-based communication, namely the existence of more than one account (communication established through CMC can open up the opportunity for more than one account to be used and even allow for the emergence of fake accounts), paralanguage (paralinguistics refers to parts of verbal communication beyond the actual words spoken), emoticons & emojis (another way users have adapted CMC to convey nonverbal cues, particularly facial expressions and gestures, is through the introduction of graphical representations of nonverbal cues), light interaction (Light interaction refers to simple, quick messages that do not require a significant commitment of time, cognition, or effort to send), Phatic interactions (Phatic communication refers to messages that are intended to build a mood, share recognition, or demonstrate sociability but do not necessarily convey a specific meaning), extractive information (identification, pseudonymity and anonymity), identification (As a communicant, it is necessary to identify who the communicator is, what his interests are, what his background is, what the person is like and so on, this also applies to the communicator), pseudonym (the user's identity can be disguised according to user desires), anonymity (When we cannot see who we are communicating with, we may act differently towards them because we cannot always tell who they are).

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Through e-commerce media, we can practice CMC by presenting ourselves as we want other people to see us through accounts on social media and other online platforms. Computer-mediated communication allows us to present only those features about ourselves that we wish to display. Turkle (in Carr 2021:162) explains that those with highly visible physical stigma (for example, those with physical disabilities, or members of oppressed racial or ethnic minorities) may feel or be treated differently when interacting face to face, because of these physical characteristics. can cover other conversations. However, online, individuals do not need to identify themselves by characteristics they believe are irrelevant, and therefore they can often choose how they are identified. As a concrete example, many social media provide users with profile fields where they can provide information about themselves.

In an application, there are characteristic features and services provided by the application developer for users of the application. In the Big Indonesian Dictionary (KBBI), researchers found that features are defined as special characteristics found in a device such as a television, cell phone, and so on. In computer technical terms, a feature is a special function, capability, or design of a piece of hardware or software. One of the features provided by the Shopee application to make it easier for sellers to communicate with buyers and vice versa is the seller chat feature. This feature is a seller chat feature that allows sellers to communicate with buyers as a form of service to buyers before and after the buyer makes payment as a form of sales transaction. The Seller Chat feature can be accessed via the Shopee application, the Seller Chat feature portal, and the Seller Center. The advantages of this feature are increasing sales, building loyalty with buyers, and reducing the refund rate.

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Figure 1.Seller Chat Feature
Source: seller.shopee.co.id

Shopee states on its website that the purpose of this seller chat feature is so that sellers can increase sales by promoting their products according to buyers' needs and providing the best service to buyers, building loyalty between sellers and buyers which aims to increase the possibility of buyers being satisfied with services provided by sellers so that they return to shopping at the seller's store and reduce returns of goods and funds by providing solutions to questions asked by buyers to convince buyers that the products purchased meet the buyer's expectations (seller. shop.co.id).
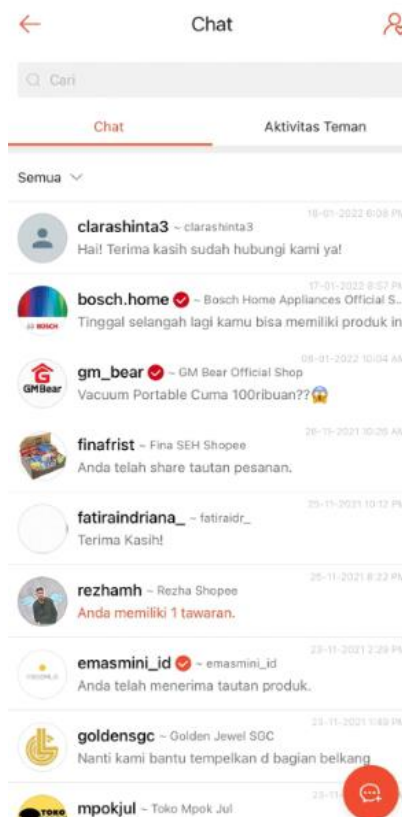
Figure 2. Communication in the Seller Chat Feature
Source: seller.shopee.co.id

Agustianingrum and Kartini stated that with technological developments, marketing communications are also progressing in the promotion step, namely entering digital marketing communications (2021). This suggests that technological developments, one of which is communication via the internet, have made marketing communications, especially digital marketing, able to be carried out to assist communication for promotion and branding between sellers and buyers. However, in carrying out marketing communications of course there are obstacles, especially marketing communications carried out via computer mediated communication on the Shopee e-commerce application where sellers and buyers can only communicate in text form on the seller's chat feature.

