

## **Kinesics in the Non-Verbal Communication between Sellers and Buyers at the Market**

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**Abstract** - This study explores the types, functions, meanings, and contexts of kinesics in the interactions between sellers and buyers at the traditional market in Ruteng a culturally rich setting that highlights the local nuances of non-verbal communication. Kinesics, encompassing body movements, facial expressions, posture, and eye contact, plays a crucial role in facilitating effective exchanges during commercial transactions. Employing a descriptive qualitative approach, data were gathered through observation and documentation, enabling an in-depth understanding of communication behaviors in this context. The findings indicate that both sellers and buyers consciously utilize kinesic elements such as smiling, hand gestures, and body posture to complement verbal communication, convey emotions, build mutual trust, and minimize misunderstandings. In the informal yet dynamic environment of Ruteng's traditional market, kinesics emerges as a key component in fostering smooth and meaningful social interactions. This study offers valuable insights into the role of non-verbal communication in commerce, emphasizing its contribution to service quality and the overall shopping experience.

**Keywords:** *kinesics, non-verbal communication, market interaction, sellers, buyers, Ruteng*

### **I. INTRODUCTION**

Communication plays a fundamental role in human interaction in daily life. Communication can be used to convey meaning when people communicate each other. According to Lenneberg & Cherry (1957), communication is something that is inherent in humans as creatures who interacts with each other. Communication plays an important role in conveying an idea or concept and message so that it can be received by the listener or reader and can understand the message that has been conveyed. Particularly, communication can be used in commercial settings where sellers and buyers engage in exchanges that go beyond spoken language. In this context, the communication can be verbal communication and non-verbal communication. These communications are used by the sellers and buyers to understand each other when they do interaction.

In the context of using non-verbal communication, kinesics is one of some non-verbal communication types. It involves gestures, facial expressions, posture, and other forms of body language, significantly influences the dynamics of the interactions. Besides

that, kinesics can support the process of communication to understand meaning of the communication deeply. According to Hans & Hans (2015), kinesics refers to the study of face movement, body movement, arm, and hands movement. To be more specific, this kinesics studies about how gestures, body movements, head movements and posture, eyes contact, and facial expression in non-verbal communication. This means that, kinesics is very important in non-verbal communication to improve the connection of communication between speaker and listener.

Furthermore, kinesics can also be defined as the one of the important aspects of non-verbal communication in interaction. It refers to the use of body movements, facial expressions, and other physical cues to convey messages. Kinesics provides additional context to verbal messages, allowing for a deeper understanding of communication dynamics among students (Wang et al., 2024). In the context of interactions between sellers and buyers at the market setting, non-verbal communication is crucial language to improve the effectiveness and smooth interactions among them. Adolph (2016) said that kinesics is one of the learning styles in the VAK model (Visual, Auditory, Kinesthetic). In the kinesthetic learning style, learning involves physical activities, such as body movements or hands in activities that provide learning experiences to learners. This includes learning through doing certain activities, such as disassembling and assembling things, making models, or manipulating objects. The VAK learning model through interactive multimedia increases students' learning motivation from 39.37% to 86.11% and the average score from 50 to 84.52, thus effectively creating interesting learning and improving learning outcomes.

According to Smith (1979) kinesics focuses on the use of gestures, head movements and posture, eye contact, and facial expressions as nonverbal communication. This research shows that nonverbal communication, such as body movements, facial expressions, and tone of voice, greatly influence teacher and student interactions. Nonverbal communication awareness and training can improve classroom interpersonal relationships and learning effectiveness. Similarly, kinesics also can influence communication between sellers and buyers at the market setting. It means that, understanding of using kinesics at the market settings is very crucial to understand how they people use kinesics, function, and meaning based on its context.

