

## Cyber Crime Communication Patterns Impulsive Purchase Behavior of NCT 127 "The Unity Jakarta" Concert Tickets on X (Twitter)

Hayati Julianti<sup>1</sup>, Sukma Ainaya<sup>2</sup>, Tamela Azzahra<sup>3</sup>, Dian Andriany<sup>4\*</sup>  
Universitas Swadaya Gunung Jati

**Corresponding Author:** Dian Andriany [dian.andriany@ugj.ac.id](mailto:dian.andriany@ugj.ac.id)

### ARTICLE INFO

*Keywords:* Computer Mediated Communication (CMC), Cyber Crime, Deceit, Concert Tickets

*Received :* 8, May

*Revised :* 17, June

*Accepted:* 14, July

©2024 Julianti, Ainaya, Azzahra, Andriany: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

Technological advances have changed the way humans interact and make it easier for humans to make buying and selling transactions, but behind the positive side of technology, of course, there is a negative side that can be detrimental. One of the cases that is rampant on social media (Twitter) is concert ticket fraud. The goal of the study was to identify the communication patterns that scammers engage in when selling concert tickets and understand how a person can become a victim of online fraud through the social media platform Twitter. Seven key informants of this research are victims of fraudulent ticket purchases for NCT 127 concert "The Unity Jakarta" on Twitter. The research method used is qualitative descriptive with data sources through interviews with 7 informants and observation through the Twitter accounts of the informants. This study uses the theory of Computer Mediated Communication (CMC). Based on the results of the research, the communication pattern that occurs is that fraudsters use evidence in the form of e-tickets as collateral and an excuse to sell tickets under the pretext of having excess tickets to attract the attention of victims who are in need of concert tickets. The findings indicate that the victim made a hasty purchase of concert tickets without considering the negative consequences, known as impulse buying.

## INTRODUCTION

Technology has changed people's lifestyles. Technological advances have made human life easier. One of them is the presence of the internet and digital technology that makes it easier for people to connect and disseminate information (Andriany, 2022:319). Research (Putri et al., 2023) in a paper entitled Formation of Self-Identity of Generation Z Through Instagram Social Media Amongst Students explained that the rapid advancement of technology has caused changes in various things. One of the impacts of technological advances is the rapid use of the internet. Today, people have the ability to interact with more people from different backgrounds and locations. The "face-to-face" function in the process of interaction has changed due to advances in communication and information technology. Now people can communicate and interact face-to-face without having to be face-to-face; communication can occur even at a distance of thousands of kilometres (Ngafifi,2014). The interaction that is happening today is proof that the existence of this technology can make it easier for people to communicate. Increasingly sophisticated communication devices are becoming a mirror of the development of a more modern world. According to Bakti (in Rabbani et al., 2023:6) the positive impact of technological advances on social life, because technology has encouraged people to entrepreneurship and online business in Indonesia, which has opened up new economic opportunities and improved the quality of life of most people. From the positive impact of technology, it is proof that the rapid growth of the internet has brought influence in the commercial field. A concrete example is the existence of buying and selling transactions through social media. Reporting from databox, Indonesia is a country with 167 million active social media users as of January 2023, equivalent to 60.4% of the total population. This includes social media called Twitter.

Twitter is a platform that allows people to interact and relate to each other (Zukhrufillah, 2018:103). Twitter is an app founded by Jack Dorsey in 2006. In July of the same year, Twitter also launched its social networking site. Since its establishment, Twitter has undergone a logo change 3 times with the identical color of light blue with the addition of a white border on the Twitter text designed by Linda Gavin. Later, designer Simon Oxslay created a bird *icon* that was eventually bought by Twitter, the design was named *Larry Bird*. From 2010-2012 Biz Stone created a bird logo for Twitter that lasted for 9 years, the source quoted from sultratribunnews. On January 31, 2022, Elon Musk acquired Twitter shares, on July 22, 2023 Twitter officially changed its name to X. Twitter's bird logo changed to a more modern and futuristic X logo. Twitter has several features including *tweeting, following, following, unfollowing, retweeting, trending topics, bookmarks, threads, and space (audio streaming)*. As the times develop, Twitter makes it easier for its users to do various things, one of which is in the business field.

