

Group Communication Among NCT's Fans In Creating Impulsive Buying Behavior On Album And Merchandise In Jdoyzen's Group Order On Line Application

Suci Munasharah¹, Yuliani Rachma Putri²

¹ Communication Science, Faculty of Business Communication, Telkom University, Indonesia, sucimunasharah@student.telkomuniversity.ac.id

² Communication Science, Faculty of Business Communication, Telkom University, Indonesia, yulianirachmaputri@telkomuniversity.ac.id

Abstract

The Hallyu K-Pop phenomenon forms group communication among NCT fans, including Jdoyzen Group Order members, leading to impulsive purchasing. In this study, the researcher uses the theory of Input-Process-Output group communication model by Little John (2017: 269). This study uses descriptive qualitative method and constructivism paradigm approaches to analyze the NCT fan group's communication in creating impulsive buying behavior on album and merchandise in Jdoyzen Group Order Online Application. Participant observation, and literature review were used to collect the data, while triangulation technique that compared the results from seven informants' interviews and group communication in Jdoyzen members' group order began with the admin and several members. The group communication in Jdoyzen members' group order on other social media which was then disseminated to group members. After that, the members expressed a variety of responses, both positive and negative, as well as feedback and complaints. This led to a discussion about the products, prices, and shipping costs, as well as encouragement and persuasion from the admin and other members to make a purchase, which caused some of the affected members to develop a buying behavior that leads to an impulsive buying.

Keywords-group communication, fan communication, consumer behavior, impulsive buying behavior

I. INTRODUCTION

The quick and widespread expansion of Korean culture, especially in the fields of music and drama/film, has substantially boosted cross-cultural communication. According to the Korea Culture Foundation, Hallyu is the most current South Korean cultural phenomenon that has spread to other countries. Hallyu conveys its culture through the music industry, drama/film, fashion, and food. Hallyu has spread to other countries through K-Pop, K-Drama, and K-Food to its language (2020).

Group communication is the exchange of messages or information among three or more individuals in a group whose size is unrestricted. It can spread through face-to-face communication or through internet network media on a number of platforms, including Twitter, Instagram, and Facebook. A community of people with similar cultural interests might arise as a result of international communication.

Soekanto (2002) in Bungin (2004: 273) states that a group has an intensive relationship. They have two characteristics, namely norms and roles. In carrying out any activity, each group member communicates and behaves by adhering to written and unwritten social rules and has a role in complementing one another.

In this study, the group in question is the fans of the K-Pop idol group from NCT, who are familiarly known as NCTzen, who actively communicate in carrying out activities to enjoy NCT. However, group communication carried out by fans might have a severe influence on themselves and others. Unstructured, high-intensity communication might have unpredictable effects.

In their thesis research, "Analysis of Fans' Lifestyles in K-pop Fandoms," Maharani & Putri (2021) cite Raviv (in Dita & Bagus, 2012: 54) as saying that idolizing conduct is described as a sort of admiration in which giving homage to the idol has excessive intensity. The level of communication within NCT fan groups may also influence their decision-making over purchasing albums, clothing, or everyday NCT products based on emotional impulses and to the exclusion of rational considerations. Impulsive purchasing is the term used to describe this conduct.

The term "impulse buying behavior" refers to actions taken unintentionally or spontaneously without prior forethought. Rook (1987: 193-194) claims that the trigger for impulsive buying arrives suddenly and is accompanied

by interest and pleasure, making it difficult for consumers to say no to the purchase. There are two components to impulsive behavior: cognition and emotion. Emotion is the effect of being happy on the impulsive behavior that has been done, whereas cognition is the lack of preparation and consideration (Verplanken & Herabadi, 2001: 80).

NCT's fans may also exhibit this behavior. The cost is generally not a major concern for them because they choose to purchase NCT-related things based on their likes, interests, and beliefs that doing so shows their support for the NCT and provides them with happiness and satisfaction. One of these purchases is made through Group Order on Line application, where the owner create a group chat with K-Pop fans with the goal of buying album and merchandise or items linked to their favorite idol group. In this study, the researcher choose Jdoyzen's Group Order to be the research subject.

The researcher chooses NCT and NCT's fans as the research subject because according to annual number of NCT album sales in South Korea from 2020 to 2021, NCT has increased with large sales figures. In 2020, NCT has managed to sell 4.51 million album copies, while in 2021, NCT has managed to increase their popularity and sell 8.73 million album copies.

