

ABSTRACT

The purpose of this research is that auction members can build trust again by understanding the red flags of fraud in the community on the platform that this community has adopted an anti-fraud policy. This research is a qualitative research in the form of a case study on the XYZ auction community which is engaged in buying and selling audio goods on the Facebook platform.

The Data was collected through interviews with respondents who are members of the XYZ auction community, including 1 admin (Ci) and 1 moderator (Yan) as well as 8 auctioneers who have been victims of auctions in this community. Admins and moderators as the supervising parties found obstacles when carrying out their functions, both caused by actors and gaps from the Facebook platform as a facilitator in the implementation of the auction. Meanwhile, the auctioneer who became the victim of the failure of the auction, such as bid and run, was carried out by the perpetrator either intentionally or unintentionally as a result of the Facebook platform.

The results of this study focus on how members can build trust. Back when fraud during auctions such as bid and run will still occur because of loopholes from Facebook, but the actions that can be taken by admins are in the form of repressive actions by providing a means of complaint and banning the perpetrators, while the auctioneer who As a victim, you can report to a special complaint thread when you feel aggrieved.

Keywords: Auction Failure, Red flags, Online auction.