In this research, researchers want to know the barriers to marketing communication between sellers and buyers in computer mediated communication on the Shopee e-commerce application. The definition of CMC itself is a communication process between two or more people via digital or computerized channels. This was stated by Carr (2021:4) that CMC is a process of exchanging meaning between two or more humans via digital channels. The computer in question is not a computer in the form of hardware but refers to a device that can access the internet. Carr (2021:5) adds that we must consider the basic terms of computers, where previously we accessed the Internet only from desktops but now we use desktops, laptops, cell phones, tablets, smartphones, smart watches, and many other new technologies to access the Internet. The researcher prepared a problem formulation in this research, namely what are the barriers to marketing communication between sellers and buyers in computer mediated communication on the Shopee E-commerce application. This research aims to

determine the barriers to marketing communication carried out by sellers to buyers in computer mediated communication on the Shopee E-commerce application.

2. Method

The researcher structured this research in the form of descriptive research using a qualitative approach. Therefore, research using a qualitative approach is not in the form of news generally compiled by journalists who have a to-the-point nature, but is the result of an in-depth investigation as if we were looking to find out what the meaning behind a story told by another person is. how could this happen, why could it reach our ears? The essence of research with a qualitative approach is to find an understanding of an event that is considered unique and occurs in our environment.

Sarah J. Tracy in her book entitled "Qualitative Research Methods: Collecting Evidence, Crafting Analysis", Communicating Impact explains that a qualitative researcher deliberately examines and notes small things to formulate how to behave, as well as to understand the context to build a clear picture. bigger and of course paying careful attention is the key to success (2020:3). In this research, researchers used qualitative research because one of the uses of qualitative research is to find out the experiences experienced by users." This is contained in one of the points expressed by Sarah J. Tracy that research using qualitative methodology can be used to look at problems, questions, and problems in society that are beneficial for humans, such as providing an overview of understanding a continuous process, life experiences, and meaning gained. participants, explaining or reinterpreting quantitative data, interpreting the participants' point of view, documenting events and their consequences, explaining the chronology of why something happened, representing research (reports, articles, or performances), and illustrating an interpretation (Tracy, 2020:3).

Based on what the researcher quoted above, a picture is obtained, qualitative research is research to describe something that happens through the results of analysis through observing interactions and questions that help researchers to know exactly how things happened. This research is qualitative because it relates to the researcher's objective, namely finding marketing communication barriers in computer-mediated communication carried out by sellers to buyers on the Shopee e-commerce application. Data collection techniques in research use data collection using semi-structured interviews. The researcher creates question points that will be conveyed to the informant, but in the interview process, the questions can develop according to the informant's answers.

The semi-structured interview technique was chosen so that researchers could explore marketing communication barriers made by sellers to buyers in computer mediated communication in e-commerce applications. The interview steps are what was stated by Lincoln and Guba in Sanapiah Faisal (Sugiyono, 2020:474), namely determining who the interview will be conducted with, preparing the main issues that will be discussed, starting or opening the flow of the interview, carrying out the flow interview, confirming the summary of the interview results and ending it, writing the interview results into field notes, identifying follow-up actions to the interview results that have been obtained. The types of questions chosen in interviews are questions related to experience.

The important things in in-depth interviews. First, in in-depth interviews, researchers need to use a combination of structured questions and flexibility, which means that in interviews, researchers can use structured questions, but researchers need to try to continue

to dig deeper when the informant provides information. Second, researchers need to be interactive in listening to the information provided so they can continue to ask questions spontaneously to informants. Third, researchers need to understand the informants' opinions, reasons, and feelings when providing information.

The informants in this research are 5 people who are owners and managers of online shops that sell via the Shopee application with the minimum criteria of having been selling for 3 years on the Shopee application and routinely using the seller chat feature to communicate with buyers every day. The informants and informant codes in this research are; thrift clothing seller (IU 1), bag seller (IU 2), children's clothing seller (IU 3), shoe seller (IU 4), and household equipment seller (IU 5).

3. Results and Discussion

The first obstacle found from the interview results was that CMC in the Shopee application via the seller chat feature opened up opportunities for buyers to use more than one account. This made sellers confused when there was chat from another account which suddenly asked things that had not previously been asked through the account. the. For example, IU 1 stated that the account with the name Orchid sent a chat "Is the product I asked about yesterday available?". In the chat history of the seller with the orchid account, there was no previous chat so the seller was confused about the product in question. However, this was because, on the previous day, the buyer used an account with a different name (open an account in the name of Orchid) to ask about the availability of a product.

