

DIGITAL COMMUNITY MARKETING COMMUNICATION ON PLATFORM X: A STUDY CASE ON MURAH-MURAH COMMUNITY MARKETING

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Abstract

The nature of interactions in the context of digital communication, or social media, is characterized by its increasing complexity, resulting from the ability to engage numerous individuals simultaneously in a virtual environment. In this context, online communities have emerged as a compelling arena for the study of social dynamics, including the dynamics of digital community-based communication. This study analyses the digital community marketing strategies employed by Murah-Murah in order to build and maintain a loyal member base. The present study is predicated on four fundamental pillars: The factors to be considered include consumer trust, brand awareness, engagement with consumers, and long-term relationships. The study determined that Consumer Trust constitutes a fundamental basis, predicated upon the transparency of interactions and the administrator's proactive protection mechanism, thereby engendering a trustworthy environment conducive to buying and selling. The Murah-Murah X Community has demonstrated a robust brand awareness, exhibiting a substantial and accelerating growth trajectory. This growth is primarily driven by the community's core values of saving and sharing, which have been a primary catalyst for its widespread recognition. Engagement with consumers is effective through attractive and honest product presentation, unique item offerings, easy and secure shopping processes, and because it is directed towards trusted e-commerce platform transactions. The strategic implementation of these pillars is instrumental in fostering long-term relationships, with the objective of transitioning new customers into a state of brand loyalty and becoming advocates within their respective communities. In summary, the Murah-Murah community on platform X has effectively solidified its standing as a preeminent digital marketplace through a distinctive integration of communication, transparency, proactive security measures, a consumer-centric approach, and the cultivation of enduring relationships.

Keywords: Digital Communication, Community based-marketing, Platform X

Abstrak

Sifat interaksi dalam konteks komunikasi digital, atau media sosial, ditandai oleh kompleksitasnya yang semakin meningkat, yang disebabkan oleh kemampuan untuk melibatkan banyak individu secara bersamaan dalam lingkungan virtual. Dalam konteks ini, komunitas online telah muncul sebagai arena yang menarik untuk studi dinamika sosial, termasuk dinamika komunikasi berbasis komunitas digital. Studi ini menganalisis

strategi pemasaran komunitas digital yang diterapkan oleh Murah-Murah untuk membangun dan mempertahankan basis anggota yang loyal. Studi ini didasarkan pada empat pilar fundamental: Faktor-faktor yang perlu dipertimbangkan meliputi kepercayaan konsumen, kesadaran merek, keterlibatan dengan konsumen, dan hubungan jangka panjang. Studi ini menyimpulkan bahwa Kepercayaan Konsumen merupakan dasar fundamental, yang didasarkan pada transparansi interaksi dan mekanisme perlindungan proaktif administrator, sehingga menciptakan lingkungan yang dapat dipercaya untuk berbelanja dan berjualan. Komunitas Murah-Murah X telah menunjukkan kesadaran merek yang kuat, dengan pertumbuhan yang substansial dan terus meningkat. Pertumbuhan ini didorong oleh nilai inti komunitas, yaitu berhemat dan berbagi, yang menjadi katalis utama pengakuan luasnya. Interaksi dengan konsumen efektif melalui presentasi produk yang menarik dan jujur, penawaran barang unik, proses belanja yang mudah dan aman, serta karena diarahkan pada transaksi platform e-commerce yang terpercaya. Implementasi strategis pilar-pilar ini berperan penting dalam membangun hubungan jangka panjang, dengan tujuan mengubah pelanggan baru menjadi loyal terhadap merek dan menjadi duta merek di komunitas masing-masing. Secara ringkas, komunitas Murah-Murah di platform X telah berhasil memperkuat posisinya sebagai pasar digital terkemuka melalui integrasi unik antara komunikasi, transparansi, langkah-langkah keamanan proaktif, pendekatan berorientasi konsumen, dan pembinaan hubungan yang berkelanjutan.

Kata kunci: Komunikasi Digital, Pemasaran Berbasis Komunitas, Platform X

INTRODUCTION

In August of 2022, X introduced a new feature, entitled "Communities." Communities are defined by their affiliation with a social group comprising individuals who share commonalities or similar interests. In addition to its role as a medium for social interaction, social media has emerged as a remarkably effective platform for commercial activities. Numerous companies employ social media as a tool to promote their products or services, establish brand recognition, and engage directly with consumers. Online communities, characterized by their dedicated following, represent a compelling target market for commercial entities. The accelerated proliferation of online communities has engendered virtual spaces wherein individuals can establish connections with others based on shared interests and values. This phenomenon has the potential to profoundly alter the fabric of social interaction and to generate novel avenues for commercial enterprise.

