

Digital Consumer Behavior In The Murah-Murah Community On Social Media X (Descriptive Qualitative Analysis)

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ABSTRACT

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The development of digital technology has transformed consumer behavior, particularly through social media, which now functions not only as a communication platform but also as a medium for information searching, product evaluation, and purchasing decisions. One of the emerging digital communities in Indonesia is the *Murah-Murah* community on X, which focuses on sharing affordable, preloved, and thrift products. This study aims to analyze digital consumer behavior within the *Murah-Murah* community on social media X. The research employed a descriptive qualitative method with an interpretive paradigm. Data were collected through online observation, in-depth interviews, and documentation involving active members of the community selected using purposive sampling techniques. The findings reveal that the *Murah-Murah* community functions as a virtual community that shapes digital consumer behavior through social interaction, information exchange, and online buying and selling activities. Consumer behavior within the community is influenced by the stages of purchasing decisions, including problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. The study also found that consumer behavior in the community is dominated by frugal behavior and impulsive buying behavior. Frugal behavior is reflected in consumers' tendency to compare prices, prioritize needs, and purchase preloved products as a form of efficient consumption. However, exposure to affordable products, social interaction, and emotional factors such as *fear of missing out* (FOMO) also encourage impulsive purchasing behavior. Therefore, digital consumer behavior in the *Murah-Murah* community demonstrates a dynamic relationship between rational consumption, frugality, and impulsive buying behavior within virtual communities on social media.

INTRODUCTION

Advances in digital technology have transformed the consumption patterns of modern society, particularly through social media, which now serves not only as a space for communication but also as a means of searching for information, evaluating

products, and making purchasing decisions. In this context, consumers have become more active and engaged, as they can compare prices, read reviews, and share recommendations with other users before purchasing a product.

Consumer behavior is also influenced by changes in lifestyle and societal experiences following the COVID-19 pandemic. Consumers tend to prioritize ease of access, service speed, transaction security, and a practical shopping experience through digital platforms. This reality is evident in the increased use of e-commerce and digital payments, as well as the reliance on customer reviews before making a purchase. Additionally, consumers have become more selective and consider both the functional and emotional value of a product.

Research by Ibrahim (2024) shows that factors such as ease of access, trust in digital platforms, and new habits formed during social restrictions are the main drivers of changes in people's online shopping behavior.

In addition, changes in behavior are also evident in how people have adapted to digital technology in their daily lives. This digital transformation has led consumers to become accustomed to making online transactions, using cashless payments, and searching for product information on social media. These conditions have encouraged companies to market their products by focusing on the customer experience in digital transactions. The revolution in consumer behavior in the digital age is undoubtedly driven by cultural and psychological factors, as well as technological advancements that are reshaping the consumer decision-making process (Adha, 2022).

This change is X (formerly Twitter), which has millions of active users in Indonesia and provides a space for fast, open, and real-time interaction. The introduction of this community feature in early September 2021 expanded the platform's functionality by allowing users to join groups with shared interests, engage in more focused discussions, and share information tailored to their needs. This feature fosters the creation of relevant discussion spaces, including communities focused on individuals' desire to purchase goods through such groups.

In this context, the Murah–Murah community emerged as a platform for X users to share information about affordable products. This community was founded on March 22, 2024, by the account @seungjaeism and grew rapidly to reach approximately 710,000 members by April 2026, demonstrating high user interest in information about cheap goods and budget-friendly shopping strategies. This community allows users to conduct buying and

selling transactions within the community itself. This activity illustrates how social media can shape consumption behavior within the digital space. The emergence of this community has made it easier for users who enjoy interacting in digital spaces, particularly in online buying and selling. In the Murah–Murah community, users can sell items at prices that are relatively lower than market prices. This has become a major draw for the community. Consequently, the large number of followers serves as evidence of the community's significant popularity.

Based on this background, the research question for this study is: What is the behavior of digital consumers within the Murah–Murah community on social media platform X? This research is important for examining digital consumer behavior within the Murah–Murah online community on social media platform X. It also aims to provide insights into consumption patterns within the digital space that emerge through interactions capable of influencing purchasing decisions. This study is expected to broaden understanding of the transformation of consumer behavior shaped by virtual interactions and to contribute academically and practically to the development of digital economic literacy, communication strategies, and the mapping of online community dynamics in Indonesia.

