Perspectives of Social Capital and Self-Determination on e-WOM at Millennial Generation in Yogyakarta

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Abstract

Technological developments triggered the emergence of social media which continues to develop rapidly. This development is in line with the increasing number of social media users. This results in more and more customers making purchasing decisions according to social media references. Thus, social networking based communication becomes a necessity for companies to remain competitive. The purpose of this study is to examine the impact of social capital and self-determination on e-WOM in the context of social networking. The social capital factor is tie strength, shared language and trust, while the self-determination factor is self-disclosure and innovation. Surveys were conducted on 204 millennial generation respondents who had used social media in shopping in Yogyakarta. The results of the SEM analysis show: the tie strength and shared language influences trust. Likewise, there is an effect of the tie strength on shared language. In addition, there is an influence between trust, tie strength and self-disclosure towards e-WOM. Whereas, shared language and innovation have no effect on e-WOM. Thus to be effective in communication strategies through e-WOM, marketers can prioritize increasing the strength of relationships between members of social networks.

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1. Introduction

Significant developments in internet technology have made social media users on the internet network show an increase, including Indonesia, which is the third ranked country in the world as the highest internet user (Chaffey, 2018). Social media through online media, which will trigger the growth of online discussions or electronic word-of-mouth / e-WOM (Nigel L. et all, 2017). e-WOM is an exchange of information in the form of feedback on products or services by consumers in cyberspace (King, et al, 2014), which can affect consumers practically and quickly (Phelps et all, 2004) .

In marketing social interactions that occur through online media can be an effective promotional media. The strength of interaction between users of social media will make information more detailed and accurate to be conveyed to others in influencing purchasing decisions (Anubhav, et al., 2018) Interaction between humans is a sustainable value. Where it will lead to long-term trust (Siisiäinen, 2000), which will foster a bonding relationship between humans (Kim et al., 2017). Interactions that occur will also be more interesting because the behavior of social media users at this time has begun to change, where they increasingly like to express their hearts related to emotions or impressions, to others on social media. Besides the rapid advancement of information technology will make someone increasingly interested in finding out about the emergence of new things related to technology or a new product. This is a social capital and self-determination that makes interaction in social media more interesting to study, especially related to the power in delivering information or e-WOM.

2. Literature Review

Social Capital Theory

Social capital is a form of approach in the form of a person's involvement and relationship in a communication in a group or only limited to two people (Bourdieu, 1986). In social capital, human participation in certain groups or people will contribute to the way of life of others. Relationships that are established in structural communication can easily provide benefits in several decisions to be reached (Nahapiet & Ghoshal, 1998). As for the elements include:

The Tie Strength

Social interactions that occur within social media can trigger broad exchange of information. This has a positive impact on influencing buying decisions (Kim et al. 2017). This social interaction that occurs will foster the tie strength (Granovetter 2018) which will refer to the good or bad relationship between social media users (Mittal, et al., 2008). The magnitude of the tie strength is also influenced by the frequency of how often a person interacts with others. So that it will cause sentimental power towards the relationship between the two people which will make it stronger. (Granovetter S. M., 1973). Social interactions that arise in social media will also affect the level of trust, because the more often the interaction occurs, there will be a strong trust relationship (Granovetter, 1985). Previous research indicates a positive finding in which the research says that the dimension of social capital in which there is an interaction that occurs intensely and continuously will result in a high level of trust of someone involved in an interaction (Tsai & Ghoshal, 1998). In addition, other studies have also found that dimensions in social capital theory influence each other (Wang et, all 2016).

H1: The tie strength felt by social media users has a positive effect on the level of trust

An intensive social interaction is fundamental to the success of social relations (Tsai & Ghoshal, 1998). This is because the interaction that exists is a basic human need to communicate. Thus, language plays an important role in communication (Thomas and McDonagh, 2013). In previous studies found a positive influence of social interaction that occurs in the delivery of information (Wang et all 2016), this happens because each individual has the same language in interacting so it is easy to understand (Reysen et all, 2010).

H3: The tie strength between social media users has a positive effect on the similarity of the languages they use.