Platform X offers a service that facilitates the formation of groups comprising users who share common interests and ideologies. One notable example is the "Murah-Murah Community." The formation of this community occurred on March 22, 2024. At the time of this research, the membership of the community had reached 313,000 individuals. The genesis of this community is predicated on the advent of e-commerce, a phenomenon that has precipitated a paradigm shift in the sociocultural landscape of shopping. Within this community, users have the capacity to engage in the exchange of goods and services at reduced costs.

The "Murah-Murah Community" attracts a diverse range of individuals, including office workers seeking affordable purchases and college students aiming to reduce expenses. A commonality exists among the parties in question: the aspiration to procure goods and

services at competitive prices. Community members consistently seek optimal prices, whether for high-quality pre-owned merchandise or cost-effective new items. The "bargain-bin" community facilitates direct interaction between buyers and sellers, allowing for price negotiations and in-depth product discussions. It has been demonstrated that customers who feel well treated and valued exhibit a greater propensity to demonstrate loyalty and engage in repeated transactions. The confidence that this engenders encourages shoppers to experiment with new products from sellers in whom they have confidence. A more enjoyable shopping experience can be achieved through warm and direct interactions. This fosters a sense of community and connection among consumers, enhancing their perceived value of the products and services offered.

Irawan (2019) posits that community-based marketing engenders a typology model, which demonstrates that various commonalities—such as the similarity of brands consumed, shared interests, professions, and certain conditions—determine the formation of community-based marketing communities. The study was conducted by Geminia and Ònareilly (2021) posit that independent labels, also known as independent music labels, emerge from communities that share analogous interests and musical preferences. These communities often establish robust relationships with the labels. The degree to which fans are connected to their preferred indie musicians and their community has a direct impact on their propensity to serve as ambassadors or advocates for the sustainability of indie music within the broader music scene.

In the context of contemporary marketing methodologies, community marketing has been defined as a strategic marketing approach aimed at fostering connections and engagement among existing customers, as well as among customers and potential customers within a community, through the orchestration of diverse activities (Bryan in Irawan, 2019). In the context of online communities, the presence of inappropriate or excessively promotional content can lead to a disruption in social interactions and a sense of discomfort among community members. Furthermore, communities may face reputational risks in the digital domain. The speakers placed significant emphasis on the necessity of maintaining organizational consistency in both messages and actions, a strategy that is intended to cultivate consumer trust. Consequently, advertisers must meticulously craft and implement nuanced, targeted strategies to deliver advertising messages to these communities.

In the process of designing advertisements, advertisers must pay close attention to the needs and characteristics of the existing audience. This allows them to ensure that the messages conveyed are more readily accepted and attract the desired attention. The advertisement must convey relevant and useful information, while also being capable of arousing the interest and emotions of the audience. This is of paramount importance so that the advertisement can persuade community members to not only remember the message, but also be moved to take the desired action, such as making a purchase, registering, or participating in other activities. When executed effectively, a strategic approach by advertisers can foster more robust and impactful relationships with the community, thereby yielding optimal outcomes. Despite the plethora of studies conducted on marketing communications (see Ana et al., 2024; Azmia et al., 2023; Geminia &

Onareilly, 2021), there is a paucity of research examining marketing communications in communities on social media. The objective of this research is to address this lacuna by examining marketing communication patterns within the Murah-Murah Community.

X facilitates more in-depth and meaningful discussions, allowing users to articulate their opinions through its various features. The act of communication facilitates the establishment of closer relationships, the expansion of social networks, and even the formation of communities that share common interests. In the contemporary digital age, effective interaction with others is paramount. In contemporary society, the pursuit of meaningful relationships has superseded the pursuit of mere recreation. It has been established that positive and healthy social relationships are essential for one's psychological well-being.

The feasibility of conducting this research is supported by three factors. Firstly, the relevance of the phenomenon studied is well-established. Secondly, the potential scientific contribution is significant. Thirdly, the practical benefits that can be provided are substantial. The significance of digital and social phenomena in this context is a primary factor contributing to the importance of this research. In the contemporary digital era, the communication and marketing landscapes have undergone substantial transformations. The advent of social media, particularly the platform formerly known as X, has profoundly impacted the fabric of daily life, profoundly influencing the manner in which individuals interact and consume information. The relevance of this research stems from its examination of how the dynamics of interaction on these platforms influence consumer behavior and the marketing strategies implemented by businesses. Furthermore, the proliferation of online communities as an economic ecosystem is a salient factor in this phenomenon. Online communities have evolved beyond mere social interaction spaces, metamorphosing into a dynamic economic ecosystem. The "Murah-Murah" community on X serves as a prime example of how groups with shared interests, specifically the pursuit of bargains, can generate an active virtual marketplace.