Using more than one account also means that sellers cannot remember the agreements they have made with buyers. For example, IU 3 stated that she agreed with the account in the name of "watermelon" to package the product not using plastic but using used newspapers. However, when the buyer purchases goods (checks out the product) the buyer does not use the account name "watermelon" but another account. This makes the seller not remember the agreements that have been made through the "watermelon" account.

In addition, the use of different accounts means sellers cannot classify their buyers. The seller does not know who the regular buyers are because the account names are different. The informant stated that the use of a different account name was because the buyer wanted to use free shipping which was not available on his Shopee account but was available on someone else's Shopee account, so the buyer borrowed someone else's account to purchase goods. Some buyers have more than one Shopee account because they have more than 1 cellphone number and e-mail. For example, on the account in Asri's name there is no free shipping, so buyers will use their family or friends' accounts to check out the goods. For IU 1, 2, and IU 3, using more than one account by buyers can confuse packing goods or answering chats.

The use of paralanguage is used by informants in the form of writing using all capital letters (capslock) such as "NO SPAM", "ALL ITEMS THAT CAN BE CLICKED MEAN READY" and the deadline for ordering goods if you want them to be sent on the same day "CHECK OUT BEFORE 15.00, SHIP THE DAY THE SAME ONE". The use of emoticons and emojis, as a form of communication in the seller's chat feature, was carried out by four informants, namely IU 1, IU 2, IU 3, and IU 5. It was found that four informants used emojis and stickers in communicating with buyers. For informant IU 2, emojis were given when the buyer gave a pleasant answer. Informants use emojis more because emoticons are considered obsolete or out of date, besides

that informants do not use stickers because they are too big. Informants IU 3 and IU 5 did not use emoticons and emojis because they were more difficult to use and their appearance was too small, while stickers were considered easier to use. In contrast to the other four informants, IU 4 did not use emoticons, emojis, or stickers in the communication process with buyers via the seller's chat feature because it was troublesome.
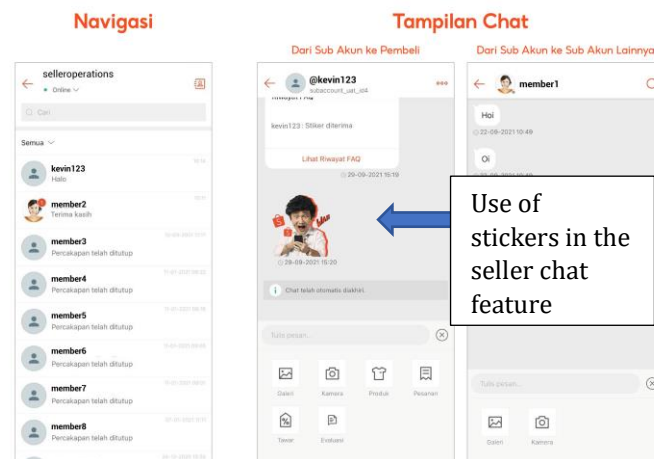

Figure 3. Communication in the Seller Chat Feature
Source: seller.shopee.co.id

For IU 1, emojis and stickers are just lip service and do not reflect the real feelings of buyers or informants. It is a temporary feeling that wants to be communicated. However, this differs from IU 2, which believes that using emojis or stickers expresses feelings from buyers to sellers and vice versa. IU 1, 2, and 3 felt phatic interaction or a friendly relationship through the seller's chat feature. However, the three informants stated that this close relationship started from interaction through the seller's chat feature, but further communication would continue on other applications, namely social media. WhatsApp or Instagram. This is because the Shopee seller chat feature application has binding rules, and there is a fear of being reprimanded by the Shopee application. Meanwhile, for IU 2, the friendship that started with the seller's chat feature will continue through Instagram social media.