When an individual needs information about a product, a weak tie strength cannot provide a new source of information for the product (Granovetter, 1973). The opposite of the tie strength can provide credible information about the product. The tie strength that occurs in conversation on social media will improve the quality of communication and information that is spread through social media so that the people involved will be easier to influence others to make a purchasing decision (Gilbert and Karahalios 2009). In previous studies it was found that consumers with a high level of attachment would be able to influence the point of view of a product, and recommend it to friends and family in making purchasing decisions (Writz & Chew 2002). In addition, positive results between the tie strength that occur in social media also indicate a significant influence on the success of promotion through e-WOM (Wang et., All 2016).

H5: The tie strength between social media users and other social media users has a positive effect on the functioning of e-WOM

Shared Language
Shared language refers to fundamental acronyms and opinions, which are found in interactions in everyday life. (Lesser & Storck, 2001). Shared language is an important tool in facilitating information exchange activities. Shared anguage provides the ability for social media users to effectively access other people's personal information (Nahapiet & Goshal, 1998). The uniqueness and style of language used by social media users will also affect the audience and followers on social media to be able to feel more bound and have the tie strength with friends or idols in social media (GetCraft, 2018). Previous research found that a positive influence on the existence of good social interaction with language that is easily understood will increase the trust of fellow users involved in the interaction (Tsai & Ghoshal, 1998).
H2: Shared language among social media users has a positive effect on the level of trust

In a good communication needed various parties who share information with each other (Boland & Tenkasi, 1995). Shared language that refers to acronyms and basic assumptions inherent in daily interactions is an important tool that facilitates the exchange of information including information related to company products (Lesser & Storck, 2001). This means, e-WOM is effective when there is an exchange of information and feedback from consumers or product users to the company or other users (King, et all 2014).
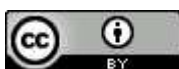
H6: The shared language used by social media users has a positive effect on the functioning of e-WOM.

Trust

Trust is a concept of a person's willingness to trust a person's statement or opinion (Moorman et al, 1993). Trust has a positive impact on information exchange and dissemination of knowledge in the context of interpersonal communication (Chiu et all, 2006). In exchanging information, trust plays an important role because the existence of trust makes it easy for individuals to make choices and make choices by relying on sources of information they trust (Pigg and Crank, 2004). In previous studies it was found that there is a significant influence of a trust that has been built up in social circles, in social media on the course of information on a product or e-WOM promotion and increasing consumer buying interest towards a particular product (Aviriyanti et all, 2018).

H4: The trust of social media users towards other social media users has a positive effect on the functioning of e-WOM

Theory of Self-Determination

Human behavior is a fundamental thing in the self- determination theory approach. Humans are always described as having extrinsic and intrinsic motivations and functions. The basic human traits that arise include innovation, self-disclosure and trust (Deci & Ryan, 2000).

Self-disclosure

Self-disclosure is an individual behavior which opens personal information to others without any tendency or coercion and is a major mechanism in developing relationships (Altman & Taylor, 1973). To ensure a communication with the interlocutor on social media requires a deeper self-disclosure by using a unique language style, so that someone in social media can become an influencer to influence others through social media (Fastenau, 2016). Previous research also found that self-disclosure related to one's personal information will have an impact on the good quality of communication of a product in influencing consumer buying interest for a product (Rheingold, 1993).

H7: The openness of social media users has a positive effect on the functioning of e-WOM

Innovation

Innovation refers to a person's level of interest in their desire to know new things or new products and describe their desires in the search for information that raises curiosity (Okazaki, 2009). Information searching that is done indicates that consumers are more innovative in finding and filtering information for the purpose of determining purchasing decisions (Kaplan and Haenlein 2010; Medhavi 2015). In previous studies indicating that people with high levels of innovation tend to like looking for information about new products, certain studies have also indicated that there is a positive relationship between innovation and opinion giving (Flynn et al., 1996).