It is imperative for businesses and consumers to comprehend the mechanisms of marketing communication within this community, as this knowledge is essential for capitalizing on the available opportunities. The dynamics of trust and reputation in the digital environment are also the focus of this research. In the context of online transactions, particularly on informal platforms, issues of trust, product quality, and potential fraud assume significant importance. This research will explore how this community builds and maintains trust amidst these challenges, and how the speed of seller response can affect their reputation in the eyes of consumers. In regard to scientific contributions and practical benefits, it is anticipated that this research will contribute to a more profound comprehension of community marketing theory. This research will examine the implementation and effectiveness of this theory in the context of social media platform X and a unique type of community (low-cost community). The objective is to provide new insights into how communities can be utilized as an effective marketing strategy.

METHOD

The data for this study was collected through a combination of interviews and digital observation techniques. The researcher selected the proprietor of the 'Murah-Murah' community as the primary source of information. The rationale underlying this assertion is that, in their capacity as the manager of the community, the proprietor must possess a comprehensive understanding of the community's operational mechanisms, the dynamics of interaction between sellers and buyers, and the intricacies that arise from these interactions. The informants in this study are members who engage in both selling and buying activities within the Murah-Murah community on the X social media platform. The informants who participated in this study were recruited from the community and had purchased products from this account. To obtain information from prospective buyers, researchers conducted searches through tweets that appeared in the community, where community members were actively seeking goods. Concurrently, informants from among the sellers are also members of the Murah-Murah community who have sold goods in the community. The researcher identified the sellers through the comments contained in the buyer's tweets, ensuring that the researchers had direct experience in transacting in this community. This approach is expected to yield profound insights into the dynamics of interaction between buyers and sellers in this community.

The observation was intended to ascertain the conditions that prevailed within the community. Researchers observed the enthusiasm of consumers in their pursuit of affordable goods and the manner in which buyers and sellers engaged with one another. The observations made by researchers spanned a period of over three months, specifically from December 2024 to March 2025. Researchers designated the month as the timeframe for the study, as it is a period when individuals seek attire for the upcoming holiday season. This is a time when certain communities offer attractive discounts.

RESULTS AND DISCUSSION

The promotional strategy implemented by the administrator in the early stages was characterized by its organic nature and simplicity, which is indicative of a strategy that does not align with the principles of a professional marketing plan. Initially, the administrator merely published the announcement that the community had been formed, which, by default, appeared on the homepage of the administrator's followers. As time progressed, an increasing number of individuals became members and began contributing content of interest, thereby naturally drawing potential new members to the community. The inaugural post, though seemingly unassuming, signaled the efficacy of a grassroots approach, underscoring that authenticity and personal engagement can often surpass the scale of a substantial marketing budget.

The strategy employed by this community does not revolve around the direct sale of products; rather, it focuses on fostering an environment where community members feel a sense of interconnectedness, provide mutual assistance, and share common values. Community members are able to engage in the exchange of information regarding optimal deals, product reviews, cost-saving strategies, and even personal shopping experiences.

Marketing is executed organically through member-to-member interactions, personal recommendations, and discussions pertinent to the theme of "bargains."

In contexts where the term "cheap" holds particular significance, such as within a shopping community, there is often a concomitant sentiment of uncertainty regarding the implications of low prices on the quality of the products or services offered. The issue of product quality has always been paramount, and in this community, which is characterized by its focus on affordability, that question becomes even more salient.

Figure1. Tweet buyer



Source: Murah-Murah Community X

As illustrated in Figure 1.1, the account of a clothing seller with a low price directly underscores the predominant challenge faced by the "Murah-Murah" community: ensuring product quality. Consequently, the primary challenge confronting sellers and this community is to persuade buyers that low prices do not necessarily indicate substandard quality. Rather, low prices may signify competitive prices with adequate quality, a claim that can be substantiated through honest product descriptions and positive reviews from other buyers.

In the "Murah-Murah" X buying and selling community, trust among consumers is cultivated through interactions that are characterized by openness and transparency. An active discussion forum enables members to share their experiences, both favorable and unfavorable. This fosters a profound collective comprehension of the caliber of products and services available. Community members are not merely passive; they actively seek their ideal items by utilizing the social media platform X, through detailed tweets that specify the type of clothing, the particular brand, the desired size, and the anticipated price range. This proactive approach not only expedites the search process for buyers but also furnishes sellers with valuable information regarding market demand.

