HOUSEWIVES' PERCEPTIONS OF COMMUNICATION STYLES IN GREETING INTERACTIONS ON FACEBOOK PRO

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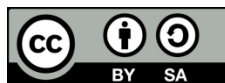[1,2]Universitas Islam Negeri Sumatera Utara, Indonesia
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Article Info	ABSTRACT
Article history: E-ISSN: 2541-5263 P-ISSN: 1411-4380 This is an open access article under the CC BY-SA license	*Social media has become a new space for housewives to build social interactions. Facebook Pro, as one of the platforms designed to provide space for its users such as housewives to discuss, share information, and greet each other. The purpose of this study was to determine the perception of housewives towards the communication style and form of greeting interactions that occur on Facebook Pro. This study uses a qualitative method with in-depth interview techniques to five housewife informants who actively interact on Facebook Pro content. By using Symbolic Interaction Theory, which views interaction as a process of forming meaning through social symbols. The results of the study show that a warm, polite, and non-patronizing communication style is preferred because it is interpreted as a symbol of closeness, support, politeness, and a binder of the identity of Facebook Pro content creators and also makes Facebook Pro accounts increasingly well-known and has the opportunity to monetize accounts.* ***Keywords:*** *Perception, Facebook Pro, Communication Style, Interaction*

1. INTRODUCTION

The advancement of communication technology has brought about a significant transformation in the way humans interact, not only in face-to-face settings but also within digital spaces. One manifestation of this transformation is the emergence of social media, which enables communication to occur across spatial and temporal boundaries (Lathifah, 2022).

Facebook has become one of the most widely used platforms by the public to establish and expand social networks, serve as a source of entertainment, and more recently, to generate income through its newly introduced feature—Facebook Pro. The features available in Facebook Pro offer a more professional,

extensive, modern, and segmented communication experience, including for housewives who actively use this platform to share experiences, engage in discussions, and seek income through content monetization.

In social media communication, particularly on Facebook, perception plays a crucial role in how individuals receive and respond to messages conveyed online. This study explores the perceptions of Facebook Pro users, specifically housewives. Perception is essential in social media communication due to the limited contextual cues inherent in online interactions. It also influences message interpretation, as each user brings their own biases, experiences, and emotions into digital interactions. Moreover, perception can shape public opinion or viral trends (Nisa et al., 2023).

Communication style refers to the manner or method used by individuals to convey messages to others, both verbally (through words) and nonverbally (through gestures, facial expressions, tone of voice) (Indrajit, 2012). This style reflects the communicator's personality, attitude, and objectives, significantly influencing how the message is received by others. According to Hulbert (as cited in Prasanti & Indriani, 2018), communication style is a distinctive way an individual interacts with others, including how one listens, responds, and expresses opinions. It focuses on interpersonal interaction and dialogic style.

The term interaction is derived from the words inter (between) and action (deed), implying an act that occurs between two or more parties. In a social context, interaction refers to the process of mutual influence between individuals or groups in everyday life. Interaction does not necessarily have to be direct (face-to-face); it can also occur indirectly, such as through social media, letters, or other communication tools (Pratidina & Mitha, 2023).

In today's digital communication landscape, housewives often interact through comments on various types of content—whether educational, entertaining, or light-hearted—produced by fellow housewives aiming to become Facebook content creators. Consequently, various communication styles and greeting forms have emerged among housewives as they interact with other users whose content appears on their feeds (Irhamdi, 2018). These greetings are not merely salutations; they are perceived as part of a system believed to increase account activity, expand content reach, and encourage mutual profile visits and comment exchanges or gift-giving among Facebook Pro users.

However, as communication styles evolve, the variety of greetings used has also increased, driven by differences in cultural background, age, education, and understanding of digital etiquette. These differences can lead to mismatches in perception regarding communication styles (et al., 2018). For instance, the absence of a reply to a greeting in the comment section may be perceived by some users as impolite, arrogant, or cold, while others may see it as a normal aspect of digital communication (Sunarto & Liana, 2021).