According to several earlier studies, a group of K-Pop idol group fans' psychological phenomena of celebrity worship on merchandise exhibits a strong association with impulsive purchasing behavior (Asrie & Misrawati, 2020). Therefore, researchers believe that there is a need for studies that use narrative explanations to shed light on impulsive buying behavior a community of K-Pop idol group fans from the perspective of communication science, particularly in group communication.

The method that will be used in this study is qualitative research with a constructivism paradigm. According to Hidayat (2003), the constructivism paradigm is a systematic analysis of socially meaningful action through detailed direct observation and interpretation of the meaning and managing their social world (Hidayat, 2003, p.3).

Based on the explanation that has been explained above, the researcher feels interested in researching and analyzing further about **“GROUP COMMUNICATION AMONG NCT'S FANS IN CREATING IMPULSIVE BUYING BEHAVIOR ON ALBUM AND MERCHANDISE IN JDOYZEN'S GROUP ORDER ON LINE APPLICATION”**

II. LITERATURE STUDY

A. Communication

Communication theory is presented in the field of research in communication science. The researcher presents the thoughts of Everett M. Rogers and Lawrence Kincaid about the exchanging process.

They define communication as the exchange of information between two or more parties who have a thorough understanding of one another (Wiryanto, 2006). In this study, NCT fans formed communication and information exchange networks through social media to boost impulsive buying behavior.

Communication throughout the process is to persuade and work toward a common objective. This is consistent with the ideas put forth by scholars who claim that verbal and nonverbal communication both consciously and accidentally influence human interaction (Wiryanto, 2006:7).

Varied experts have different definitions of communication. They see communication and human phenomena from their point of view (Hayati, 2019). Some define communication as a process in which two or more individuals use words and actions to affect one another. This is the central idea behind the definition.

Meanwhile, according to Lasswell (1940), communication is a process in which the communicator conveys a message to the communicant through the media that causes or forms a certain effect. In fulfilling a communication, there are five elements that must be met, including:

1. Source: the source is the party who has the initiative or has the need to communicate, which is also known as the sender, encoder, communicator, or speaker.
2. Message: what the communicator communicates or conveys to the communicant.
3. Communicant, receiver, recipient, audience: the person or group who receives the message.
4. Effect: the impact that the message has on the recipient (Effendi, 2004: 5)

B. Group Communication

People who are joined based on the same experiences, interests, and goals consciously refer to themselves as members of a social group.

Rakhmat (2001: 140) states that group communication is used to exchange information, increase knowledge, strengthen or change attitudes and behavior, raise awareness, and develop mental health.

That is aligned with the background of the NCTzen fandom, which is made up of admirers of the NCT idol group who share a common interest in the group, may identify as NCTzens, and who also share information to learn more about NCT.

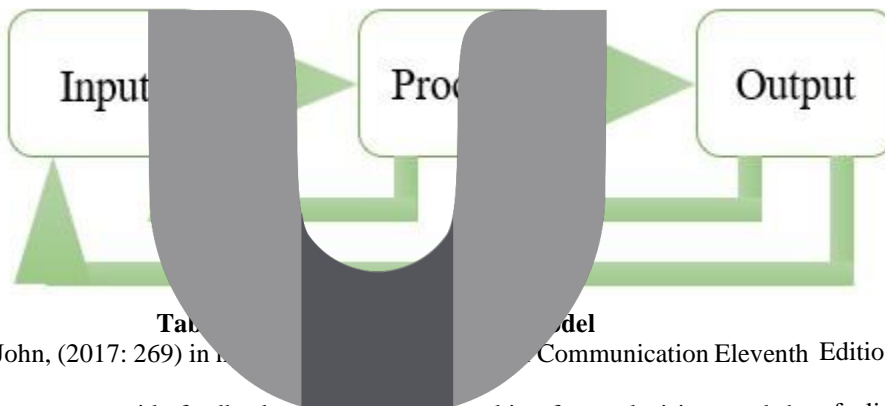
According to Wila Huky (1982), a group is a unit consisting of a process of interaction or communication between two or more people. While Joseph S. Roucek (1984) argues that a social group is a group consisting of several people who have a relationship with each other in which the relationship is a structure of the group itself (in Soyomukti, 2012: 174).

Soyomukti (Soyomukti, 2012: 176), in his book "Introduction to Communication Studies", communication tends to be classified as small group communication or just group communication if there are more than three communication actors. Large group communication, in contrast, is frequently referred to as mass communication or public communication. Additionally, the magnitude of a group's communication, which is dictated by the emotional connection among its members, cannot be calculated mathematically.