Figure 2. Tweet Consumer



Source: Murah-Murah Community X

As illustrated in Figure 1.2, the Murah-Murah Community's tweet on platform X demonstrates the product search activity of its constituents. This incident underscores the Murah-Murah Community's role as a dynamic digital ecosystem, where consumers can engage, disseminate information, and collaborate in identifying competitively priced items. This phenomenon exemplifies the community's facilitation of a network of support among consumers, thereby enabling the realization of frugal shopping objectives. As articulated by Oktafia, who functioned as informant 2 and became the focal point of this research, as evidenced by the ensuing interview outcomes:

"It's really easy, because we usually tweet correctly. For example, I tweet that I need a shirt with this budget, and usually, a few seconds later, I get a lot of replies with shirts we like." (Interview, Informant 3, Oktafia. 2025).

Oktafia's experience exemplifies the expeditious and responsive nature of interactions within communities, particularly on platform X, where she routinely receives immediate responses to her needs. Upon posting her request for assistance on the social media platform Twitter, Oktafia received numerous responses from community members offering the shirt she sought, often within seconds. This approach fosters a sense of value in consumers or community members by ensuring that they are provided with comprehensive information to facilitate informed decision-making. Additionally, it instills confidence in the integrity of the other party, thereby enhancing the overall sense of trust and security. A transparent environment fosters a two-way dialogue, where inquiries are addressed with clarity and feedback is welcomed with receptivity, thereby laying the foundation for a robust and distinctive relationship.

Figure 3. Seller snapshot



Figure 1.3 offers a vivid representation of a transparent interaction in an online environment focused on product offerings. The post presents a total of six articles of clothing, accompanied by the relevant price details, size estimates, and specific condition descriptions. These descriptions include such terms as "used like new" and "slightly hairy." The provision of comprehensive and authentic information regarding the condition of the item, including minor flaws such as "slightly hairy," is instrumental in fostering consumer trust. This approach enables potential buyers to evaluate the offer with transparency, without the need for concealed information.

In any transaction, especially in a dynamic online community like "Murah-Murah," convenience and assurance are crucial factors that determine the success and sustainability of the interaction. The concept of ease of transaction encompasses the uncomplicated and direct progression of the purchasing process, from the lucid and enlightening discovery of products, as exemplified by image posts, to the expeditious execution of payments and deliveries. This encompasses the swift availability of information, uncomplicated communication with the vendor, and adaptable payment methods.

In trust-based communities, this assurance is often established on the basis of a seller's reputation, as evidenced by prior interactions or reviews from other members. Additionally, community rules are in place to safeguard buyers, and information is made available to them in a transparent manner. This combination of frictionless convenience and reassurance not only encourages repeat transactions but also strengthens the bonds of trust between members, making the shopping experience in the "Murah-Murah" community more than just a search for discounts. Rather, it is an ecosystem of mutual support.

Figure 4. About section Murah-Murah Community



Figure 1.4 presents a screenshot of the "About" section of the "murah-murah" community, which evidently illustrates the community's dedication to customer assurance. This commitment is exemplified by rule number 6, which advises members to engage in e-commerce transactions to mitigate the risk of fraudulent activities and enhance the security of their transactions. By promoting the utilization of e-commerce platforms in seller reputation and dispute resolution mechanisms, the community effectively mitigates the risk of fraud and furnishes an additional layer of protection for buyers. This initiative represents more than a mere recommendation; rather, it signifies a proactive effort on the part of community managers to establish a secure and reliable environment for buying and selling, thereby enabling members to prioritize the identification of optimal deals without the concern of transactional security. This policy underscores the primacy of member satisfaction and protection, thereby complementing the allure of "low prices" with a robust foundation of security.

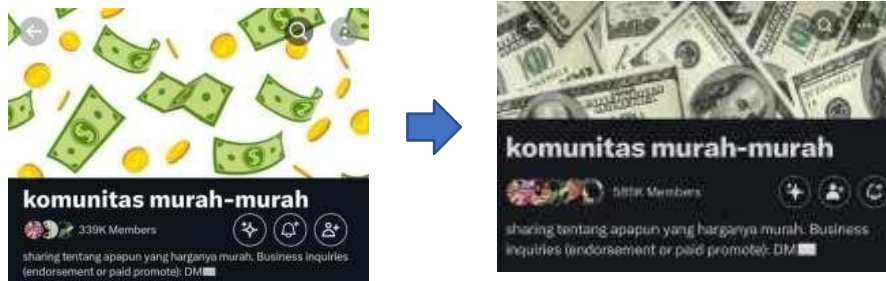
It has been demonstrated that the sellers within this community exhibit a high level of responsiveness and responsibility. The company has demonstrated a prompt and effective response to customer complaints, ensuring that issues are addressed and resolved in a timely manner. This is achieved not only to maintain their reputation, but also to build consumer trust, which in turn will encourage repeat transactions. In essence, they recognize that ensuring customer satisfaction is paramount for sustaining long-term business relationships.