Crimes in this increasingly sophisticated era are not only carried out directly, but through social media. As Lestari et al. (2020) explained, One of the biggest dangers of social media is that they can lead to relationship falsehoods because people don't know exactly who someone is based on their profile. This

is related to the crime that is rampant today, namely *Cyber crime*, according to Parker (in Januri et al., 2022:34) *Cyber crime* is an act or incident related to computer technology. In a situation where one gains an advantage by harming others. Hayes (in Juditha 2015:30) groups into several types of cybercrimes against individuals, including 1. Identity theft; 2. Sexual crimes; 3. Scams and tricks; and finally financial predation. The impact of *cyber crime* is certainly very detrimental, both material losses and non-material losses.

Quoted from databoks based on National Cyber Security Index (NCSI) data, Indonesia achieved a score of 63.64 points out of 100 as of September 1, 2023 in terms of *cyber* security. With this figure, Indonesia ranks fourth among Southeast Asian countries. Meanwhile, globally, Indonesia is ranked 49th out of 176 countries. Based on records from the State Cyber and Cryptography Agency (BSSN), Indonesia experienced 279.84 million *cyber* attacks in 2023. However, this figure decreased by 24.4% compared to the previous year which reached 370.02 million *cyber* attacks. This is proof that cybercrime in Indonesia is rampant.

Of the many crimes on social media, what is currently rampant is *online* buying and selling fraud. Reporting from detikcom, online buying and selling transactions are the main target of *cybercrime* with 53,793 reports or 45.87% of the total reports. Furthermore, Scamming reports ranked third with 12,472 incidents, or 10.63% of the total reports. This includes cases of fraudulent buying and selling of concert tickets. These criminal acts are detrimental to society among K-POP fans.

*Korean Pop* or often referred to as K-POP is a genre of pop music that originated in South Korea. K-POP comes from the influence of the *Korean Wave* which introduces culture, customs, food, language, way of dressing, and *entertainment*. According to Shim (in Idola Perdini et al., 2019:69) *Korean Wave* is a term that refers to the spread of South Korean pop culture globally, covering various countries including Indonesia. NCT 127 is one of the bands under the auspices of SM Entertainment from South Korea which has many fans in various parts of the world, especially in Indonesia there are many fans who like the band.

After Covid-19 in Indonesia, the government finally allowed the holding of live music events. The public's interest in enjoying entertainment is very high, especially because for the past 2 years music concerts cannot be held in person. NCT 127 itself has held its solo concerts 2 times in Indonesia, the first tour is called The Link which has been successfully held for 2 days in October 2022 and the latest is The Unity which was completed on January 13-14, 2024. The concert provides a special and unforgettable experience for its fans. A sense of unity and solidarity is created when the audience sings along. This experience emotionally engages NCT 127 fans and leaves cherished memories.

Based on urbanjabar.com, the high enthusiasm of fans to watch NCT 127's concert "The Unity Jakarta" caused the concert tickets to be sold out as many as 24 thousand tickets. Therefore, some NCT 127 fans who did not manage to get tickets through the official website of the promoter Dyandra Global Edutainment, chose another alternative to buy concert tickets through a 2nd party on the X application (Twitter). Based on the author's observation through Twitter scrolling, it was found that some fans who do not have tickets make

tweets on Twitter using the keyword WTB (Want To Buy) to allow scammers who have more tickets to offer him sales tickets. In the same way, scammers sell their tickets by making tweets using the word WTS (Want To Sell). After fans find the ticket fraudster, they continue the buying and selling transaction and communicate with the ticket fraudster through the WhatsApp application. NCT 127 fans think that communication conducted through the WhatsApp application can reduce fraud and foster the trust of ticket fraudsters. According to Solomon E. Asch (in Rakhmat 2021:52) knowledge, needs, and interests form trust. Knowledge is related to the amount of information a person has. A lot of trust comes from incomplete knowledge.

Without being aware of the risks, some of the Twitter users are vulnerable to being lured by attractive offers from scammers on Twitter without adequately verifying the authenticity of the fraudster's identity and the legitimacy of the tickets offered or in other words called impulse purchases. At this moment, some NCT 127 ticket fraudsters took advantage of the ignorance and desire of the fans to get concert tickets, but in reality the irresponsible fraudsters took the victim's money without giving tickets. This caused great financial losses and disappointment for NCT 127 fans who were victims of cyber crime of fraudulent purchase of concert tickets on X (Twitter).