From the above definition, it can be concluded that according to a sociological review, a group is a collection of two or more people who communicate or interact with each other and in which there is a reciprocal relationship that gives a feeling that they are part of the group.

In this case, the NCT fan group in the Idozen Order Group on the Line application is included in a small group with reciprocal interactions or relationships. They follow the activities of the members and recognize each other as part of the fan group.

In his book "Theories of Human Communication" Littlejohn (2017: 269) claims that groups are frequently viewed as cybernetic systems. They receive inputs (input), processed by the group (process), and then the outcomes are different again to influence others (output). The input-process-output model, which is based on the theories of Ludwig von Bertalanffy's general systems theory, is the name given to these concepts taken collectively.



(Source: Little John, (2017: 269) in Littlejohn, (2017: 269) "Theories of Human Communication Eleventh Edition")

The output of a group can provide feedback and thoughts in making future decisions and the feelings of each group. The researcher looks at the factors that affect the group (input), what happens in the group (process), and the results (output).

C. Fandom

In consuming popular culture, a group is formed which is incorporated in a community in the form of fandom of fans as an identity in carrying out activities they enjoy.

Meanwhile, Sandvoss (2005: 8) defines fandom as the regularity of consumption involving emotions from certain popular narratives or texts (Sandvoss et al., 2017: 22).

Jenkins (2012) describes "Fan" as an abbreviation of the word "fanatic," which comes from the Latin word "fanaticus." Literally, "fanaticus" means "Of or belonging to the temple, temple servant, worshiper," which is then connoted negatively as people who have enthusiastic madness.

NCTzen is the designation of fans or fan fandom of the boy group NCT (Neo Culture Technology). NCTzen is an abbreviation of "NCT" and "citizen," which means resident. The fandom name was inaugurated by NCT through a live broadcast via V-App on June 12, 2017.

D. New Media

New media is a term used for communication technology with digitization and its wide availability for personal use as a communication tool (McQuail, 2011: 148).

Old media that were thought to be unable to keep up with current technological advancements gave rise to new media. People now prefer to search for or watch news and entertainment through platforms on the internet network rather than through outdated media like newspapers, television, magazines, and others. Internet is thought to make it very simple for people to access all information, data, and other communication media needs.

One of the popular communication tools utilized by the general public, including Indonesia, is the Line application. Line user can voice call and video call other users as well as send messages, photographs, and videos to them. Line application also create chat groups that bring together multiple people in a single chat room for group communication.

E. Impulsive Buying Behavior

Impulse buying is an unplanned and unconscious buying activity, so the buying process is relatively fast. Rook (1987) states that these purchases are characterized by an emotional drive associated with strong feelings that result in satisfaction after purchasing without any prior intention (Arifianti, 2015).

Among fans of K-Pop idol group, impulse buying has the opportunity to arise from outside the reach of the fan group.

Because consumers don't pay enough attention to the effects of their purchases, impulse buying happens. According to Sofi & Nika (2016), impulse purchasing is associated with negative consequences including regret over the expenses paid (in Arifianti, Ria & Gunawan, 2020: 48).

Stern (1962) classifying impulse buying behavior into four types:



Table 2.2 Parboteeah et al. (2009) Impulse Buying: An Empirical Study

1. Planned Impulse Buying
Planned impulse buying occurs when the buyer has the hope or intention to make a purchase again due to certain factors such as price discounts, interest in the item, and the like.
2. Reminded Impulse Buying
Reminder impulse buying occurs when buyers do a product search and immediately remember that they feel they will need the product they are looking for in the future.
3. Suggestion or fashion-oriented impulse buying
Suggestion impulse buying occurs when the buyer gets advice or suggestions from others or even himself to buy a product either on the basis of interest or need.
4. Pure impulse buying

Pure impulsive buying is buying behavior that has just been made or is an escape where consumers want to make a purchase different from what they usually do.

This research will focus on impulse buying behavior of planned impulse type, created by group communication conducted by NCT's fans in Jdoyzen's Group Order in Line application. Consumers make purchases on an ongoing basis based on special prices, interests and strong attachments to products, and so on without considering product quality and priority aspects rationally.

III. RESEARCH METHOD

The constructivism paradigm was applied in this study together with the descriptive qualitative methodology. When used for research in the field of cultural anthropology, qualitative research methods were initially known as ethnographic research because the data and analysis were qualitative or interpretive. Naturalistic research is another name for this type of research because it is conducted in realistic situations and circumstances (natural settings) (Sugiyono, 2013: 8).