In the Murah-Murah X community, the brand signifies more than a mere name or logo; it embodies the collective core values of its constituents: frugality, intelligent purchasing, and solidarity in the pursuit of optimal bargains. The brand, which is synonymous with the concept of "cheap and unique," is predicated on the positive experiences of members who have personally experienced the benefits of joining, both in terms of financial savings and active social interaction.

The level of public awareness within the Murah-Murah X community is notably high. Members are inherently cognizant of the community's existence due to their active engagement and direct experience with its relevance and benefits. The community's familiarity with the Murah-Murah X brand stems from their active engagement in discussions, the promotion of discounted products, and the exchange of frugal advice, which are characteristic of the community. This awareness is reinforced by daily interactions, positive reviews from fellow members, and word-of-mouth that consistently builds a positive image of the community as a trusted source for great deals.

The platform has garnered significant attention, amassing a total of "1.3 million views," suggesting that a considerable proportion of its members have successfully identified advantageous deals. The substantial number of views indicates that the information regarding these discounts is disseminated to a considerable number of members, thereby increasing their likelihood of locating items that align with their needs and financial resources.

Figure 5. Increase in Community Members



An interview with Informant 4, Ery Nurhasanah, revealed that positive experiences within the Murah-Murah Community serve as the primary drivers of word-of-mouth (WOM) marketing. Ery Nurhasanah disclosed that she customarily endorses this community to her relatives, with a 80% response rate.

"I would recommend it to 80% of my relatives. Because every time I get cheap goods, I will immediately tell my friends." (Interview Informant 4, Ery Nurhasanah. 2025).

This suggests that members' satisfaction with the affordable price of goods directly triggers the desire to share information and recruit new members through personal channels, especially through members' personal X platforms.

The strategy employed by sellers in these forums transcends mere product sales, encompassing the cultivation of brand relationships, the discernment of consumer needs, and the facilitation of responsive feedback loops. The objective is to establish a robust, customized relationship that transcends the conventional buying and selling paradigm. This endeavor aims to foster a sense of value, acknowledgment, and affiliation among consumers, thereby fostering a profound connection with the brand. According to Informant 2, Rahmadan, a seller in the Murah-Murah Community, employs a strategy to attract buyers' interest and confidence.

This strategy focuses on optimal product presentation, ensuring that the product is presented in an aesthetically pleasing manner. Furthermore, the seller's efficiency in delivering the product is met with profound satisfaction, as evidenced by the swiftness of the delivery service. For instance, Informant 2 noted, "It's only custom afternoon now, it's just arrived." The employment of emojis and emotional language served to accentuate the positive nature of the experience. This kind of feedback is invaluable as it serves as powerful social proof for potential buyers, validating the quality of the seller's products and services, as well as organically increasing brand awareness and driving further transactions within the community.

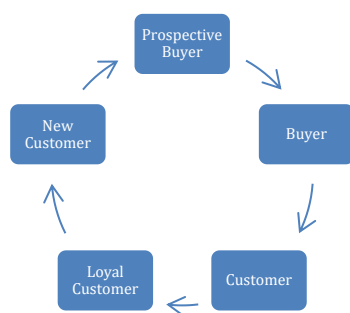
Furthermore, the community has demonstrated a remarkable aptitude for strategic deal curation. Rather than inundating members with an exhaustive array of discounts, "Murah-

Murah" meticulously curates and filters a selection of premium deals offered at highly competitive prices. This engenders a sense of "uniqueness" among members, who perceive their access to these "hidden gems" as being exclusive and difficult to obtain elsewhere. The company's offerings extend beyond mere low-cost commodities; rather, they provide high-value goods at affordable prices, thereby assuaging consumers' concerns regarding quality.