The purpose of the study is to identify and analyze communication patterns that occur in the context of cyber crime, especially the fraudulent sale of tickets for the NCT 127 concert "The Unity Jakarta" on Twitter. This includes an analysis of the types of messages used, how the scam is carried out, and how the scam is promoted and spread on the platform. As well as efforts to reduce the risk of fraudulent sale of concert tickets on the Twitter platform for users. This problem is the basis for the author to research the communication pattern of cyber crime fraud in the sale of tickets for the NCT 127 concert "The Unity Jakarta" on X (Twitter).

## **LITERATURE REVIEW**

The research (Putri et al., 2022) entitled Analysis of the Phenomenon of Identity Fraud (Catfishing) on the Digital Literacy of Social Media Users, shows that the public will admit that the meaning and information they get from digital literacy is really influential. Society will combine the results of interpretation and certain social experiences. To avoid the catfishing phenomenon, key informants who feel more comfortable in accepting friends through the internet, tend to be more vigilant in looking for information before believing in someone. The purpose of this qualitative research is to look at the efforts of students and students in Jakarta to understand digital literacy in the use of social media with the theory of reception studies and CMC. This study uses the case study method and uses the source triangulation method to ensure the validity of the data. The data is accumulated through observation, interviews, and documentation, and analyzed at the stages of reduction, presentation, and conclusion drawn.

In (Kinanti et al., 2023) a study entitled *The Speak Up Phenomenon on Twitter Social Media (Descriptive Study of Fraud Victims Through the "A Thread" Movement)* using a qualitative descriptive approach. This study aims to find out the working pattern of the "A Thread" movement on Twitter social media as well as the obstacles faced by fraud victims in speaking up on Twitter social media. The theory used is self-disclosure put forward by Sidney Marshall Jourars (1926-1974), an expert in the field of Humanistic Psychology. The results of the study showed that the informant did not have the right audience, so comments that did not meet expectations did not help solve the problem, but thread movements helped other Twitter users to avoid the same problem.

The research (Imamah et al., 2023) entitled *Analysis of Rational Choice Theory in Online Buying and Selling Fraud (Case Study: Concert Ticket Fraud on Twitter Social Media)* states that online fraud through Twitter social media occurs due to economic factors because ticket fraud fraudsters on Twitter social media live in shortages, unpleasant environmental factors, and the influence of Twitter social media that makes information spread quickly. This research is conducted through a descriptive qualitative approach, which means that the research describes individuals or groups in the context of certain situations. In addition, this study applies the theory of rational choice which emphasizes that individuals perform a behavior that will utilize the resources they have. In the application of the theory, it is explained that there is a bond between the fraudster and resources in the process of calculating profits and losses to make decisions and goals, where profits are money for economic needs, and losses are lost money.

Rusmana (2015) in his article entitled *Fraud in Interaction Through Social Media Using Qualitative Methods with Phenomenological Theory Explains the phenomenon of fraud caused by internal factors (victims who want to get married immediately) and external, victims who facilitate or help urgently to communicate, strategies for creating impressions and framing strategies by fraudulent scammers, and characteristics of social media that are able to create reality in the mind of the victim of fraud.* Furthermore, research (Fauzi et al., 2023) shows that the role and influence of social media in cases of buying and selling fraud on social media, as well as preventive and legal ways that regulate information and electronic transactions.

The study (Silalahi et al., 2022) "*Analysis of the Security of E-Commerce Transactions in Preventing Online Fraud*" found findings that have important implications for cyber security regulations. Aspects of fraud based on research results in e-commerce transactions include minimal knowledge, data leakage, temptation to fake gifts, high unemployment and poverty rates, and a lack of government security policies. Forms of fraud in transactions in e-commerce include: phishing, pharming, pretexting, quid pro quo and contacting the victim directly.

## **METHODOLOGY**

This study applies a qualitative approach that focuses on making narrative explanations and textual explanations to the phenomenon of online buying and selling fraud on Twitter. Phenomenology is a way of thinking that emphasizes human subjective experience and interpretations of the world. This approach allows researchers to gain an in-depth understanding of the various aspects of such fraud and allows them to use quantitative methods to observe differences and contexts that are difficult to predict.