H8: The innovative social media users have a positive effect on the functioning of e-WOM

Based on the above review, the hypothesis that will be tested in the study can be explained with the following research framework.
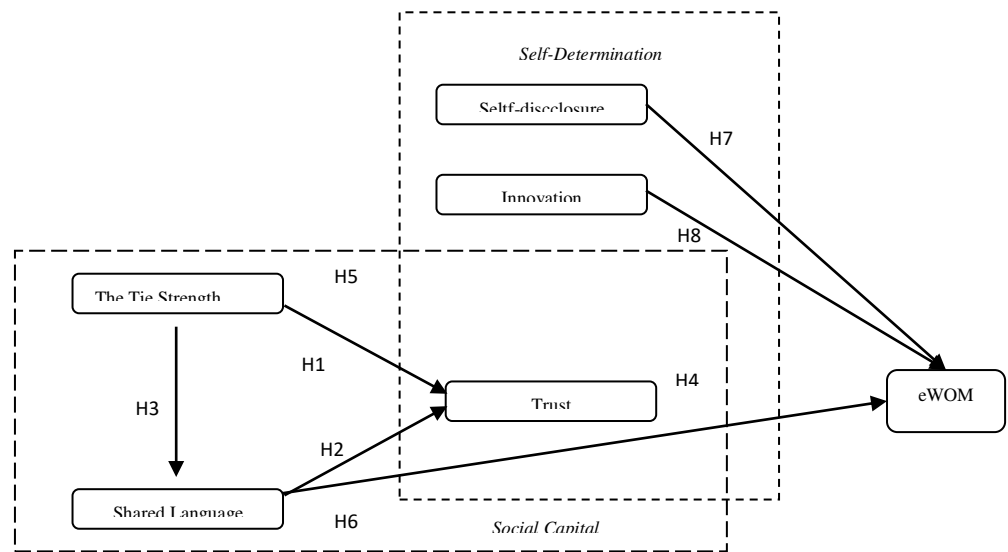
3. Research Methods

Population and Sample
The study population is the millennial generation in the Special Region of Yogyakarta,. aged 18-36 years (BPS, 2018). The sampling technique used in this study is purposive sampling. The total sample of 204 respondents determined based on the number of research indicators multiplied by six (Joseph et al, 2014).

Data Collection Techniques and Variable Operational Definitions
The instruments used to collect data were questions in the form of questionnaires. Data obtained by conducting surveys distributed online through google docs forms on respondents with a six-likert scale. The operational definitions of the research variables are shown in Table 1.

Table 1. Operational Definitions of Research Variables

Variable	e-WOM- Opinion
Indicator	I persuade my friends on social media networks to buy products that I like
	2. My friends on social media choose the products they buy based on what I tell them.
	3. On social networks, I often influence my friends' opinions about products.
	4. My friends tend to ask for my advice about products on social networks
	5. Compared with my friends on social networks, I am more often asked about a product
Sources	(Chu and Kim 2011; Sun et al. 2006)

Variable	e-WOM Variable (Opinion Search)
Indicator	1. When I consider new products, I ask my friends for advice on social networks.
	2. I want to get my friend's opinion on social networks before I buy a new product.
	3. I feel that choosing a product is more comfortable when I get opinions from my friends on social networks.
	4. I tend to consult with other people through social networks about new products that I will buy.
	5. I tend to look for opinions and comments on social networks about new products that I will buy.
	6. I want to find negative reviews about new products on social networks before I make a decision to buy
	7. On social networks I tend to seek advice from my friends about the products I need to get.
Sources	(Chu and Kim 2011; Sun et al. 2006)
Variable	**e-WOM (forward opinion)**
Indicator	1. When I receive information or opinions regarding a product from a friend, I will pass it on to my other friends on social networks
	2. I like to convey interesting information about products from one social media group to another group or other friends on social media
	3. I tend to pass on positive reviews from my friends about the product, to other friends on social networks
	4. I tend to pass on negative reviews from my friends about the product to other friends on social networks
Sources	(Chu and Kim 2011; Chu and Marina Choi 2011)
Variable	**Trust**
Indicator	1. I believe that most of the contacts on my friends list are on social networks
	2. I have confidence in my friends on social networks
	3. In general, most of my friends on social networks can be trusted.
	4. I feel confident to discuss with my friends on social networks
Sources	(Chu and Kim 2011; Chu and Marina Choi 2011)
Variable	**The Tie Strength**
Indicator	1. I communicate very often with my friends on social networks
	2. Overall, I feel very important among my friends on social networks
	3. Overall, I feel very close to my friends on social networks
	4. Overall on social media I usually interact with everyone
Sources	(Chu and Kim 2011; Levin Cross and Abrams, 2011)
Variable	**Shared Language**
Indicator	1. My friend on social networks general terms or unique jargon on social media sites
	2. My friend in social media uses communication patterns that are easy to understand during discussions