LITERATURE REVIEW

Consumer Behavior

The concept of frugality is closely linked to consumer behavior. Before individuals apply the principle of frugality, they first develop consumer behavior patterns shaped by various decision-making processes during consumption activities. This behavior then evolves into specific tendencies in making purchasing decisions, including more economical and rational consumption behavior. According to Philip Kotler and Kevin Lane Keller in Ciswati & Septayuda (2023), consumer behavior is a field of study that explains how individuals select, purchase, and use a product or service to meet their needs. In this process, purchasing decisions do not occur spontaneously but are influenced by several supporting factors. These factors include psychological factors such as motivation, perception, and attitude; personal factors related to age, occupation, and economic status; social factors encompassing the influence of family and reference

groups; and cultural factors related to the values and subcultures embraced by the individual.

Social media and consumer behavior are closely intertwined, as social media currently serves as one of the primary spaces for shaping an individual's perceptions, preferences, and purchasing decisions regarding a product or service (Hariyani & Prasetyo, 2024). Through platforms like X, users can easily access information, reviews, and recommendations from other users that influence how they evaluate a product. Additionally, social media creates social and emotional effects that can influence purchasing behavior, as consumers are often driven to follow trends or positive experiences shared by others in their social circles. In this way, social media functions not only as a means of information gathering but also as an effective medium of persuasion in influencing and shaping consumer purchasing decisions.

Furthermore, according to Kotler & Keller (2016), when an individual intends to make a purchase, they go through the following stages of the purchasing decision process:

- a. Problem Recognition, which begins when the individual becomes aware of a need caused by internal or external factors.
- b. Information Search. The individual recognizes the need and attempts to find and identify available options. This search is conducted through both internal and external sources, where the abundance of digital promotional exposure can influence individual behavior.
- c. Evaluation of Alternatives. The process by which individuals assess the various products they encounter by comparing them based on price, quality, and the needs they fulfill.
- d. Purchase Decision. Individuals form preferences for their chosen brand. However, in product selection, individuals may seek others' opinions on the product and consider current circumstances. If these factors are absent, individuals decide on the place of purchase, timing, and payment method.
- e. Post-Purchase Behavior. Individuals have purchased the product and evaluate their decision. Satisfaction is a key factor in this purchase. Consumers may make repeat purchases or engage in word-of-mouth

communication by providing recommendations or complaints to those around them.

Virtual community

The Murah – Murah community is positioned as part of a virtual community formed through user interactions in the digital space. A virtual community refers to a group of individuals connected via the internet who interact on an ongoing basis based on shared interests, goals, or needs. Through the X platform, members of the Murah – Murah community can exchange information, discuss, and share experiences related to finding affordable goods. This ongoing interaction forms a digital social network that fosters a sense of connection, participation, and knowledge-sharing among its members, allowing the Murah – Murah community to be understood as a form of virtual community thriving on social media. According to Rheingold (1993) in his book *The Virtual Community*, a virtual community is defined as a group of individuals who interact continuously through digital networks and share common interests, values, and goals, even though they have never met in person. More recently, Kozinets, as cited in Afriani & Hayati (2023), explains that a virtual community forms when individuals gather in a digital space to build social relationships, share experiences, and create shared meaning and identity around a specific topic or interest.

Frugality Concept

Frugality is generally understood as an individual's tendency to manage consumption activities wisely with the aim of avoiding waste and prioritizing purchases of needs deemed important and useful. According to Lastovicka in Suárez et al. (2020), the concept of frugality emphasizes a rational, value-conscious, and responsible approach to consumption management. Frugality does not arise solely from economic constraints but is a lifestyle choice that consciously rejects consumptive behavior and wastefulness. The concept of frugality, as it has evolved, certainly has key components that shape this behavior. There are several factors that contribute to an individual's practice of frugality, as follows:

- a. Self-control. Individuals are able to resist the urge to engage in consumptive behavior for the sake of momentary gratification. They always conduct a rational assessment before

making a purchase. Frugality is evident when individuals regulate their consumption behavior by prioritizing actual needs over impulsive desires (Bayer et al., 2021).