Sukmadinata (2011: 73) says that descriptive qualitative research aims to explain and describe the phenomena of events that occur, both natural and human-engineered, taking into account the characteristics, quality, and interrelationships between activities. In addition, descriptive research is carried out as is and without changing or manipulating the variables studied.

According to Hidayat (2003), the constructivism paradigm views social science as a systematic analysis of socially meaningful action through detailed observation of the processes concerned in creating and managing their social world (Hidayat, 2003, p.3)

IV. RESULT AND DISCUSSION

In this section, the researcher provides an in-depth explanation of the results of the analysis. The explanation will be explained in a narrative about group communication among NCT's fans in creating impulsive buying behavior on album and merchandise in Jdoyzen's Group Order on Line application, as follows:

A. Group Communication

1. Information and Messages

From the analysis of the interview results, it can be seen that information sought and given to members of Jdoyzen's Group Order on Line application is provided into several categories including NCT's come back, album and merchandise details, price details, and special prices from the group.

In addition, it can be seen that the information in the group is also obtained from other social media platforms, such as NCT's official Twitter account, SM's official Instagram account, and a Korean seller who wants to sell.

The admin of Jdoyzen's Group Order plays an important role, as an intermediary or seeker and provider of NCT's album and merchandise products to the group.

This is in line with Lazarsfeld's (1955) and Morisseau's (1970) theories. Morisseau's theory entitled "Teori Komunikasi Individu hingga Massa.", proposes a two-step flow theory where mass media on behavior and attitudes in a group is not influenced by the group directly, but through opinion leader.

Then in searching and sharing information, it is often done by the admins of Jdoyzen's Group Order on Line application, including finding information about album and merchandise products from social media accounts on other platforms, then sharing them in the Jdoyzen's Group Order chat group on Line application.

This is in line with the opinion of Tambunan (2018), who states that there are two stages in the process of disseminating information in the two-step flow theory theory, namely information flows from the mass media to opinion leaders, and then disseminated to the group.

In addition, there are also other stages in sharing information about NCT's albums and merchandise products, namely the admin will ask for the availability and interests of members first before looking for or sharing information. If they are interested in making a purchase, then the admin will then find information and share it along with product details, including prices and others.

Searching for product information on NCT's albums and merchandise sold by a Korean seller is called 'nyelem', because admins have to dive into social media on other platforms to find the products that members want.

2. Responses and Feedback

In this section, it is clear that after the information was given, the members of Jdoyzen's Group Order on Line application immediately gave various responses and responses.

The responses consisted of different categories, including excited, sad, and surprised. This response was then accompanied by responses from each member, namely regarding admiring/affectionate expressions, complaints about prices, and some even immediately had the desire to buy and immediately booked a quota on the admin to buy the item.

This has also been stated by Sandvoss (2005: 8), where fandom is defined as the regularity of consumption involving emotions from certain popular narratives or texts (Sandvoss et al., 2017: 22), which means that in fans it involves emotional consumption.

3. Discussion

In accordance with its type, namely a group of fans in a chat group on the line application, members of Jdoyzen's Group Order definitely interact or communicate with each other. In this case, after responding and responding, several members of Jdoyzen's Group Order held a joint discussion in the Line application chat group to discuss information on NCT's album and merchandise products shared by the admin.

This is in line with Wila Huky's (1982) theory, which states that a group consists of a process of interaction or communication between two or more people.

The contents or topics of discussion conducted by members of Jdoyzen's Group Order are about NCT's album and merchandise products such as product details, product prices, comparing product prices with other group orders, ask and give an appointment with the admin to open a PO (pre-order).

However, it is known from the analysis that members of Jdoyzen's Group Order have discussions together in groupchats with fellow members. There are also members who have discussions or ask for advice alone with the Jdoyzen's Group Order admin personally.

4. Encouragement and Persuasion

As previously explained, Jdoyzen's Group Order on Line application is a purchase group for NCT's albums and merchandise consisting of NCT fans. During the discussion process, there will be encouragement and persuasion that appears.

In this case, based on the results of the analysis, the encouragement and persuasion came from the admin and fellow members of Jdoyzen's Group Order. The process was carried out to form a buying behavior towards NCT's album and merchandise.

This is in line with the views of Latane and Darley (1968) who revealed that one of the components of communication is the effect, which is the impact or influence on the recipient of the message or communicant (in Effendy, 2004: 5).