Figure 4. Use of emojis in the Seller Chat Feature
Source: informant's documents

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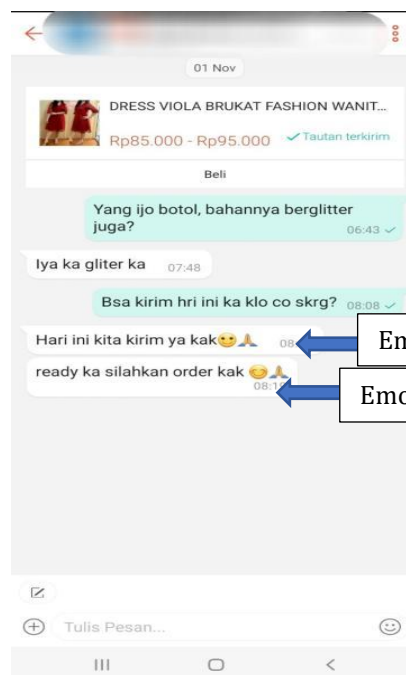
Of the five informants, two informants stated that the intimate relationship (phatic interaction) that existed between sellers and buyers started with the seller's chat feature on the Shopee application, and then continued through other social media platforms such as Instagram and WhatsApp. Two informants stated that if there were buyers who were interested in communicating further they would direct the buyers to communicate via WhatsApp, the two informants even had a WhatsApp group containing buyers, but every purchase transaction remained through Shopee. Another informant stated that they invited buyers to follow their social media accounts, namely Instagram. Buyers can see the latest product posts and communicate more closely with sellers via Instagram.

The four informants that the researcher stated in the previous paragraph, stated that intimate relationships with buyers are more established through the WhatsApp or Instagram applications because they are not free to communicate in the Shopee application's seller chat feature considering that there is a provision that certain languages are not permitted which, if violated, could cause the account can be restricted or even blocked. Sellers are very afraid of this because they are afraid that their account will be blocked and they will no longer be able to sell on Shopee through that account, considering that all buyers are on the account they are currently using.

The five informants believed that only a few buyers used their real names on their accounts. Informants believe that Shopee facilitates buyers to create account names according to their wishes, so account names are generally pseudonyms, well-known names, or names that are easy for buyers to remember. The real identity of the buyer is only known by the Shopee application itself with the guarantee of data security from the Shopee application. This is because the delivery name, address, and cellphone number used by the buyer when sending goods may be different from the buyer's original address, real name, or cellphone number due to the dropship system (a sales system where the person or party called the drop shipper only acts as an intermediary between sellers and buyers whose prices have generally been increased by the drop shipper and the one who sends the goods is the seller, even though the buyer only knows the drop shipper is the seller).

Based on research that has been conducted, researchers did not find any anonymity in CMC via the seller chat feature on the Shopee application. This is because, in the Shopee application, buyers must create an account first to be able to communicate with the seller. The buyer must create an account name and the account name used may be different from the buyer's personal data. Sellers and buyers can communicate via the seller's chat feature on the Shopee application by only knowing each other's account names without knowing their real names, home or shop address profiles, and biodata of the person they are talking to on the seller's chat feature.

The obstacles found by informants in the CMC process in the seller chat feature of the Shopee application, researchers found that even though the message sent can be received by the buyer whenever and wherever the buyer is, it does not guarantee that the buyer can respond quickly, even if the buyer is online on the Shopee application. This shows that CMC depends on the wishes or conditions of the interlocutor. If the person you are talking to is not willing to reply to the conversation or is not aware of the message sent to them, it can make the communication process via the chat feature not work effectively.

Apart from the above, this research also found that CMC in the form of text via the seller chat feature on the Shopee application can cause a large number of messages received and the seller is unable to reply to all the chats received. In general, buyers will ask general questions such as availability of goods, product details, delivery time, and use of goods, so sellers must be more patient in responding to large numbers of repeated questions. The informant suggested that there be a menu option or feature that provides sellers with the ability to change chats that have been read to unread, considering that there are some answers that require special action, such as having to check the stock of goods in the warehouse first, having to contact the expedition or ask the admin that he hires to answer questions from buyers. In the process of checking or asking, sellers often forget to answer buyers' questions or even questions that come from other buyers go unanswered. If a facility is provided to change the chat status (such as the facility found in e-mail) it will help sellers in answering questions from buyers.

In CMC, of course, there are rules for communicating that originate from the technology used. During the CMC process via the seller chat feature on the Shopee application, sellers often feel afraid to communicate more closely with buyers because, in the communication process, there are sometimes words that Shopee considers to violate the provisions. This has the potential to block the seller's account and this is a concern for the seller. The seller suggests that the Shopee application is not too sensitive to some words. One of the informants also suggested that Shopee carry out face-to-face outreach regarding the

sales system, delivery system, and payment system considering that Shopee is used by various people from various backgrounds.