- b. Value orientation. Individuals consider perspectives and life principles related to simplicity, efficiency, and sustainability in their consumption decision-making process. Individuals who apply the principle of frugality tend not to view consumption as a means of displaying social status, but rather as an effort to meet needs wisely, rationally, and responsibly. Thus, purchasing decisions are based more on utility and relevance to actual needs (Buyer, 2024).
- c. Long-term orientation. Individuals with a frugal orientation tend to consider the long-term sustainability of a product's use. When making a purchase, individuals do not merely focus on affordability but also evaluate the durability, quality, and long-term benefits of the product. Consequently, consumption decisions are made by weighing the efficiency of use and the potential long-term benefits that can be derived from each expenditure (Suárez et al., 2020).
- d. Sustainability awareness. Frugality is associated with environmentally friendly consumption behaviors. Individuals who practice frugality tend to choose innovative ways to manage their resources. Thus, frugal behavior not only represents the economic aspect of consumption management but also reflects the ethical dimension of consumption and individual responsibility toward environmental sustainability (Song et al., 2023).
- e. Economic rationality. Frugality views individuals as capable of making logical and measured consumption decisions by weighing the balance between costs and benefits. Frugal behavior aims not only to reduce expenses but also to maximize the efficiency of every economic decision made. Individuals with frugal tendencies typically weigh various factors before making a purchase, such as comparing prices, quality, and product durability to achieve optimal utility. This approach aligns with the concept of Rational Choice Theory, which emphasizes that

consumption decisions are made to achieve maximum satisfaction with minimal sacrifice. For this reason, frugality can be understood as a form of rational and efficient consumer behavior, where benefit evaluation, prudence, and value considerations are key aspects of the consumption decision-making process (Gil-Giménez et al., 2021).

- f. Lifestyle choice. When individuals choose to practice frugality in their daily lives, this reflects their lifestyle choice. The emergence of economic inflation in the country has led individuals to ultimately choose frugality. This is especially true in the digital realm, where individuals remain unswayed by exposure to trends promoting impulsive shopping. Simplicity, sustainability, and balance in daily life (Kusumawardhany, 2022).

These components can also be applied in the digital realm, where interactions between individuals on social media platform X enable the exchange of information and social practices that subsequently evolve into behavioral patterns adopted by other users. Through these interactions, certain values and practices can evolve into forms of digital culture that are collectively believed in and practiced. Therefore, this concept can be understood as a representation of individual behavior in engaging in interactions as well as in the process of searching for, exchanging, and utilizing information regarding affordable goods.

METHOD

This study employs a descriptive qualitative method with an interpretive paradigm to examine the phenomenon of digital consumer behavior within the Murah-Murah online community on social media platform X. The descriptive qualitative approach is used to study and understand a phenomenon from the participants' perspective and to provide an accurate picture of the characteristics of specific individuals, groups, or communities (Damayanti, 2020).

In the context of this study, the researcher employed this approach because it enables a deep understanding of a social phenomenon based on participants' perspectives and the surrounding context. The research focuses on how community members express, interpret, and construct digital consumer behavior within online communities. The qualitative

approach was chosen because it can generate descriptive data in the form of narratives, utterances, and observable behaviors within a natural context (Sugiyono, 2013).

During the process, the researcher will observe various forms of interaction occurring within the community, such as posts (tweets), replies, and information obtained from in-depth interviews with members of the Murah-Murah community.

This research was conducted over a three-month period, from December 2025 to February 2026. The selection of this research context was based on the year-end promotional phenomenon, which has the potential to reinforce digital consumer behavior patterns. During this period, most e-commerce platforms offered various forms of discounts intensively, making this context relevant to the study's focus on the consumption patterns of Murah-Murah community members. Throughout this period, the researcher observed and analyzed interaction patterns within the community to understand the dynamics of communication and the behavior of its members.

Then, for the in-depth interviews, the researcher selected informants based on predetermined criteria, including:

- a. Active participation in community interactions for at least one month through activities such as posting and responding to other members' posts.
- b. Having purchased a product at least once within the Murah-Murah community

The selection of informants was based on purposive sampling, which involves selecting participants based on specific criteria deemed capable of providing the most relevant information aligned with the research objectives. In this study on digital consumer behavior within the Murah-Murah community on social media platform X, informants were chosen because they possessed direct experience and active involvement in community activities, ensuring the data collected was more in-depth, valid, and aligned with the research focus.