The purchasing mechanism in the Murah-Murah X Community is based on a unique social interaction model, where supply and demand meet organically on the X platform, complemented by e-commerce usage recommendations for safety. Community members who are actively seeking specific items proactively craft highly detailed tweets, meticulously delineating the type of clothing, particular brands, sizes, and desired price range. These social media communications are akin to "open requests," prompting swift responses from fellow members who possess preloved items or are aware of pertinent offers. A personalized dialogue between a buyer and a seller is facilitated via Direct Message. Following the distribution of the catalog, the buyer expressed a heightened level of interest in a particular item. Question and answer are frequently posed in transactions involving preloved or thrift items, signifying the buyer's aspiration to ascertain the comprehensive condition of the item and any latent defects or flaws prior to a decision. to buy. This dialogue, however, is merely the beginning. Subsequent to the articulation of these detailed inquiries, the interaction persists until a consensus is achieved. The seller may provide additional information regarding the condition of the item, and once the buyer is satisfied, the transaction process is directed to the e-commerce platform. The seller is responsible for providing a link to their product, enabling the buyer to execute the purchase in a secure and structured manner.

The "bargain-basement" community possesses the potential to engender a continuous cycle of loyal customers, commencing from its primary appeal of value and affordability. Prospective consumers are inherently drawn to the possibility of acquiring a product or service at an affordable price, often through promotional offers, discounts, or deals on quality preloved items. This initial attraction is reinforced by positive word-of-mouth from satisfied members, who effectively disseminate information about such attractive offers through easily accessible digital platforms. In the context of customer acquisition, it is imperative that prospective customers have a positive experience that encompasses ease of process, transparency of information, and the delivery of goods that satisfy their expectations of inexpensive and qualified goods.

Figure 6. Buyer cycle



In this context, two categories of customers must be considered: repeat customers and new customers. Interacting effectively with both of these groups is imperative for growth and sustainability. There is a profound conviction that any information disseminated by other members, such as relevant product search tweets, is considered valid, accurate, and useful. This sense of security and validation is cultivated through transparent interactions and a robust culture of mutual aid within the community. Members feel comfortable sharing their needs and information because they know they will receive honest responses and support from their peers. It is imperative to recognize that repeat customers represent a invaluable asset for any business. These individuals are characterized by their regular engagement with the community, manifested in frequent purchases and interactions. Additionally, they exhibit a high level of trust in the community and its offerings, fostering a sense of confidence and commitment.

DISCUSSION

The community functions as a dynamic digital platform where marketing communications are highly organic and effective. The platform relies on the word-of-mouth power of members who voluntarily share promotional and discount information, outperforming traditional advertising and creating a strong ecosystem of trust. The Murah-Murah X community exemplifies a model of digital success, integrating diverse marketing strategies to cultivate and sustain a devoted membership base. The success of the aforementioned enterprise can be analyzed through the following four main pillars: consumer trust, brand awareness, engagement with consumers, and long-term relationships.

1. Consumer Trust

Consumer trust constitutes the primary basis for the establishment of a robust synergy between transparent interactions and proactive protection mechanisms from the administrator. The community functions as a dynamic digital ecosystem in which members proactively exchange their needs and offer of goods at an astonishing velocity. Transparency is reinforced by honest, detailed product postings, even of minor flaws, which significantly builds buyer confidence in the information provided. The provision of personal recommendations by members has also been demonstrated to cultivate trust. Furthermore, the ease and security of transactions are of paramount importance. Strong recommendations from administrators to conduct business through e-commerce platforms mitigate the risk of fraud and provide an additional layer of protection for buyers. The seller's responsiveness in addressing "missing information" or complaints, as experienced by Ery Nurhasanah, has been shown to foster customer loyalty. It is imperative to acknowledge the pivotal role that administrators play in identifying fraudulent activities, implementing restrictions on device sales as a deterrent measure, and fostering a culture of reporting violations among members. This proactive stance by administrators serves to substantiate the community's dedication to fostering a milieu characterized by trust and support, thereby facilitating seamless buying and selling practices.

This aspect of consumer trust is closely aligned with the findings of Darsyah et.al (2024). They emphasize on authenticity and transparency in community-based marketing strategies as a critical component of their success. Within the paradigm of the Murah-Murah X Community, the transparency of interactions and the probity of sellers, even in the articulation of product flaws, directly fosters the authenticity necessary to cultivate trust. By providing honest and detailed information, even about minor flaws, sellers can enhance consumer trust in both competence and benevolence. This increased trust positively impacts consumers' online purchasing behavior, reinforcing the importance of transparency in building buyer confidence (Gupta, 2024). The administration's proactive protection mechanisms, including e-commerce usage recommendations and fraud handling, corroborate the findings of Azmia, Pramita, and Ariyo (2023). The researchers identified the importance of collaboration among diverse entities in fostering trust.

