

Communication Patterns in Thrifting Transactions at Pasar Senen, Jakarta

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ABSTRACT

The recent rise of thrifting, driven by the expansion of digital media, has become a widespread phenomenon. This study explores the interpersonal communication patterns involved in thrifting transactions at Pasar Senen, Jakarta. Specifically, it examines how communication between buyers and sellers facilitates transactions and identifies communication barriers. Using a descriptive qualitative approach, data were collected through interviews, observations, and documentation. The findings reveal that both verbal and non-verbal interpersonal communication are employed during transactions. The dominant pattern is primary communication between buyers and sellers, while a secondary pattern occurs among sellers via WhatsApp groups used to share information and report facility issues in the market. In conclusion, effective verbal and non-verbal communication enables successful transactions, supported by coordinated seller communication regarding market operations.

Keywords: Communication pattern, Interpersonal Communication, Thrifting, Transaction

1. INTRODUCTION

In this day and age *Fashion* is one of the trends or styles of dress and lifestyle that is never separated from daily life in social life, *Fashion* It is very closely related to the lifestyle that is being favored by many people, especially in clothes. Andrew (2019) say *Fashion* has become an important part of the style, trends and daily appearance of society. *Fashion* has the meaning of a fashion whose life does not last long, whether it concerns the style of language, behavior, hobbies of a certain model of clothing (Widia et al., 2021).

Fashion is considered as a form of a person's self-identity in a social group, at first *Fashion* only functions as a covering for the human body, but with the rapid development of the times *Fashion* began to change functions to become a person's identity in society (Syahputri & Marliyah, 2023).

Globally, the data provider Statista said that the market value of clothes *thrifting* reached US\$96 billion in 2021, or around IDR 1,463.6 trillion at an exchange rate of IDR 15,246 per dollar. This value is projected to increase further in the coming years, in 2022 it is estimated that the value will grow to US\$119 billion or around IDR 1,814.27 trillion, then in 2023 and 2024 it will be US\$141 billion (IDR 2,149.68 trillion) and US\$168 billion (IDR 2,561.32 trillion) respectively. (Harini, 2023).

According to the central statistics agency (BPS), the condition of the Indonesian economy is in bad condition, the Indonesian economy in the first quarter of 2021 compared to the first quarter of 2020 experienced a growth contraction of 0.74 percent (y-on-y).

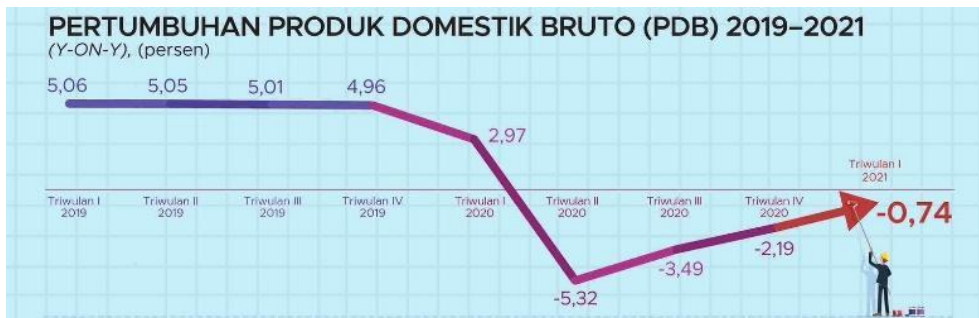


Figure 1. Indonesia's Domestic Product Growth in the 2019 - 2021.

Source: bps.go.id

This, of course, also affects the economic condition of its citizens, the Indonesian economy which is not doing well makes all people affected so that they have to rack their brains to be able to meet their living needs, both primary and secondary needs.

To meet their needs for clothing, people must be smart to find ways to make their desire or desire to change clothes every day fulfilled, but not cost a lot. Shopping for new clothes at the *mall* requires a person to spend more, especially since the money can be used for other purposes such as paying for school, paying electricity bills, and paying for other primary needs. With the presence of *the thrifting* phenomenon in Indonesia, especially in spite of government regulations that prohibit this activity because it is considered unhygienic and can cause disease, *thrifting* is very helpful for people to meet their secondary needs.

Phenomenon *thrifting* can be a solution for those who want to look fashionable with *Style* eccentric, by shopping for clothes but at a much cheaper price than the price of new clothes, with *thrifting* It can be more fashionable, and with *thrifting* can get the goods *Branded* at an affordable price (Puspita, 2020). When compared in terms of the price of used clothes, it does have a much cheaper price than new clothes, various kinds *fire* such as GAP, Zara, and H&M are priced at only IDR 35,000 if you are lucky (Fadilah, 2022).