Another obstacle is the way buyers write chats, which often uses abbreviations that sometimes cannot be understood by the seller and even uses regional languages, differences in understanding due to writing texts that use abbreviations and before the buyer understands that the seller is only tasked with sending the goods, while the length of time Delivery is determined by the expedition used. Another obstacle that IU 2 often experiences is the accumulation of chats caused by the similarity of chat displays for accounts as seller and buyer so that sometimes sellers do not reply to all chats and it is not uncommon for sellers to receive warnings or notifications from Shopee.

The seller also cannot predict that the buyer will buy or ask; this is different from face-to-face communication, where the seller can see directly the face of the buyer who comes, whether he is hesitant or not to buy goods, obstacles are often experienced. It is about how buyers write chats, which often make abbreviations that the seller sometimes cannot understand and even use regional languages. Differences in knowledge are due to writing texts that use abbreviations before the buyer understands that the seller is only tasked with sending the goods. At the same time, the length of delivery time is determined by the expedition used. Another obstacle that IU 2 often experiences is the accumulation of chats caused by the similarity of conversation displays for accounts as seller and buyer, so sometimes sellers reply to only some discussions, so it is common for sellers to receive warnings or notifications from Shopee.

IU 2 hopes that Shopee will provide additional facilities in this seller chat feature, such as providing a mark for chats that have been read but are returned as unread. Another obstacle was also discovered by IU 3, where writing sensitive texts often received warnings from the Shopee application, which was quite dangerous for the existence of the seller's account. Meanwhile, for IU 4, the obstacles related to CMC in the Shopee application's seller chat feature are different from the features of the application but rather the user, so IU 4 hopes that Shopee will carry out face-to-face outreach to buyers.

IU 1, 2, and 3 felt phatic interaction or a friendly relationship through the seller's chat feature. However, the three informants stated that this close relationship started from interaction through the seller's chat feature, but further communication would continue on other applications, namely social media. WhatsApp or Instagram. This is because the Shopee seller chat feature application has binding rules, and there is a fear of being reprimanded by the Shopee application. Informant IU 2, the friendship that started from the seller's chat feature, will continue through Instagram social media. Extractive information searches were carried out by IU 1, IU 2, and IU 5. IU 1 and 5 stated that they would find out who their buyers were when something unique was indicated by the buyers, in this case, a large purchase.

Meanwhile, for IU 2, finding out who the buyers are from social media is done to build friendships and promote. Informants do not differentiate buyers in terms of purchase amount. In the identification process, it was found that IU 3, IU 4, and IU 5 did not often identify buyers due to the large number of buyers and the process of sending goods, live streaming, and others, so there was no time to locate or communicate further with buyers. IU 3 added that holding the account by him and three admins meant no time or opportunity to remember buyers except with large purchases. IU 1 also added that buyer identification was often done by looking at the buyer's name and delivery address.

The five informants also responded that the seller chat feature on the Shopee application had an attractive appearance. Using fonts, font backgrounds, emojis, and stickers adds to the exciting parts. The four informants assessed the use of emojis and stickers as conveying small talk or temporary feelings, not the real feelings or emotions that the buyer had. This shows that what was stated by the informant is the same as the results of research conducted by Walther & D'Addario on the communicative effects of emoji (Hu et al:2017), which revealed that emoji do not influence the meaning of the message that accompanies it. Cheerful interaction between sellers and buyers through the seller's chat feature generally takes the form of notifications of the availability of new items or variations and the existence of cashback and discounts. Apart from this, one informant stated that light interactions were often started first by the buyer, such as encouraging words when the seller experienced something upsetting during the live streaming. Another informant added that weak interactions usually include greetings during holidays or the start of the fasting month of Ramadan.

Extractive information is carried out by the three informants if there is something unique about the buyer; for example, the buyer immediately makes a large purchase on the first order, makes PHP (orders goods but then does not make payment, wants to know whether the goods purchased by the buyer will be sold again or find out about the buyer's personal life to build familiarity and free promotions through comments or reposts on the buyer's social media accounts. In the buyer identification process, it was found that three informants needed to identify themselves because they were busy with online sales, which took more time than offline sales. Sellers Answer the buyer's chat on the seller's chat feature for 24 hours because the seller can receive a complaint from the buyer or a bad rating (1 star) if he doesn't immediately respond to the buyer's answer even though the seller's status is online (on the Shopee application, there is a notification in the chat when the seller was last online or whether the seller is online at that time). Apart from the busyness of replying to buyers, packing goods and posting goods also takes time. Hence, sellers need more time to identify buyers even though the seller has several admins.