2. Brand Awareness

The brand awareness of the Murah-Murah X Community has been demonstrated to be robust and is undergoing continuous expansion. The brand is not merely a moniker; rather, it serves as a symbol that embodies core values such as frugality and the act of sharing. These values are founded upon the positive experiences of its members. The community's members have a high level of awareness, as they are an integral part of the community that benefits directly. The substantial increase in membership, from 339,000 in 2024 to 585,000 in June 2025, is indicative of a notable surge in public awareness, largely attributable to word-of-mouth and community-based initiatives. This increase directly strengthens consumer trust, as more individuals are convinced of the value and benefits of the community. However, the implementation of a "probable spam" filter system on platform X poses a substantial challenge, as it hinders the visibility of sellers' comments, necessitating the employment of specialized strategies to ensure effective communication.

The observed increase in brand awareness, attributable to substantial word-of-mouth activity within the Murah-Murah X Community, aligns closely with the notion of Electronic Word of Mouth (E-WOM), as articulated by Hennig (2004) and Kamilah (2020). Electronic word-of-mouth (E-WOM), encompassing both positive and negative forms, disseminates through the internet and exerts a significant influence on purchasing decisions (Liu et.al, 2024). In this case, the positive experience of members who found inexpensive and high-quality goods led to a strong verbal recommendation, as expressed by Ery Nurhasanah and Oktafia. This finding aligns with the observations made by Geminia and Onareilly (2021), who posited that community development can foster brand loyalty among fans who concurrently function as marketers, thereby amplifying the reach of independent musicians. In Murah-Murah Community X, members who have found satisfaction in the community become "marketers" for the community itself. High levels of trust and satisfaction with interactions in virtual communities lead to increased participation and commitment to the brand (Casaló et al., 2008). The "probable spam" challenge on the X platform, while undoubtedly a hindrance, demonstrates the platform's high level of activity, as identified by its automated system. This, in turn, serves to confirm the platform's level of interaction and potential virality.

3. Consumer Engagement

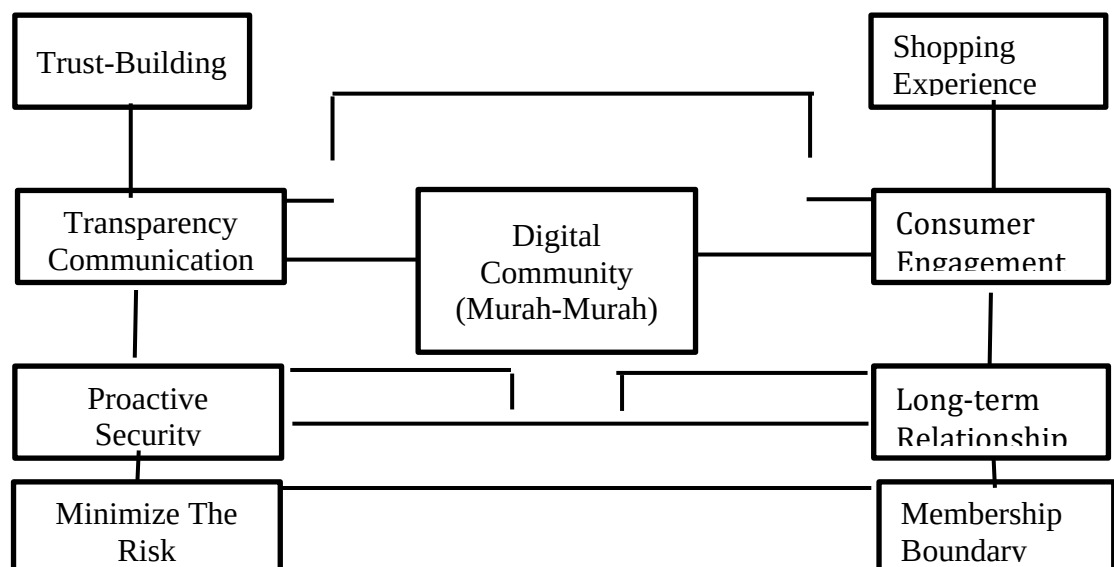
The engagement with customers in Murah-Murah X Community is very effective because it focuses on three aspects: attractive and honest products, unique and special items, and an easy and safe shopping process. Sellers in this community have demonstrated a proficiency for presenting second-hand products in a visually appealing manner with clear and detailed information, instilling confidence in prospective buyers. The community frequently offers rare, handmade, or even expensive skincare/makeup items that have been gifted or only worn a few times, creating a sense of "treasure" for members. While the preliminary interaction occurs on the X platform, transactions are subsequently directed to prominent e-commerce platforms, thereby ensuring the security of buyers against potentially fraudulent activities. This suggests that the Murah-Murah Community offers not only low prices but also a trustworthy, enjoyable, and secure shopping experience.