	3. My friends on social media use understandable language to post messages or articles
Sources	(Chiu et al. 2011)
Variable	**Self-Disclose**
Indicator	1. I reveal my facts to my friends on social networks
	2. I express my emotions to my friends on social networks
	3. I express my thoughts to my friends on social networks
Sources	(Chu 2011)
Variable	**Innovation**
Indicator	1. On social networks, I am among the first among my friends to buy some products when they appear
	2. On social networks, I am among the first among my friends to find out the names of the latest new products
	3. I will get new products online even though I haven't tried it
	4. I want to get a new product online before someone else does it
Sources	(Sun et al. 2006)

Source: Primary Data, 2019

Data analysis method

Research analysis methods include descriptive analysis which includes the analysis of respondent characteristics and analysis of research variable items, as well as inferential analysis using the Structural Equation Model (SEM).

4. RESULTS

Prior to descriptive and inferential analysis, initial research was conducted on 30 respondents, to test the validity and reliability of the instrument, and the results showed all items were valid and reliable. Next, a validity and reliability test of 204 respondents was conducted with all valid and reliable results. The results of the descriptive and inferential analysis are as follows:

Table 2. Profile of Respondents

| **Characteristics**	**Category**	**Frequency**	**Percentage**
Gender	Male	105	51.5
	Female	99	48.5
Age	< 20	78	38.5
	20 - 30	126	61.8
Occupation	Student	73	35.8
	College student	127	61.8
	Warnet Operation	1	0.5
	Employee:	2	1.0
Total		204	100

Source: Primary Data, 2019

Based on the data in Table 2, it appears that the majority of respondents were male (51.5%), aged between 20 to 30 years (61.8%), and positioned as college students (61.8%). While the results of descriptive analysis of the item indicator variable, it appears the average assessment results indicate agree (Table 3 to Table 8).

Table 3. Descriptive Analysis of e-WOM Variable Indicators

Indicators	Mean	Information
I often invite friends through social media to buy products that I like.	4.5	Agree
My friend buys items that I recommend through social media	4.2	Agree
I often influence my friend's opinion on a product through social media.	4.4	Agree
My friend often asks for my opinion on a product through social media.	4.5	Agree
I am often asked for opinions regarding a product by my friend on social media.	4.2	Agree
I often discuss with friends through social media related to new products that emerge	4.3	Agree
I often ask friends for opinions through social media related to new products, before I buy it	4.4	Agree
I feel confident in the new product that I bought on the recommendation of a friend through social media.	4.4	Agree
consult with others through social media to help me choose new products.	4.4	Agree
I like to see and look for reviews of people who have used a new product first through social networks.	4.78	Agree
often look for negative reviews about new products on social media before I buy them	4.75	Agree
I tend to seek advice from friends through social media about new products that fit me.	4.24	Agree
When I receive product-related information from friends, I will pass it on to others through social media.	4.0	Agree
like to share interesting information about products from one social media group to another	4.0	Agree
I tend to pass on positive reviews of a product from my friends, to other friends through social media.	4.2	Agree
I like to forward negative reviews from my friends about products on social media.	4.0	Agree
Means	4.32	Agree

Source: Primary Data, 2019
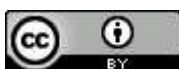
Table 4: Descriptive Analysis of Indicators of Trust Variables