Apart from the above, another obstacle that causes sellers not to be able to identify buyers is that one seller account on the Shopee application is used by more than one person, namely the shop owner and several admins who are employed so that identification of buyers cannot be done in detail considering that more from one person managing the account. Buyers can be remembered only by the size of sales, frequent purchases, repeated requests for an item, or carrying out an action that attracts attention, such as doing PHP, giving harsh words, sending spam messages, or being an acquaintance of one of the admins. However, one informant stated that they identified the buyer by observing the account name and trying to guess the appearance or personality of the buyer from the account name and thinking about the buyer's economy from the request for free shipping and a price discount. The informant also identified the age of the buyer from the name of the account used, naming such as the emotional condition of the buyer such as "Tristan kehilangan arah" (Tristan lost his way), "Rara tajir melintir" (Rara very rich) and "Dian Cantik" (Dian is beautiful) made the informant identify the three examples of accounts being used by users under 20 years of age and generally come from outside DKI Jakarta.

Another informant stated that the identification he carried out was more about how the buyer used sentences in the seller chat feature of the Shopee application. The use of unusual abbreviations, too many abbreviations, and slang made informants identify that

buyers were teenagers, so teenagers generally buy economical products and aim for cashback and free shipping. The informant also stated that the use of regional language can identify that the buyer comes from that area; for example, if the buyer uses Sundanese, then the buyer is Sundanese and lives in West Java, not in the capital city of West Java Province.

The five informants stated that e-commerce media, especially the seller chat feature of the Shopee application, is useful, namely as a marketing communication medium and communication medium for introducing sellers to buyers, it is easy to use because the logo from the seller chat feature can be easily found and is no different from the chat function in other applications. , the seller chat feature on the Shopee application is also easy to learn without requiring special guidance, has a color and font display that is easy to read, and differentiates between chat from buyers and chat from sellers lastly, the seller chat feature on the Shopee application makes sellers feel emotionally close. because it is the main feature that facilitates communication between sellers and buyers which can also be used as a promotional tool.

4. Conclusion

E-commerce, through the seller chat feature, becomes a communication medium between sellers and buyers. The communication process through this feature becomes a form of marketing communication through a computer mediated communication process. Paralanguage is found in the use of words in all capital letters (capslock) when the seller conveys important information to the buyer so that the buyer focuses on the words in all capital letters. Use emoticons, emojis, and stickers to describe feelings such as happy, sad, or thank the buyer which is only temporary. A friendly relationship occurs when a seller and a buyer who is considered potential make purchases in large or regular quantities. The seller will advise buyers to communicate further via other media such as WhatsApp or Instagram because, in the Shopee seller chat feature, several regulations make communication not as free as when using other platforms.

Extractive information searches are carried out when there are buyers who buy in large quantities, tell unique things during live streaming, or lie, such as promising to buy but not buying, and then the buyer disappears by not responding to the seller's chat or blocking the seller's account. Mediated communication via the chat feature means sellers can only identify buyers from the account name and text sent by the buyer. Gestures, expressions, and accents that can be used as a basis for identifying buyers in the face-to-face communication process cannot be used in the CMC process. Media only provides space for sellers to communicate according to text without being able to identify it further unless the seller asks or the buyer tells them. For example, in communication during face-to-face buying and selling transactions, the seller can judge the seriousness of the buyer from the way the buyer enters the shop or asks the seller about the product. The seller can identify whether the prospective buyer is just asking or wants to buy the product.

There are obstacles in communication through the media, such as buyers who often use abbreviations that are difficult for sellers to understand or use regional languages. Apart from this, even though the message sent can be received by the buyer whenever and wherever the buyer and seller are, it does not guarantee that the buyer and seller can respond quickly. The buyer can disappear at any time or break the promise to pay because the buyer can block the seller's account and when the buyer blocks, the seller cannot

communicate with the buyer because the seller does not know the buyer's identity. If the buyer does not want to reply to messages or is not aware of a chat reply from the seller, then communication will not be effective. This illustrates that the use of Shopee e-commerce media through the seller's chat feature to communicate can be influenced by the desires or conditions of the communicant and communicator.

In the CMC process via the seller chat feature on the Shopee application, sellers often feel afraid to communicate more closely with buyers because, in the communication process, there are sometimes words that Shopee considers to violate the provisions. Using the wrong text can result in different perceptions of sellers and buyers. Sellers believe that buyers benefit more from the seller's chat feature on the Shopee application because buyers can easily give a bad rating to the seller or report the seller's account. After all, the seller does not respond, is late in replying to chats or there are things that the buyer considers inappropriate, while this cannot be done. carried out by the seller.

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