Furthermore, in the data analysis, the researcher employed online observation, in-depth interviews, and documentation. These methods were chosen to gain a deeper understanding of digital consumer behavior within the Murah-Murah online community and how their

interactions shape purchasing decisions within the digital community. In the data analysis, the researcher used the Miles and Hubner (1984) flow model, which explains that activities in qualitative data analysis are conducted interactively and continuously until the data obtained reaches satiety (Zulfirman, 2022). The model consists of three stages: data reduction, data presentation, and drawing conclusions. Using this model, researchers can identify the findings of this study

RESULT

The Murah-Murah Community is an active online community with a large following on the social media platform X. This is evidenced by its approximately 710,000 followers as of April 2026. The founder of the Murah-Murah Community is the account @seungjaeism, who plays a key role in maintaining order in accordance with the community's rules.

Based on the results of online observations and in-depth interviews conducted by the researcher, the digital consumer behavior within the Murah-Murah community is evident through interaction patterns, transaction activities, and members' responses to posts within the community. Community members actively post about items they wish to buy or sell. Most of the items traded are preloved and thrifted goods priced relatively lower than market rates.

Figure 1. Tweets Tawarin in Murah – Murah Community



Posts within the community indicate consumption needs that members wish to fulfill. Buying and selling transactions take place through interactions among members in these posts. Additionally, members choose this community because it is seen as capable of providing goods at affordable prices and simplifying the process of finding items that meet their needs.

Members' motivations for joining the Murah-Murah community vary, but the majority are based on specific consumption needs. Informant 1 explained

that they were interested in joining after seeing buy-and-sell hashtags on their timeline and discovering a community that offers various types of goods at low prices.

“**Jadi** disitu aku melihat waktu itu ada tagar gitu loh, tagar beli-beli, jual-beli gitu kan. Nah, ada komunitas murah-murah dan aku penasaran. Terus saya lihat mereka itu bentuknya komunitas yang ada menu untuk mengikuti. Nah disana mereka banyak menjual barang apapun dijual gitu kan. Pada waktu itu, nggak salah aku itu cari earphone” (JJ, Informan1).

This statement indicates that the informant joined because of a need for a specific item. A similar point was made by Informant 5, who explained that they started the Murah-Murah community to find affordable bags for their internship..

“aku buka komunitas murah-murah itu, tujuannya itu untuk beli tas, karena kan aku belakangan ini mau magang, dan memang lagi butuh tas yang murah-murah lah” (AA,informan 5).

In addition to practical needs, another motivation identified was a passion for thrifting. Informant 3 explained that they were interested in joining because the community made it easier to find thrifted items that matched their interests.

“Kan muncul nih di TL kan, Terus aku tertarik karena memang hobiku tuh sering thrifthing. yauda ikut komunitas ini karena memudahkan aku untuk mencari barang thrift disana.” (FF, informan 3).

The research findings also indicate that price is a key consideration in the consumption behavior of community members. Members tend to compare prices with other stores or marketplaces before making a purchase. Informant 1 explained that they choose items priced under Rp50,000 because they are considered more affordable.

“waktu disitu itu aku lihat ada harga earphone itu sekitar 20-an, 55 ribu. Bahkan akan ada yang sampai 100 – 100 lebih. Jadi, aku membeli barang sekiranya di bawah 50 ribuan.” (JJ, informan 1).

A similar point was made by Informant 5, who compared prices within the community with those at other stores and found a significant price difference..

“aku join komunitas murah-murah karena pertamanya itu sih aku tuh melihat itu di *timeline* jadi ada tuh satu postingnya dari komunitas Murah-Murah itu kan emang kayak pre-loved gitu ya kak, terus aku lihat itu barangnya murah-murah gitu aku tuh kayak langsung membandingkan harga barang yang ada di komunitas murah-murah ini dengan toko lain itu bisa sampai selisih sampai setengah harganya jadi aku tertarik jadinya masuk tuh ke base murah-murah itu.” (AA, informan 5).