A consumer engagement strategy that prioritizes the presentation of interesting and authentic products, along with the provision of unique goods, is indicative of a profound comprehension of consumer needs and preferences in the digital era. This approach aligns with the concept of Digital Marketing Communication, as articulated by Widiastuti & Indriastuti (2022), which posits that marketers must cultivate an understanding of consumers' sentiments, cogitations, and motivations. The capacity of sellers to exhibit preloved products in an appealing and transparent manner, as articulated by Rahmadan and Rizki Amelia, constitutes a strategic adaptation to the evolving demands of the digital market. The provision of unique and hand-made goods exemplifies innovation that extends beyond the mere reduction of prices. This approach engenders added value that is appealing to consumers, akin to the strategy employed by independent music labels (Geminia and Onarely, 2021).

4. Long-term Relationship

The Murah-Murah X Community successfully creates an environment where members feel valued and heard, ultimately turning them into the most effective brand advocates.

Figure 7. communication model for building community relationships



As illustrated in figure 1.7, a community's growth and survival are contingent upon the strategic integration of four pivotal elements: transparent communication, proactive security, consumer engagement, and long-term relationships. The fundamental basis for this endeavor, which has been achieved through concerted efforts to establish member trust, is the establishment of open and honest communication channels. These channels facilitate enhanced engagement between the community and effective consumers. Open communication platforms allow stakeholders to engage in discussions, share insights, and provide feedback, which is essential for community building (Quetzalli, 2023). Proactive Security, defined as the reduction of the probability of fraudulent activity within any community interaction or transaction, is of paramount importance. Proactive security measures not only serve to protect members, but also contribute to the effective functioning of the Murah-Murah Community. While the effects of proactive security may not always be immediately apparent, encouraging clearer communication and fostering long-term relationships is contingent upon members feeling secure.

CONCLUSION

The digital marketing communications carried out by the Murah-Murah digital community on the X platform demonstrate the importance of a digital community that fosters an environment conducive to active interaction, information sharing, and the collective experience of community cohesion. This environment is managed through a set of mutually agreed upon rules, thereby ensuring the integrity of the community. This underscores the multifaceted nature of this community, serving not only as a medium for digital community gathering but also as a conduit for commercial transactions. The efficacy of the digital marketing communication strategy employed by the Murah-Murah community is attributable to five fundamental factors. Primarily, the establishment of consumer trust is predicated on the principle of transparency and authenticity in interactions. Sellers provide detailed and accurate product descriptions, including minor flaws, so that buyers feel fully informed and able to make an informed decision. The concept of member-to-member support, encompassing the sharing of positive experiences and honest reviews, has been demonstrated to foster an increase in trust. In this context, recommendations from fellow members are often regarded as more trustworthy than conventional advertising methods.

Secondly, the brand identity should reflect the core values of the community. In the case of the Murah-Murah community, the prioritized value is the value of saving and sharing according to the needs of its members. This notion is further substantiated by the favorable purchasing experiences of members, thereby establishing the platform as a reliable resource for individuals seeking cost-effective yet high-quality merchandise. The present study hypothesizes that the positive cycle in which brand awareness drives trust and word-of-mouth (WOM) is a key driver of the continued growth of the Murah-Murah X Community. *Third*, the engagement with customers in the Murah-Murah X Community aims to build a strong and personalized connection that goes beyond the buying and selling transaction. The presentation of used products is characterized by its attractiveness and honesty. It is evident that sellers exhibit used products with high-quality photographs and meticulous descriptions, encompassing even minor imperfections. This approach

fosters a sense of transparency, which in turn fosters trust among consumers, enabling them to make informed decisions and mitigating the risk of dissatisfaction.

The integration of a genuine product presentation, exclusive offers, and secure transactions fosters a comprehensive shopping experience. Consumers experience a sense of appreciation and security, bolstered by the assistance of sellers and fellow members, thereby transcending the conventional notions of a marketplace. This community serves as a multifaceted ecosystem, offering support and resources that extend beyond mere transactions. *Fourth*, this community is not only recruiting new members, but also on their retention. By providing a consistently positive experience, new customers are encouraged to return to shop, making them an integral part of the community. Loyal customers will become advocates for the Murah-Murah X Community, recommending the community to others. This Electronic Word-of-Mouth (E-WOM) phenomenon becomes an effective organic growth engine, attracting more new members and ensuring the sustainability of the community. These long-term relationships create a win-win ecosystem, where members get great deals and a safe shopping environment, while the community gains loyalty and a positive reputation. Prioritizing trust, value and member satisfaction ensures this ecosystem remains healthy and relevant, encouraging continuous interaction and strengthening bonds between members.

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