Indicators	Mean	Information
I trust my friends on social media	4.2	Agree
I am confident in my friends on social media	4.1	Agree
Most of my friends on social media can be trusted	4.1	Agree
I am sure to discuss with my friends through social media.	4.3	Agree
Means	4.17	Agree

Source: Primary Data, 2019

Table 5. Descriptive Analysis of Indicators of Tie Strength Variables

Indicators	Mean	Information
I often communicate with friends through social media	4.5	Agree
I feel it's important for my friends on social media	4.3	Agree
I feel close to my friends on social media	4.3	Agree
I often interact with other people through social media	4.4	Agree
Means	4.37	Agree

Source: Primary Data, 2019

Table 6. Descriptive Analysis of Indicators of Shared Language

Indicators	Mean	Information
My friends on social media often use unique abbreviations to communicate.	4.2	Agree
My friend in social media uses communication patterns that are easy to understand.	4.4	Agree
My friend in social media uses language that can be understood in posting content or messages.	4.3	Agree
Means	4.3	Agree

Source: Primary Data, 2019

Table 7. Descriptive Analysis of Indicators of Self Disclosure

Indicators	Mean	Information
I prefer to reveal facts through social media	4.4	Agree
I vent my emotions through social media.	4.4	Agree
I express ideas and inspiration through social media.	4.1	Agree
Means	4.3	Agree

Source: Primary Data, 2019

Table 8. Descriptive Analysis of Innovation Variable Indicators

| Indicators	Mean	Information
I was among the first among my friends on social media to buy new products.	4.2	Agree
I am among the first to know the name of a new product on social media.	4.0	Agree
Iwill buy a new product online even though I haven't tried it.	4.2	Agree
I want to buy a new product online before someone else buys it.	4.2	Agree
Means	4.1	Agree

The results of the analysis of the hypothesis test with SEM are shown in Table 9 which shows the results of several supporting the proposed hypothesis.

Table 9. Results of SEM Analysis

Hypothesis	Standardized Regression Weights	CR	P Value	Status
The Tie Strength → Trust	0.600	5.773	0.001	Supported
Shared Language → Trust	0.209	2.194	0.028	Supported
The Tie Strength →Shared Language	0.727	9.321	0.001	Supported
Trust → e-WOM	0.442	5.458	0.001	Supported
The Tie Strength -> e-WOM	0.242	2.372	0.018	Supported
Shared Language → e-WOM	0.103	1.402	0.161	Not Supported
Self-disclosure →e-WOM	0.243	3.607	0.001	Supported
Innovation → e-WOM	0.007	0.109	0.913	Not Supported

H1: The tie strength felt by social media users has a positive effect on the level of trust.

The results of the H1 hypothesis test were accepted. This supports what was stated by Granovetter (1985) that an interaction that is established intensively and continuously through social media will foster a strong tie strength and will lead to a strong relationship of trust. This intense interaction will also foster a consumer's participation in reviewing and arguing for a product that is discussed online, which in turn will create a strong sense of trust between fellow social media users (Rofiq 2007). This result is reinforced by the findings in the descriptive analysis of the strength of relationships in Table 5 which shows the highest average in the rating "I often communicate with my friends through social media" So it can be concluded that at this time the average person more often communicates with friends or relatives through social networking media. This is in line with the processing of the trust variable indicator items "I am sure to discuss with my friends through social media" (Table 4). This shows that the behavior of social media users trust their interlocutors in communication. So that communication on social media needs to be a concern especially for the distribution of advertising

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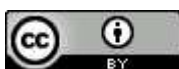
information from companies or through e-WOM. This finding is also supported by other research which also found that the dimensions in social capital theory influence each other (Wang et, all 2016). In addition, Tsai & Ghoshal (1998) stated that the dimension of social capital in which there is an interaction that occurs intensely and continuously will result in a high level of trust of someone involved in an interaction. This supports the finding that the strength of relationships in social media has a positive influence on the level of trust.