Informant 4 then demonstrated their consumption behavior regarding a specific product.

“jadi aku biasanya nyari sesuai kebutuhan kayak misalnya aku lagi butuh mungkin aku lagi butuh sweater hitam atau sweater putih, yaudah aku cari di komunitas ini karena harganya mayoritas terjangkau. Tapi kadang kalau misalnya ada barang lain yang kayaknya bakal butuh nih aku dan harganya terjangkau aku kayak beli juga gitu. Jadi mostly emang sesuai kebutuhan.” (SS, informan 4).

Informant 4 exhibited consumption behavior that tended to be needs-based, particularly when searching for specific items that were currently needed. However, in the process, the informant also made spontaneous additional purchases when encountering other items at prices considered affordable. This indicates that low prices within the Murah-Murah community can trigger situationally driven consumer behavior.

In addition to being needs-oriented, some informants also exhibited consumptive and impulsive behavior during shopping activities in the community. Informant 2 explained that initially they only intended to buy a bag, but after seeing another post offering attractive clothing, they ended up buying both items spontaneously.

“aku nih pertama itu aku buka murah-murah itu, tujuannya itu untuk beli tas,

karena kan aku belakangan ini mau magang, dan memang lagi butuh tas yang murah-murah. Nah, ketika aku mau buka itu kan aku cuma beli tas gitu, nah udah tuh nemu tas yang aku pengen milih. Terus aku melihat kan ada orang yang nge-tweet di atas aku gitu kan, dia nawarin baju. Karena kayaknya bajunya bagus. Aku jadinya beli dua gitu, baju dan tas. Jadi lebih ke fomo, kan niatnya harus jadi irit gitu ya ke base murah-murah itu, eh malah jadi beli dobel gitu, karena kita gak sengaja pengen bajunya juga gitu.” (BB,informan 2).

Impulsive behavior was also observed in Informant 6, who admitted to tending to overspend when buying accessories and personal care products in that community.

”aku lumayan boros kalo beli aksesoris. Aku beli di komunitas murah-murah kayak barang keychan atau skincare. Jadi agak borosnya disitu.” (KJ,informan 6).

Based on these findings, the digital consumer behavior within the Murah-Murah community is influenced not only by functional needs and affordable prices, but also by emotional factors, interest in specific products, and impulsive urges triggered by exposure to posts within the community.

DISCUSSION

The research findings indicate that the Murah-Murah community on social media platform X functions as a virtual space that shapes the digital consumer behavior of its members. The active buying and selling activities that take place through members’ posts demonstrate that this community serves not only as a marketplace but also as a platform for exchanging information, experiences, and recommendations regarding affordable, preloved, and thrifted items. This finding aligns with Rheingold’s (1993) concept of a virtual community, which explains that virtual communities are formed through sustained interactions among individuals in digital spaces based on shared interests and specific needs.

This view is also supported by Kozinets in the findings of Afriani & Hayati (2023) who state that virtual communities form when individuals build

social relationships and share experiences in digital spaces based on shared interests.

In this study, the Murah-Murah community serves as a digital social space that brings together individuals with similar consumption needs, namely the search for cheap and affordable goods. Members’ activities such as sharing sales information and requesting goods indicate that this community fosters a specific consumption culture on social media. These findings align with research on the influence of social media on online consumption behavior, which shows that social media plays a significant role in shaping digital economic interactions and consumer purchasing decisions (Rosiqin & Pambudi, 2025).

Based on the interview results, community members go through the consumer behavior stages described by Kotler and Keller (2016)—namely, problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. The problem recognition stage occurs when informants become aware of a specific need, such as the need for earphones, a bag for an internship, or thrifted clothing. Next, the information search stage is carried out by searching through posts in the Murah-Murah community to find items that meet their needs at a lower price.

During the evaluation of alternatives stage, community members actively compare product prices with those on marketplaces or other stores before deciding to purchase a product. This finding indicates that price is the primary consideration in the consumption behavior of community members. Informants tend to choose products with lower prices that still meet their needs. This indicates the presence of rational consumption behavior (economic rationality) as described by Gil-Giménez et al. (2021), namely that individuals weigh costs and benefits before making a purchase decision.