To understand this dynamic, the theory of symbolic interactionism can be employed as the primary theoretical framework. This theory, pioneered by George Herbert Mead and further developed by Herbert Blumer, posits that social interaction is a process of meaning-making through symbols used in communication. These symbols—such as words, gestures, or greetings—derive their meaning through social interaction and shared interpretation (Siregar, 2016). From this perspective, meaning is not fixed but is negotiated and constructed through interactive experiences.

Accordingly, the communication styles of greeting interactions in Facebook Pro comment sections can be understood as symbols interpreted differently by each individual based on their social experiences or their experiences using Facebook Pro. What one user perceives as a gesture of respect or familiarity might be regarded by another as a mere formality (Vi, n.d.). Similarly, communication styles that incorporate emoticons, abbreviations, or regional languages may be accepted or rejected depending on each user's perception and value system—particularly among housewives.

This study aims to explore how housewives interpret the communication styles and forms of greetings they encounter and use in digital interactions on Facebook Pro. Using the symbolic interactionism approach, this research seeks to reveal how social meaning is constructed, negotiated, and understood in digital communication among members of the housewife community, as well as how these interactions reflect the cultural values and social norms embedded within that community.

This research is significant not only for understanding communication dynamics within social media, but also for highlighting the importance of communication ethics and symbolic awareness in fostering healthy, inclusive, and respectful interactions in the digital era.

2. RESEARCH METHOD

This study employs a descriptive qualitative method to describe housewives' perceptions of communication styles and greeting interactions on Facebook Pro. Qualitative research is a method used to understand social phenomena from the perspective of participants or research subjects. Its primary focus is on meaning, experience, and the subjective interpretation of events, rather than numerical or statistical data (Hafsiah Yakin, 2023). This research emphasizes depth of information, context, and an understanding of human behavior in real-life situations.

Data for this study were collected through in-depth interviews conducted online, either via video calls or text messages. The informants consisted of five housewives who met the following criteria: having an active Facebook Pro account for at least the past year, being active in at least two Facebook groups, and

engaging actively by commenting 2–5 times per day or posting at least three times a week.

The researcher adopted the data analysis model by Miles and Huberman (as cited in Thalib, 2022), which consists of: Data Reduction: selecting data relevant to the research focus; Data Display: organizing interview excerpts and key findings in a narrative format; Conclusion Drawing: identifying patterns of meaning and symbolic interpretation from the analyzed data.

3. RESULT AND ANALYSIS

This study aims to explore housewives' perceptions of greeting communication styles used in interactions within Facebook Pro groups—online communities centered around productive interests such as parenting, home-based businesses, and personal development. Through a qualitative approach and in-depth interviews with five housewife informants who have been active Facebook Pro users for over a year, the findings reflect the social meanings, cultural values, and algorithmic enhancements associated with greeting interactions as part of digital communication styles on Facebook Pro.

Most informants conveyed that greetings used at the beginning of conversations—whether in textual forms such as "Assalamualaikum", "Good morning", or casual salutations like "Hi moms" or "Keep up the content!"—carry significant meaning. They are seen as expressions of mutual support among users, indicators that the content has appeared on other users' feeds, as well as warm and polite forms of interaction.

From an interview with Ms. Habibah Belina (30 years old), she stated: "In parenting groups, we usually use 'Hello Amazing Mom' (Halo Bunda Hebat). It's already become a cultural norm there. So if someone uses that greeting, we know she's part of the group." This illustrates that such distinctive greetings function as symbols that foster a sense of belonging and group identity. It supports the theory

of symbolic interactionism, which argues that meaning is formed through repeated use of symbols (Siregar, 2016). This indicates that the communication style of greetings has undergone institutionalization of meaning in the digital interactions of housewife communities, even on online platforms.

Although Facebook as a platform is informal and relatively flexible in communication etiquette, informants expressed that there are still normative expectations regarding politeness in interactions. Communication ethics—such as greeting, expressing gratitude, or ending conversations politely—are still highly valued by housewives in Facebook Pro groups (Turnip & Siahaan, 2021). They affirmed that the digital space is not exempt from the norms of politeness that apply in the offline world.