Descriptive research is also taken to provide a real picture of fraudulent behavior through the internet on Twitter. In a phenomenological view, it seeks to understand the meaning of events and how they impact people in certain situations. The purpose of this study is to explain and provide an understanding of the characteristics, motives, and mechanisms of fraud from the victim's point of view.

Please note that the author chose descriptive research not only to provide an accurate picture but also to raise awareness about the dangers of online buying and selling scams on Twitter. It is hoped that, by providing a detailed analysis and clear facts, this research can help prevent fraud and protect social media users.

The descriptive approach in this study is expected to produce data and knowledge that supports the development of improved strategies and policies to reduce fraud in social media. The author uses qualitative approaches and descriptive research to understand the psychological, economic, and other aspects of fraud. What is emphasized in this study is the importance of listening to the experiences of victims of online buying and selling fraud.

The case study in this journal involves interviews with victims of NCT 127 concert ticket sales fraud "The Unity Jakarta" through chat, voice call, and video call on the WhatsApp application. The purpose of conducting interviews as stated by Lincoln and Guba (in Moleong, 2017:186) includes: constructing about people, events, organizations, emotions, motivations, demands, empathy and other roundabouts; reconstructing such roundness as experienced in the past; projecting roundness as hope to be experienced in the future, verifying, modifying, and obtaining information obtained from others, both human and non-human (triangulation); and verifying, changing and expanding the construction developed by the researcher as a form of member checking.

Semi-structured interviews are the type of interviews used in this study. The implementation is freer than planned interviews. The purpose of this type of interview is to overcome the problem openly by asking for opinions and ideas from the person to be interviewed (Sugiyono, 2002: 115). These questions have been prepared in advance and are based on the problems set out in the research design of the NCT 127 Concert Ticket Sales Fraud Cyber Crime "The Unity Jakarta" on X (Twitter).

## RESEARCH RESULT

This research aims to find out the communication pattern of cyber crime fraud in the sale of NCT 127 concert tickets "The Unity Jakarta" on Twitter. The data used in this study is primary data based on the results of interviews conducted with informants who are victims of fraudulent ticket sales for the NCT 127 concert "The Unity Jakarta" on Twitter totaling 7 people, including Tata (24 years old) with working status, Diah (24 years old) with working status, Adjwa (19 years old) female student, Zwita (14 years old) student, Joy (23 years old) working, Adelia (19 years old) is a female student, and Hufa (19 years old) is working. The researcher obtained an informant through the Twitter application with informant qualifications, namely having strong evidence in the form of screenshots of conversations between the victim and the scammer, as well as buying tickets for the NCT 127 The Unity concert on Twitter.

In this section, the researcher will describe and explain the data and research results about the problems that have been formulated in the introduction. The results of this study were obtained by interview techniques by giving questions to informants. Informants are carried out by students, students, and workers with a vulnerable age of <25 years. The researcher also used observation techniques as a reference to supplement the necessary data, namely by examining threads made by victims about the experience of not wearing victims about fraud by using evidence in the form of screenshots of messages from victims uploaded on Twitter.

This research focuses on the communication patterns that occur between fraudsters and victims in purchasing tickets for the NCT 127 concert "The Unity Jakarta" on Twitter along with efforts to prevent such fraud. Researchers also use a qualitative approach to see the natural conditions of an event. Based on the findings of data from seven informants, it is known that the NCT 127 concert ticket fraud case will be connected and adjusted to the type of CMC communication pattern studied in this study, namely Impersonal, Interpersonal and Hyperpersonal.

### *a. Impersonal*

Impersonal is a relationship between individuals who do not know each other by using two-way, verbal and nonverbal communication along with sharing information. In this concert ticket fraud case, it started from the victim looking for NCT 127 concert tickets, in searching for concert tickets, most of them chose Twitter as the last step to get tickets for the NCT 127 concert "The Unity Jakarta". On the day of ticket sales on the official website that has been provided by the promoter Dyandra Global Edutainment, they did not get the desired tickets because the concert tickets provided by the promoter have been sold out. As revealed by seven informants during the interview, they got information about ticket sales through Twitter through one of the features in the Twitter application called the search bar using the keyword WTS. With the WTS keyword, it will display tweets that have the WTS keyword that promotes the concert tickets sold. Here is a screenshot of the tweet sent by the informant;