H2: Shared language among social media users has a positive effect on the level of trust

From the H2 hypothesis test results are accepted, so that the share language in social media interactions refers to the abbreviations, and everyday language that is often used, will affect the audience in interactions on social media (Lesser & Storck, 2001). So that each social media user who has the same language usage characteristics, will feel more attached and have a strong relationship with friends or idols on social media (GetCraft 2018). This finding is also supported by other findings which say that in social capital theory, the level of shared language used daily in interacting, will affect the level of trust of someone invited to communicate through social media (Wang et al. 2016). In addition, other findings also indicate a positive influence on the existence of good social interaction with language that is easily understood and will increase the confidence of fellow users involved in the interaction (Tsai & Ghoshal, 1998).

The facts obtained in the descriptive analysis also indicate that respondents are more interested in an online discussion with the language and topics they like and understand. This is assumed based on the acquisition of the highest average in Table 6 with a score of 4.4 on the indicator statement "My friend in social media uses communication patterns that are easy to understand".

H3: The tie strength between social media users has a positive effect on the shared languages they use.

Hypothesis H3 test results are stated as acceptable so that it can explain that intensive social interaction through social media will trigger social relations and good communication (Tsai & Ghosal, 1998). Because social interaction itself is a basic human need as a social creature, the interaction that occurs intensively will lead to the strength of a strong relationship between the social media users involved (Thomas and McDonagh, 2013). Social interaction that is intensively intertwined will influence the users of the social media involved in it to share a variety of unique jargon or slogans. So that users will easily understand ideas and ideas through the slogan or jargon effectively (Reysen, et. All 2010). This finding is also supported by Wang et al (2016) that there is an influence of social interaction that occurs on the delivery of information (Wang et al 2016), this happens because each individual has the same language in interacting so it is easy to understand (Reysen et all 2010). This result is supported by the results of a descriptive analysis which states the highest rating for "I often interact with other people through social media" (Table 5) and Table 6 which show statements about "My friends in social media use communication patterns that are easily understood".

H4: The trust of social media users to other social media users has a positive effect on the running of e-WOM through social media

Based on the results of the hypothesis test H4 declared acceptable. This means that in exchanging information about a product, in this context the e-WOM process is needed by a person's willingness to be able to trust the statements or opinions of others (Moorman et al, 1993). With trust, an individual will be able to make choices about a product based on information they trust (Pigg and Crank, 2004). This finding is also supported by other findings that find that there is a significant influence of a trust that has been built up in social circles, in social media on the nets of information on a product or e-WOM promotion and increasing consumer buying interest for a particular product (Aviriyanti, et all 2018).

So it can be concluded that at this time the behavior of social media users has changed so that now people already feel confident and can accept the communication that occurs indirectly. This is consistent with the acquisition of a descriptive analysis of the trust variables in the section in Table 4 that the highest average respondent agrees with the question "I am sure to discuss with my friends on social media" which indicates that now someone can accept and trust someone who communicates even though not face to face directly.

H5: The tie strength between social media users and other social media users has a positive effect on the functioning of e-WOM through social media.

The H5 hypothesis is declared acceptable, so it can prove that the tie strength that are strongly interwoven in social media can improve the quality of information related to a product can be disseminated (Lesser & Storck, 2001). In its current development every individual who needs information related to a product will look for as much information in his social circle where a person already has a strong attachment (Granovetter, 1973). So the tie strength that occurs in social media will improve the quality of communication that will cause an information can be channeled properly, and affect someone in making a purchase decision. (Gilbert and Karahalios 2009). This finding is also supported by other research which found that consumers with a high level of attachment will be able to influence the point of view of a product, and recommend it to friends and family in making purchasing decisions (Writz & Chew 2002). In addition, positive results between the tie strength that occur in social media also indicate a significant influence on the success of promotion through e-WOM (Wang et., All 2016).

Indications that occur at this time are someone tends to look for reviews of other people who have used and tried new products, rather than someone trying it first before they see the impressions and comments of others on social media. This is reinforced from the results of the descriptive analysis in Table 3 which shows the highest value for the statement "I like to see and look for reviews of people who have used a new product first through social networks".

H6: The shared language used by social media users has a positive effect on the functioning of e-WOM.