This behavior also reflects the application of the concept of frugality, particularly in terms of value orientation and self-control. Community members choose goods based on their function and the benefits they provide, rather than solely on the product’s symbolic value. This finding aligns with Lastovicka’s perspective in Suárez et al. (2020), which explains that frugality is a consumption behavior emphasizing efficiency, simplicity, and rational consumption management. Additionally, the presence of preloved

and thrifted items within the community reflects a sense of sustainability awareness, as members prefer to utilize usable secondhand items rather than purchasing new ones.

These research results are also relevant to the phenomenon of downtrading currently developing in digital society, namely the tendency of consumers to choose cheaper product alternatives due to economic considerations. This phenomenon is evident in community members who actively seek out low-priced items and compare prices before making a purchase. Although informal in nature, the Murah-Murah community serves as an alternative marketplace that its members perceive as more economical.

The consumption behavior of community members does not fully reflect consistent frugality. Exposure to posts featuring inexpensive items and social interactions within the community also trigger impulsive behavior in some informants. Informant 2, for example, initially intended only to buy a bag for an internship, but then purchased additional clothing because they were drawn to other posts that appeared on their timeline. The informant acknowledged the presence of a fear of missing out (FOMO) that led them to buy items beyond their initial needs.

These findings demonstrate that social media has an emotional influence on individual purchasing decisions. This aligns with research of Deborah et al., (2022) which found that social media and hedonistic shopping motivation influence consumers impulsive buying behavior. Additionally, the study by Sugiono & Tobing, (2022) also showed that social factors and hedonistic motivation have a significant influence on impulsive buying behavior.

Within the Murah-Murah community, posts about cheap items, recommendations from other members, and the intensity of social interaction foster a spontaneous interest in specific products. Impulsive behavior is also evident in Informant 6, who admitted to tending to overspend when buying accessories and skincare products in the community. This finding suggests that low prices within the community can create the perception of an opportunity too good to miss, thereby prompting individuals to make additional purchases. Research by Pertiwi & Wibowo, (2022) explains that shopping lifestyle has a positive influence on impulsive online buying behavior. Thus,

although the Murah-Murah community was initially used to meet needs economically, the intensity of product exposure on social media can still encourage consumptive behavior.

In addition, situational factors and consumer characteristics influence online impulse buying behavior. This was evident in the study when participants purchased additional items not because of a primary need, but because they saw products they considered attractive and inexpensive. These conditions indicate that consumption decisions in the digital space are influenced not only by rational needs but also by emotional states, social situations, and exposure to digital media.

The results of this study thus indicate that the Murah-Murah community shapes a complex dynamic of digital consumer behavior. On one hand, this community serves as a space for practicing frugality through the search for affordable goods, consumption efficiency, and the use of preloved items. This fosters frugal behavior among community members. On the other hand, however, this community also fosters impulsive consumption behavior due to the influence of social media, product exposure, and emotional triggers such as FOMO. Consequently, digital consumer behavior within the Murah-Murah community reveals a dynamic interplay between consumption rationality, a culture of thrift, and impulsive behavior within the virtual community space.

CONCLUSION

This study shows that the Murah-Murah community on social media platform X functions as a virtual community that shapes digital consumer behavior through social interaction, information exchange, and buying and selling activities among members. This community serves as a space for individuals to meet their consumption needs by seeking out cheap, preloved, and thrifted items, which are considered more economical than those found on other marketplaces. In the process, community members go through stages of consumer behavior ranging from identifying needs, searching for information, evaluating alternatives, to making purchase decisions influenced by price, needs, and social interactions within the community.

The research findings also indicate that digital consumer behavior within the Murah-Murah community is dominated by frugal behavior and impulsive behavior. Frugal behavior is evident in members' tendency to choose items based on need, compare prices, and utilize preloved items as a more economical and efficient form of consumption. However, on the other hand, the intensity of exposure to posts about cheap items, recommendations from other members, and emotional triggers such as the fear of missing out (FOMO) also give rise to impulsive consumption behavior. Thus, the digital consumer behavior within the Murah-Murah community reveals a dynamic interplay between rational consumption, a culture of frugality, and impulsive consumption behavior shaped by interactions within the virtual community on social media.

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