Products that are marketed or sold have several categories, each category has a different price, *Grade A* or what is commonly called among head goods traders. The head item in question is an item or clothing derived from *fire* famous such as Stussy, ADLV, Carhatt, Nike, Stone Island, Dr Martens shoes and many more. Next category *Grade B* or commonly called body goods such as Uniqlo, H&M, Gap, Vans shoes and many more. Next category *grade C* or what is commonly called footwear, usually goods or clothes of this category do not have *fire* and sold at a very affordable price. Product condition *thrifting* What is offered is very diverse, starting from the condition of 50% still good, 90% of the goods are like new, and there are even those that are 100% still in good condition because they have never been used and usually the brand label is still attached (Sari, 2022). The better the condition of a used garment, the more expensive the price offered, and the products *thrifting* that are rare and have high historical value, usually the price offered is getting more expensive, such as products that are only produced for a certain period of time and are not reproduced, as well as products that are only produced for a certain period of time, and products that are not reproduced *thrifting* Belonging to a famous celebrity or artist (Sari, 2022)

Shopping for used clothes or *thrift* Indirectly also contributing to protecting the environment from textile waste caused by the production of new clothes, the textile industry is one of the industries that contributes the second most water and gas pollution after the petroleum industry (Defitri, 2022). According to the Central Statistics Agency (BPS) in 2019 this industry (textiles) experienced a fairly high growth of around 15.29% (Defitri, 2022). In Indonesia, the production of textile waste for clothing has a significant figure, out of about 33 million tons of clothing produced every year, almost one million tons of textile waste is wasted in the environment (Defitri, 2022). Clothing waste is not only generated from industrial activities but also results from the lifestyle of people who throw away used clothes, this is in line with research data owned by YouGov which noted that around 66% of adults throw away at least one of their clothes per year and about 25% throw away at least more than 10 clothes per year. In addition, as many as 41% of millennials in Indonesia are also consumers of products *Fast Fashion* which contribute to the potential for more garment waste (Defitri, 2022)

The relationship between *thrift* and interpersonal communication is in a transactional context, when a person wants to shop, whether shopping for used clothes or shopping for other things, they automatically carry out interpersonal communication between themselves and the merchant in the form of bargaining for the price of used clothes. Communication patterns are a process carried out by certain individuals or groups in the communication process, the purpose is to convey messages and to influence communicators, Interpersonal communication has a pattern that connects communicators with communicators. The relationship between communication patterns and *thrift* is in the transactional context of how the seller can convey his message to the buyer and how the seller can influence the buyer

Based on field observations conducted by the researcher, the researcher sees that there is an interpersonal communication process between sellers and buyers as a transactional process in Pasar Senen Jakarta, interpersonal communication is needed in buying and selling activities, especially between sellers and buyers in order to get a transaction agreement (Lengkey et al., 2019).

Based on the above background which explains how the *thrift phenomenon* is , the researcher formulated the following research problems:

1. What is the pattern of interpersonal communication in *thrift product transactions* in the Senen Jakarta market.
2. What are the obstacles to interpersonal communication patterns in *thrift product transactions* at Pasar Senen Jakarta.

RESEARCH OBJECTIVES

Based on the research questions above, the researcher has the following objectives in his research:

1. To identify how the pattern of interpersonal communication in *thrifting product transactions* at Pasar Senen Jakarta.
2. To find out what are the obstacles to interpersonal communication in *thrifting product transactions* at Pasar Senen Jakarta.

2. METHODS

This research uses a qualitative approach, according to Moleong (2016) Qualitative research is research that intends to understand the phenomena of what the research subject experiences, such as behavior, perception, motivation, actions, and so on, holistically and by way of description in the form of words and language in a special natural context and by utilizing various natural methods. Qualitative research is a scientific research that aims to understand a phenomenon in a social context naturally by prioritizing the process of deep communication interaction between the researcher and the phenomenon being studied (Herdiansyah, 2010).

Based on the explanation above, the researcher understands that qualitative research is used in research problems that do not look for numerical data, but rather seek an in-depth explanation of a phenomenon. In-depth data collection can be done through observation, interviews, and direct observation so as to produce descriptive data or objective data from a person or informant. This study uses a descriptive research method. Descriptive research is a research method that seeks to describe the subject being studied thoroughly (Zellatifanny & Mudjiyanto, 2018).