5. Behavior and Emotional Expression

The existence of information exchange and communication in the group can lead to the formation of certain behaviors and emotional feelings as an impact of communication itself.

This is in line with the opinion (who forgets) which explains that there is an "effect" component in communication.

Based on the results of the analysis, there was a discussion process with encouragement and persuasion that took part in it and then formed the buying behavior of several members of Jdoyzen's Group Order on Line application.

The statement from the informant said that the purchase occurred quickly without rational thought or consideration due to encouragement, persuasion, and pressure from both the admin and fellow members to make a quick purchase decision.

According to Rook (1987), states that these purchases are characterized by an emotional drive associated with strong feelings that result in satisfaction after purchasing without thinking about the consequences (in Aryani, 2015). Based on the results of the analysis, the informants stated that there were feelings of happiness, overjoyed, satisfaction, and even stress-relief after they made the purchase impulsively without any rational consideration, until finally it led to feelings of sadness and regret for the impulsive purchase.

However, not all members of Jdoizen's Group Order on Line application make purchases, even impulse purchases. There are some members who do not or rarely make purchases, and there are also those who always make rational considerations.

Based on the results of the discussion above, this research is actually in line with Little John's (2017: 269) Input-Process-Output model in Group Communication Theory, adapted from Ludwig von Bertalanffy. The following is a figure of Jdoizen's Group Order on Line application communication in the Input-Process-Output model:

B. Input-Process-Output Model

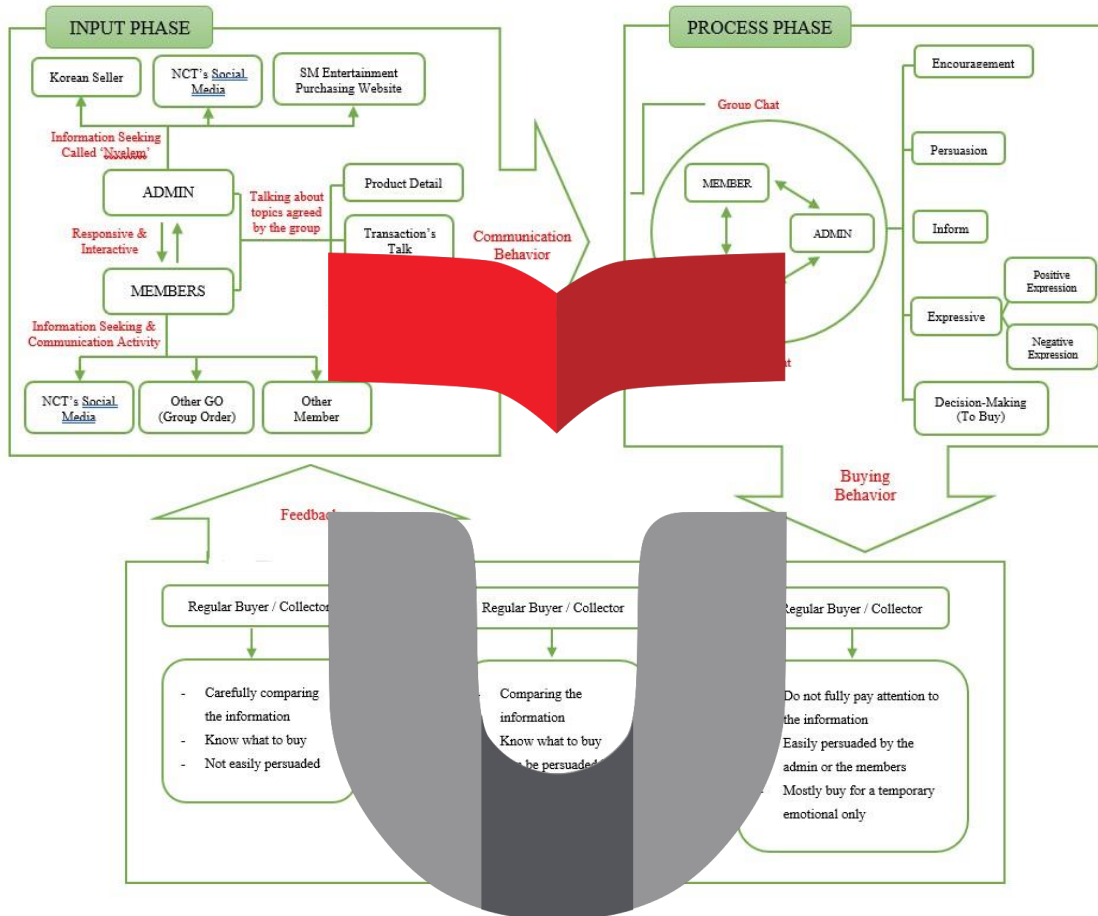


Figure 4.1 Input-Process-Output Model on Group Communication among NCT's Fans in Jdoizen's Group Order on Line Application.