Moreover, T. Cuilan et al. (2024) said that kinesics refers to aspects of non-verbal communication that involve body language, such as posture, facial expressions, hand gestures, and eye contact. Kinesics are used by live online sellers to build relationships with customers, convey messages more effectively, and create trust. messages more effectively, and create trust. For example, a confident posture confident posture and a genuine smile can help to attract buyers' attention and this study found that product knowledge, the use of persuasive product knowledge, use of persuasive communication techniques, and mastery of both verbal and non-verbal verbal and non-verbal communication play an important role in the success of online sales live. Effective strategies include simple information delivery, friendly, and customer-driven, supported by confident body language, friendly facial expressions, and quality visuals. Conversely, an intimidating or unclear can undermine customer trust. Offers such as discounts and satisfaction guarantees also increase buyer attraction. This research emphasizes the

importance of transparency and a targeted communication strategy to compete in the digital marketplace.

Based on those explanations above, it can be concluded that kinesics is always used in human' interactions. For instance, it is used by the sellers and buyers at the market settings. Kinesics greatly helps the communication process between sellers and buyers to create a smooth interaction that is easy for both parties to understand. Besides that, the use of kinesics can help the interaction process between sellers and buyers to avoid misunderstandings and help clarify the message conveyed. Kinesics refers to the use of body language, including postures, gestures, eye contact, and facial expressions, as a form of non-verbal communication. In the classroom, it enhances engagement, improves instructional quality, and positively influences students' academic performance and behavior, (Caybot et al., 2024).

especially when there are language barriers or verbal misunderstandings. For example, hand gestures pointing at certain items can replace words to explain choices or prices. Moreover, facial expressions such as smiles create a friendly atmosphere that can increase trust between sellers and buyers, thus encouraging more positive interactions. Additionally, kinesics allows sellers and buyers to read each other's emotions, such as satisfaction, doubt, or disagreement, which helps adjust the way of communication to be more effective. Thus, kinesics plays an important role in building social relationships and facilitating the transaction process in the market. Lastly, the use of kinesics at the market settings can be seen from how they use body language in communication, such as hand gestures, facial expressions, body posture, and head movements to support their interaction.

However, in many cases non-verbal cues serve as the first impression in a transaction, setting the tone for trust, interest, and engagement between the two parties. Understanding this non-verbal aspect is essential for fostering effective and meaningful communication in the marketplace. Similarly, in the business world, especially in retail and service industries, non-verbal communication often conveys messages that words cannot. A seller's warm smile, direct eye contact, or open body posture can create a welcoming atmosphere, encouraging buyers to feel valued and comfortable. Similarly, buyers' gestures, facial expressions, and proximity can provide sellers with immediate feedback, signaling interest, doubt, or satisfaction. By interpreting and responding to these non-verbal cues effectively, sellers can build rapport, resolve misunderstandings, and improve customer experiences.

Specifically, in this research, the researchers focused on identifying the various types of kinesics, functions of kinesics, meaning of kinesics, and context of kinesics used by the sellers and buyers at the market setting. In addition, the researchers focused on identifying the communication between sellers and buyers in Ruteng town market. This focused on observing of non-verbal communication used when sellers and buyers do interaction. By exploring this non-verbal communication, the research aims to provide practical insights that can benefit both sellers seeking to enhance their customer interactions and buyers looking to make informed purchasing decisions.

## II. METHODS

Research method of this research consists of research design, subjects of the research, technic of data collection, and technic of data analysis. In this research, the researchers used descriptive qualitative. Kowalczyk (2018) identifies three methodologies available to researchers. A researcher may employ quantitative research methods, qualitative research methods, and mixed methods. This present research the researchers used qualitative design, because the researchers explored the use of kinesics (body language) in the interaction between sellers and buyers in market settings. It seeks to understand and describe the non-verbal cues and their roles in facilitating communication during transactions. The subjects of this research were buyers and sellers at the market in Ruteng. The researchers chose these subjects because the researchers explored how the sellers and buyers use non-verbal communication in their interactions when they do transaction each other deeply. In collecting the data, the researcher used observation and documentation instruments.