Because this study will explore data from individuals regarding their interpersonal communication patterns when transacting thrifted products, the researcher has the following informant criteria:

1. Sellers of secondhand clothing, whether shirts, hats, pants, or shoes.
2. Sellers with unique items.
3. Sellers at Senen Market, Jakarta.
4. Consumers who shop for thrifted products at Senen Market, Jakarta.

In this study, the researcher wants to obtain data on Interpersonal Communication Patterns in Thrifting Product Transactions in Pasar Senen Jakarta, therefore in order to get the desired data, the researcher uses 5 research subjects consisting of 2 informants of *thrifting sellers* in the Senen Market and 3 informants of buyers or consumers of *thrifting goods*. The data needed in this study was obtained through several methods, namely observation, interviews, and documentation. The profile of the informants of this study is as follows:

Table: Research Informant Data

Yes	Name	Initial name	Status	Information
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1	Joe Slamet	JS	Seller	1 reported
2	Denny	D	Seller	2 reported
3	June	J	Buyer	3 reported
4	Fauzi Zikri	FZ	Buyer	4 reported
5	Bima	B	Buyer	5 reported

Then, The Techniques of Data Analysis is Data Collection, Data Reduction, Data Presentation, and Conclusion. The Techniques of Data Validity is Data Triangulation, spesifically in Triangulation of Source. The time in this research has a period of 5 months, from February to June 2023 and the research conducted by the researcher is located at Pasar Senen Jakarta, Jalan Kramat Bunder 1 (Jl. Stesen Senen), Central Jakarta, Jakarta 10450, Indonesia

3. RESULTS AND DISCUSSION

1. Implementation of The pattern of interpersonal communication in Transaction of Thrifiting Product

The pattern of interpersonal communication is essentially a form of relationship between the process of sending and receiving messages between two or more people so that the message intended by the sender can be understood well and is also a way to influence the communicator. Interpersonal communication activities can occur anywhere, whether at stations, schools, offices, or in crowded places. Likewise in Pasar Senen Jakarta, interpersonal communication occurs between sellers and buyers every day, buying and selling activities at Pasar Senen become a means of them communicating, interpersonal communication patterns occur in Pasar Senen Jakarta between sellers and buyers during the process of clothing transactions *thrifiting*, Verbal and non-verbal communication is present when the interaction process takes place between the seller and the buyer. The process of delivering messages takes place face-to-face using verbal communication that produces a verbal message to the interlocutor. Non-verbal communication is present to convey messages that are not in the form of words, but in the form of facial expressions, body movements and voice intonation.

The delivery of messages in interpersonal communication from sellers in particular, in addition to verbal language can be in the form of goods being sold, if the goods hung above have a different price than the goods sold below, based on field observations conducted by researchers if the goods or clothes to be sold are usually goods or clothes that have been sold for a long time *display* in the store and has not sold for a long time, then the item will be placed under the floor with a bucket container then displayed outside the store, if the item is a garment then it will be hung in front of the store with a sale price board on it. Products that are marketed or sold have several categories, each category has a different price, *Grade A* or what is commonly called among head goods traders. The head item in question is an item or clothing derived from *fire* famous such as Stussy, ADLV, Carhatt, Nike, Stone Island, Dr Martens shoes and many more. Next category *Grade B* or commonly called body goods such as Uniqlo, H&M, Gap, Vans shoes and many more. Next category *grade C* or what is commonly

called footwear, usually goods or clothes of this category do not have *fire* and sold at a very affordable price. Based on field observations conducted by researchers, usually goods with categories *Grade A* or head goods will be sold faster to consumers and have a fairly expensive price because of the quality and *fire* of such items as Dr Martens, Stone Island, Carhatt, Stussy, shoes, and are displayed separately with the items category *Grade B* and *C*. Then the goods with *Grade B* or body goods will be sold at a slightly more affordable price than head goods, and in the display below to distinguish which is head goods and which are body goods. While foot goods or goods with the category *Grade C* will be sold at a very affordable price and usually goods in this category will be sold on sale.