Therefore, greetings are regarded as the minimum form of courtesy that must still be practiced, particularly in collective and sharing-oriented forums such as online community groups. This reflects the fact that even in virtual interactions, cultural values continue to be internalized within users' digital behavior.

Another notable finding is that greeting styles in communication appear to influence the response or participation of other group members. Informants stated that posts beginning with a greeting generally receive more comments or reactions compared to posts that go straight into the content without any salutation. This indicates that greetings serve a vital social function as an opener, a signal of openness, and a means to create comfort for message recipients. In this context, greetings function not only as communication markers but also as tools of social interaction that foster connection among members of digital communities (Nainggolan et al., 2018).

Based on user interactions in comment sections of social media posts, it was observed that mutual engagement among content creator accounts positively affects account growth and visibility. As stated by a user named Mustika Rigo, consistent interaction between accounts is believed to help an account become more recognizable and likely to grow. This view was echoed by the content owner, Dina Madinah, who emphasized the importance of regularly interacting and expressing gratitude for other users' visits.

According to housewife user Mustika Rigo: "It's essential to interact frequently with other content creators so that our accounts become more recognized and continue to grow, eventually reaching Facebook's algorithm and attracting more viewers." This perspective reinforces the understanding that social media algorithms tend to favor accounts that are socially active—not only through content posting but also via intensive engagement with the community. Positive responses and mutual greetings also reflect a culture of mutual support among users as part of a strategy for organic account growth.

These findings strengthen the relevance of symbolic interactionism, as proposed by George Herbert Mead and Herbert Blumer (in Dary & Pipit Fitiyah, 2023), which suggests that individuals create meaning through symbol-based

social interaction. Greetings, as linguistic and cultural symbols, convey broader meanings beyond a mere opening phrase—they represent attitudes, intentions, and personal image within the digital social space. In the context of Facebook Pro groups, which predominantly consist of housewives, greetings serve as symbolic representations of familial values, politeness, and mutual respect.

In addition, the findings align with Erving Goffman's concept of self-presentation (in Chandra & Sazali, 2025), which posits that in every interaction—whether in-person or digital—individuals construct a particular impression in order to gain social acceptance. Greeting styles in posts or comments on social media form part of a strategy for presenting oneself and shaping one's digital identity.

This discussion demonstrates that communication styles in digital spaces are inseparable from the users' social and cultural values. While social media offers freedom of expression and information sharing, users continue to carry their cultural norms into their communication practices (Sazali & Mustafa, 2023). In this case, housewives who are members of Facebook Pro communities show that online communication is still governed by norms of politeness and deep social meaning. For them, greetings are not mere formalities but expressions of mutual respect within the community.

Overall, the findings of this research show that greeting communication styles in Facebook Pro group interactions are perceived as an essential part of digital social communication. These styles reflect not only etiquette and character but also influence participation and responsiveness within group communication. This illustrates that digital communication, particularly within interest-based communities like Facebook Pro, continues to be shaped by the social, cultural, and interpersonal values present in society.

4. CONCLUSION

Based on the results of the research and in-depth interviews with housewives who are active members of Facebook Pro groups, it can be concluded that the communication style of greeting interactions plays a significant role in shaping social interactions on Facebook Pro. Greetings—whether formal such as "Assalamualaikum, good morning" or informal such as "Hi mom, please visit my account"—serve not only as conversation openers or mere comments but also as social symbols that convey identity, etiquette, and a desire for growth through Facebook Pro accounts.

Moreover, greeting styles have been shown to influence the level of participation and response to content on Facebook Pro. Posts that receive numerous comments, including greetings, tend to attract more likes and are often emulated by beginner Facebook Pro content creators. This indicates that greeting

interactions function as catalysts for social engagement, create a sense of comfort, and build interpersonal connections within virtual communities.

These findings reinforce the theory of symbolic interactionism, which asserts that meaning is formed through the repeated use of social symbols. This explains that communication styles on social media are part of individual strategies for constructing digital identity and shaping social impressions. Thus, it can be concluded that the greeting communication style is not merely a salutation in the comment section.

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