Based on the results of the hypothesis test H6 declared rejected, so it can not prove that the occurrence of e-WOM is a result of shared language that occurs among social media users (Lesser & Strock, 2001). Literally the shared language is a way of how one communicates with others (Lesser & Strock 2001). Although good communication occurs, with good language will foster a subjective norm, but will not cause someone to

make a purchase decision or purchase intention (Dwyto, 2015).. Without the same emotional attachment or passion with others, it will not affect the creation of purchasing decisions (Kertajaya, 2017). This finding is also supported by other studies that found a negative influence between the shared language used does not significantly affect a person's buying interest in a product through e-WOM promotion (Wang, et. All 2016)

H7: The self – disclosure of social media users has a positive effect on the functioning of e-WOM.

Hypothesis H7 is accepted. So that it can prove that the behavior of someone who is willing and willing to express impressions and messages is a mechanism for building relationships (Altman & Taylor, 1973). With the willingness to express a message or impression of the product without any tendency in marketing, it can encourage a buying interest from consumers for a product (Joinson, 2001). This finding is supported by previous research which found that self-disclosure related to one's personal information will have an impact on the good quality of communication of a product in influencing consumer buying interest for a product (Rheingold, 1993).

Current behavior of social media users tends to express their feelings related to facts experienced or obtained, or feelings in the form of emotions they are feeling. This is consistent with the acquisition of a descriptive analysis score of self-disclosure variables in Table 7 which shows that respondents tend to somewhat agree with the statement "I prefer to express facts through social media" and "I vent my emotions through social media".

H8: The innovative social media users have a positive effect on the functioning of e-WOM.

From the results of the hypothesis test that has been carried out H8, declared rejected. So it can not prove that the ease of access to information about a new product and the desire to find information related to new products that arise, can influence the purchase decision of a product by consumers (Flynn et all, 1996). Consumers prefer to find out about these new products through advertisements that are distributed by product manufacturing companies. But without a review and a review from someone who feels close or trusted, it can not influence the prospective consumer's purchasing decisions.

5. CONCLUSION AND SUGGESTION

This research develops from two basic theories related to social capital and self-determination, the results of which can be concluded as follows:

The tie strength on social media influences trust, so the broader the tie strength that occurs in social media will affect the high level of trust of social media users. The shared language in social media influences trust, so in general the easier it is for someone to communicate through social media, it will affect the high level of trust of social media users. The tie strength in social media influences shared language, so it can show that social interaction that occurs intensively through social media will affect the use of language used by social media users in communicating. Trust influences eWOM, so in general it can be concluded that the trust of social media users towards other social

media users, influences the occurrence of information exchange, which can succeed the course of e-WOM in social media.

The tie strength on social media influences e-WOM. The closer the strength of the relationship will trigger the use of e-WOM more intensively. Shared Language has no effect on e-WOM. So that shared language and the style of language used by social media users in their interactions, does not affect the increase in purchasing decisions so that e-WOM can't be done properly. Self-disclosure affects e-WOM. So it can be concluded that a person's willingness to express his heart about a product without any tendency will affect the smoothness of information on a product can be distributed to others through social media. Innovation has no effect on e-WOM. Thus, easy access to information about a new product and consumer interest in knowing related information new products that arise, can't influence the purchase decision of a product by consumers.

The suggestions from the results of the study are as follows:
Marketers can filter communication on social media by sifting through information and grouping the information into a discussion group that has the same goal direction among participants, so that it can increase the sense of confidence of the social media users involved. Marketers in the future can pay more attention to the context of the products offered by the reality that occurs in on-line interactions. In order to adjust the language used so that it is easily understood and trusted as accurate information. This can be done by creating a short message facility that is easy to use in e-commerce or in a buying and selling service so that consumers can easily access all the information needed. Marketers can pay more attention to the interactions that are involved in an online communication. By observing these interactions, the right market strategy can be carried out and implemented to attract consumers to believe what is conveyed through online media. By using languages that are commonly heard, so that later the majority of social media users will be more interested and willing to do social interactions so that the strength of a better relationship is created.

6. Acknowledgement

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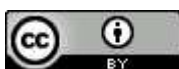
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