These instruments were used to collect the data based on sellers' and buyers' interactions at the market in Ruteng when they use non-verbal communication. In this context, the researcher just focused on exploring how they use kinesics in their interactions. Moreover, in collecting the data, the researchers used some steps. Firstly, the researchers chose the subjects of the research. Secondly, the researchers prepared observation tools such as observation sheets to record the kinesics used by sellers and buyers at the market. Additionally, the researchers ensured the documentation tools, such as a camera or video recorder, were ready to capture the interactions between sellers and buyers. After that, the researcher conducted the observation. Finally, the researchers collected all observation data and watched the videos that had been taken during the observation to be analyzed.

In analyzing the data, the researchers used Miles and Huberman's as cited in Onwuegbuzie & Weinbaum (2016) design, namely data collection, data display, data reduction, and drawing conclusion. The process of analyzing the data can be seen at chart below.

Figure 3.1 Analyzing procedures

1 Analyzing data procedures

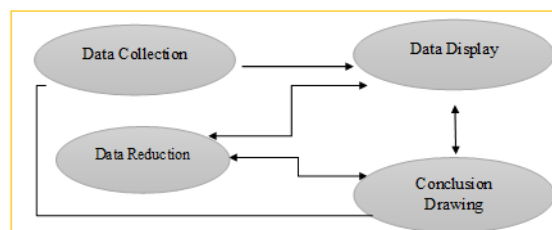


Figure 1.1 illustrates the steps of data analysis used by the researchers. In the data collection stage, the researcher collected data by observing and documenting the interactions between sellers and buyers in the market. In the data reduction section, the researchers selected and organizes the data. Unnecessary data will be discarded, while the necessary data will then be grouped into the data presentation stage. After data reduction. In this stage the researchers simplify, summarize, and select relevant data from

the raw data that has been collected during the research, namely data of kinesics elements in the interaction between sellers and buyers. The last stage is drawing conclusions. Drawing conclusions is the last stage in analyzing data to answer the objectives of this study.

### **III. RESULTS AND DISCUSSION**

The study's findings highlight how crucial kinesics are to the nonverbal exchanges between buyers and sellers at the market setting in Ruteng. It is evident from deep observation and analysis that body posture, eye contact, facial expressions, gestures, and other body movements all contribute significantly to seamless interactions and transactions. Besides that, these non-verbal communications play a significant role in facilitating smooth interactions between sellers and buyers at the market. These kinesics elements not only help overcome verbal communication barriers, such as differences in voice or language, but also contribute to building trust, expressing emotions, and enhancing the overall shopping experience. Moreover, the data collected highlights the types, functions, and meanings of kinesics used during these interactions, providing valuable insights into how nonverbal communication shapes market dynamics.

Based on the results of observation and documentation of this study, it can be known that in Ruteng market sellers and buyers always use non-verbal communication such as kinesics to build their interaction smoothly and more effective. According to Wahyuni & Komara (2024) the use of body language such as kinesics between sellers and buyers at the market in their interaction can make communication more effective. These body languages involved expression, gestures, posture, touch, distance, and eye contact. Besides that, non-verbal communication used by sellers and buyers really helps them to support their oral communication during transaction. Based on the results of this study, it can be seen that there are some types of kinesics used by sellers and buyers at the market in Ruteng. This kinesics will be shown as below.

Figure 1



Figure 1 above illustrates the interaction between the seller and the buyer using non-verbal communication in the form of kinesics. The kinesics they use in the conversation can be identified based on observations and documentation conducted during the research. In the picture, it can be seen that the seller in figure 1 above uses kinesics such as facial expression type, posture, and gesture. The kinesics used by the seller can be explained as follows. The first is facial expression. The facial expression of the seller in

the picture is a smile. This expression signals that the seller is very friendly with the buyer and is trying to build gentle communication in the interaction. Besides that, the facial expression indicates that the seller is trying to provide comfort to the buyer when interacting. In addition, the context of figure 1 is informal and friendly interaction between seller and buyer at the market setting.