One of the factors that affects the interpersonal communication process is the sense of honesty from the communicator, in this context the seller. The way the seller influences buyers to buy his product is by giving the impression of trust to the buyer, by explaining the goods to the seller, starting from the name *fire*, as long as *fire* And the seller provides an explanation of the new price of the item and the used price, so that a price comparison arises from the buyer in addition to that so that the buyer does not feel deceived about the item he bought. In addition to providing an explanation of the product, the seller also invites its consumers to try or *Fittings* items that he will buy. And also the seller gives the price *Special* to consumers who have made transactions more than once. According to the results of an interview conducted by the researcher with one of the second-hand sellers at Pasar Senen Jakarta, that he did this method to make buyers feel comfortable and safe when buying his products, and as a way to influence potential consumers to buy his products.

Based on the way the seller delivers the message to the buyer directly without the media being the means of delivering the message, the researcher concludes that the communication pattern that occurs between the seller and the buyer when transacting the product *thrifting* is the primary communication pattern. The primary communication pattern occurs between the buyer and the seller when the negotiation process takes place, the seller provides information on the price of an item then the buyer conducts a bargaining process on the item, the primary communication pattern occurs not only during the bargaining process but when the buyer asks about the availability of an item *thrifting* to the seller.

The communication process that occurs at Pasar Senen is not only between sellers and buyers, but there is a communication process between sellers who are members of a *Group* named “Pedagang Pakaian Pasar Senen” (P3S), the communication that is established in it is only about reporting on the state of facilities at Pasar Senen, if there are damaged facilities it will be reported to the party managing Pasar Senen so that it can be followed up.

The communication that is established and formed in the group is only about complaints to the manager of the senen market if there are damaged facilities, such as dead air conditioners, *elevator* jams, and other damages. And in the group it is not allowed to promote its merchandise, this also happens if there is an item that is not available in a store or kiosk, then the seller cannot contact other sellers to provide the item. So it can be said that used clothes sellers, especially in Pasar Senen Jakarta block III, they set up shops or stalls independently, are not tied to others, and they cannot contact other sellers if the inventory of goods in the store runs out. Because the goods they sell are not from *Supplier* Equally, this certainly affects the quality of the product.

2. The Barriers of interpersonal communication in *thrifting* product transactions at Pasar Senen Jakarta.

In the communication process there are various obstacles or obstacles, the communication process in the nature of product transaction activities *thrifting* In Pasar Senen Jakarta, there are also disturbances that hinder communication between sellers and buyers. After conducting interviews with the informants, the researcher can analyze that the obstacles to interpersonal communication in product transactions *thrifting* In Pasar Senen there are 2 obstacle factors, the researcher will describe as follows:

First, physical barriers, according to DeVito (2013), physical barriers are a disturbance that occurs outside of communicators and communicators. The physical obstacle comes from the state of the place where the transaction takes place, namely Pasar Senen, at a time when Pasar Senen is crowded with crowded visitors, voices *emergency calls* which is disruptive and also at the same time as other sellers selling merchandise, making traders experience disruption and difficulties when the transaction and negotiation process takes place.

Second is psychological barriers, according to DeVito (2013) psychological barriers are mental disorders between communicators or communicators that include high emotions, daydreaming, negative judgment, and narrow thinking. This barrier is related to prejudice between the sender and receiver of the message, in communicators psychological barriers occur due to the tendency of prejudice that communicators have towards each other or towards the message, while in communicators obstacles are due to indifferent tendencies, closed minds, misinterpretations and narrow thinking that produce wrong meanings. This psychological barrier occurs in consumers who have narrow thinking or lack of knowledge and understanding of a product *thrifting*.

4. CONCLUSION

Based on the results of data collection conducted by the researcher, the researcher concluded all the results of the research as follows:

1. The communication pattern that exists between the seller and the buyer is the primary communication pattern, besides that it is also included in the assertive communication style because the communication that is established between the seller and the buyer when the *thrifting* product transaction process takes place face-to-face and uses verbal and non-verbal communication.
2. Communication between traders uses a secondary communication pattern, the communication process between traders who are members of the *whats app* group called “Pedagang Pakaian Pasar Senen” (P3S), this communication process aims to coordinate with each other between traders if there is damage to the facilities in Pasar Senen, so that they directly report to the management of Pasar Senen.
3. There are two obstacles when the process of conveying messages that occur in interpersonal communication during the transaction process *of thrifting* products at Pasar Senen Jakarta: physical barriers, the very crowded condition of Pasar Senen

makes the delivery process between sellers and buyers disrupted, psychological barriers, this obstacle occurs because of consumers' misunderstanding of *thrifting goods*. According to many people, second-hand goods are goods that are cheap, but this is not the case, it all depends on the brand or *brand*.

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