From the picture above, it can be explained based on the following three points:

1. Input Phase

a. Information

Information is searched and obtained by both admins and members with various sources of information both from inside and outside Jdoizen's Group Order on Line application.

From the admin, information was obtained from Korean sellers, NCT's social media, and SM Entertainment Purchasing Website. Meanwhile, from members, information was obtained from NCT's social media and other GO (Group Order).

b. Interaction

Communication is carried out by admins and members in Jdoyzen's Group Order, where the topics discussed and the mechanism of communication are mutually agreed upon in the group. In this case, the topic of conversation in the group is about product details, product purchases, and NCT members.

The communication that takes place in Jdoyzen's Group Order on Line application is an interactive and responsive type of communication, that is, a reciprocity or a communication from two directions, from admin and members.

2. Process Phase

a. Communication Media

Communication in the Jdoyzen's Group Order on Line application takes place in two main channels, namely group chat and personal chat, and it can be done in channel switching.

b. Communication Behavior

Group communication behavior in Jdoyzen's Group Order is carried out mainly in terms of encouragement, persuasion, information, expression, and decision-making to make purchases made by both admins and fellow members.

In terms of expression, there are positive and negative expressions. Positive expressions include feelings of pleasure, being overjoyed, and satisfaction with purchases made, while negative expressions include feelings of sadness and regret for purchases that have been made.

3. Output Phase

a. Buying Type and Behavior

Based on the group communication in Jdoyzen's Group Order on Line application, which includes encouragement and persuasion and creates buying behavior, then it is divided into three types, as follows:

1) Smart Buyer / Collector

A smart buyer in Jdoyzen's Group Order is carefully comparing the information one to another to get the exact or true information. Like a smart buyer knows what they want to buy and feels proud of it.

2) Regular Buyer / Collector

Like smart buyers, regular buyers also carefully compare information and know very well what they want to buy. However, regular buyers can be persuaded and influenced by people both from the admin and from fellow members in the Jdoyzen's Group Order.

3) Impulsive Buyer / Collector

Unlike a smart and regular buyer, an impulsive buyer does not pay attention to the information they get, so they falter several times before they are easily persuaded by both the admin and fellow members. Purchases are usually made in a momentary impulse.

V. CONCLUSION

A. Conclusion

results of the analysis and discussion, conclusions can be drawn about how group

Based on the results in creating impulsive buying behavior on album and merchandise in Jdoyzen's communication Group Order on Line application

The first stage is when the admin and several Jdoyzen members look for information about NCT's album and merchandise products on NCT's social media platforms, then distribute it to the Jdoyzen's Group Order on Line application chat group. Then the members gave various responses, both positive and negative, along with various feedback, such as giving expressions of complimenting NCT's visuals, commenting on products, and complaining about the prices.

After that, there was a discussion process regarding product details and the concept of NCT albums and merchandise, prices, asking for appointments, as well as asking and receiving each other's advice both in group chats between fellow members and in personal chats between admins and only one member.

But apart from that, there was also encouragement and persuasion from both admins and members with the aim of shaping album and merchandise buying behavior. In this case, some members whose buying behavior is formed are included in this buying behavior because it occurs so quickly and is based on emotional and irrational considerations.

After making a purchase, Jdoyzen's Group Order members feel pleasure and satisfaction, as well as sadness and regret for the impulsive purchase.

B. Suggestion

After this research is done, the researcher has some suggestions that are expected to help further researchers who want to research the same topic in the future. Not only for researchers, but this research will also hopefully be helpful for all parties who need it. The following are suggestions explained by the researcher:

1. Theoretical Suggestion

- a. The researcher hopes that this research can provide benefits for examining dynamic group communication with different theories and research methods.
- b. The researcher also hopes that the next researcher can do further research on the two-way communication model in group communication and the role of the admin as an opinion leader.

2. Practical Suggestion

- a. For K-Pop fans and other community, this research is expected to provide knowledge on how group communication in creating a behavior by using the components of communication is done.
- b. This research is also expected to be a reference in understanding of consumer behavior by using group communication approach.

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