The second is posture. Based on the observation results in Figure 1 above, it can be seen that the seller's posture leaning forward shows involvement and seriousness in serving consumer, while the buyer's upright body position shows decision making or consideration. The posture of the seller and buyer gives the meaning that both build good communication to make the same final decision. Furthermore, a deeper meaning is conveyed by the way the seller and buyer's postures interact, both are actively engaging in the exchange, which promotes respect and cooperation between the two of them. The buyer's posture conveys careful consideration, while the seller's body language shows a desire to satisfy the buyer's needs. When combined, these kinesics components create a cooperative and harmonious communication dynamic that guarantees both parties strive toward a common end result, like deciding on a price or choosing the desired items. This non-verbal communication demonstrates how crucial posture is to establishing a successful and culturally relevant business relationship.

The third is gesture. The gesture of the seller in picture 1 is in the form of hand movements, where the condition of the seller's hand is helping and serving the buyer. While the gesture of the buyer's hand movement shows that he is pointing at the item he wants to buy. The gestures used by the seller and buyer in picture 1 illustrate that both build good communication to meet each other's needs between the seller and the buyer and make the same decision between the seller and the buyer.

Figure 2



Figure 2 above illustrates the interaction between the seller and the buyer using non-verbal communication in the form of kinesics. Based on figure 2, it can be seen that kinesics that involve in their interaction are gesture such as hands movement (sellers) and posture (seller and buyer). In this interaction, hands movement of seller are used to explain her product clearly to her customer (buyer). By using gesture in their communication, it can improve their interaction smoothly and understandable. Additionally, the meaning of



using this non-verbal seller is likely explaining or demonstrating a product to the customer. This indicates an attempt to persuade or provide information and to support their verbal communication. Moreover, in this interaction seller and buyer used posture to show relax, polite, and pay attention of their communication. It can be seen that their verbal communication is supported by their non-verbal communication. In addition, the context of figure 2 is informal and friendly interaction between seller and buyer at the market setting, but in serious situations.

Figure 3



Figure 3 above shows the kinesics used by seller and buyer in their interaction. Based on that figure, it can be seen that they use gestures, facial expression, posture, and eye contact in their interaction. These non-verbal communications will be explained as below.

Firstly, the gestures at the figure 3 demonstrates a friendly and professional interaction between the seller and the buyer, emphasizing engagement and mutual understanding. The seller extends their hand to offer the product, a transactional gesture signifying the completion of the exchange, accompanied by a smile that conveys warmth, satisfaction, and a willingness to serve. Meanwhile, the buyer reaches out to accept the product, indicating agreement and closure of the transaction, with a slight forward lean reflecting attentiveness and interest. The seller's upright posture demonstrates readiness and professionalism, while the close proximity between them highlights the informal and personal nature of the interaction, typical in traditional market settings. Additionally, these gestures underscore a culturally appropriate and positive transaction dynamic, fostering trust and rapport.

In figure 3 above, the facial expressions of seller and buyer play an important role in increasing interaction and conveying emotions. A seller's smile serves as a social cue to create a friendly and welcoming atmosphere, indicating satisfaction, politeness, and a desire to build a good relationship with the buyer. This non-verbal communication also reflects the seller's professionalism and positive attitude, which is important for fostering trust in a market environment. Furthermore, the buyer's smiling facial expression indicates that he is very friendly and happy with the product he purchased. In addition, these facial expressions from sellers and buyers create a harmonious dynamic, warmth between

sellers and buyers, and mutual respect for each other. Lastly, the context of figure 3 is informal and friendly interaction between seller and buyer at the market setting.

#### **IV. CONCLUSION**

Based on the results of this study, it can be concluded that sellers and buyers always use non-verbal communication in their interactions at the market setting. One of some non-verbal communications that they use is kinesics. Kinesics used in interactions between sellers and buyers can be known as gestures, facial expressions, and postures. The use of kinesics can help them to create smooth communication, clarify message delivery, show respect for each other, and help them to create conducive communication so that they can avoid misunderstandings between sellers and buyers in interacting.

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