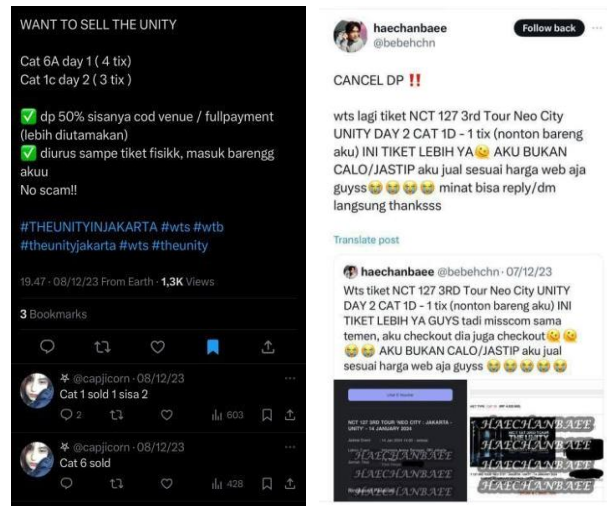


Figure 1. The Unity Jakarta ticket scammer's upload

It can be seen from the tweet in the image above is a way for scammers to promote their sales tickets by using hashtags and WTS keywords to attract victims. Walther (in Juditha, 2015: 32) CMC can falsify messages and information (self-censorship), can provide greater control based on the signals sent. Scammers are able to manipulate messages by using sentences that can attract victims by using words such as "The remaining 50% DP can be COD, come in with me, and watch with me.". From the sentence that can attract someone to buy the ticket, it can be confirmed that the scammer said that he was watching the NCT 127 concert. This is as mentioned by Juditha (2015: 32) someone exploits this media feature because it is able to create their best impression that can attract attention even though it is certain that the victim and the scammer are people who do not know each other. By using this sentence, it can certainly attract victims who are in need of concert tickets and decide to contact the scammer through Twitter Direct Message (DM) to discuss more about concert tickets. As explained by Tata, one of the victims of ticket fraud:

*Gak kenal sih, mutual doang. Makanya aku tadi bilang gak aman. Kan kalo mutual di twitter cuman follow-an doang. Terus kemarin kenapa aku tertarik beli itu berani purchase sama dia karena di chat, di DM, dia bilang, eh aku bilang "aku mau, kalo tiket masih ada chat aja aku di wa" aku ngasih WA aku. Dan dia mau WA.*

*I don't know each other. That's why I said it wasn't safe. Isn't it true that mutual on twitter is just followers. Then yesterday why I was interested in buying it dared to buy it with him because in the chat, in the DM, he said, eh I said "I want, if the ticket is still there, just chat with me in the wa" I gave my WA. And the land is WA.*

Six of the seven informants said that communication to make further transactions was carried out through the WhatsApp application as an intermediary medium of communication between the two. After sending a message on WhatsApp to ask for more details about the ticket to be purchased, In this ticket fraud case, the informant was affected by every word conveyed by

the scammer by providing a lot of evidence in the form of screenshots of the e-ticket he had, sweet promises if payment could be made on the spot, to personal identity cards. With a scammer who gives a good initial image, it will make the informant feel confident in what is conveyed by the scammer. As experienced by Adelia.

*Oiyaa yang bikin percaya lagi tuh e-ticket, no rek, ktpnya namanya sama. Jadi yaudah percaya aja. Kayak yang aku bilang sebelumnya. Proof tiket dia meyakinkan. Sebelumnya aku ga pernah tau kalo ternyata orang bisa manipulasi tiket segitu mulusnya. Dia juga ngirimin eticket, yang bikin aku makin yakin. Karena kalo di cek tuh beneran emang ga keliatan kaya editan.*

*Oiyaa who makes me believe again is the e-ticket, account number, ID card with the same name. So just believe it. Like what I said before. Proof of the ticket he convinced. Previously I never knew that people could manipulate tickets so smoothly. He also sent me an eticket, which made me even more confident. Because if you check it, it really doesn't look like an edit.*

If you look at the data derived from the informant in the NCT 127 concert ticket fraud case, this occurred when the victim was influenced by promises and some evidence sent by the fraudster, even though the evidence sent may not belong to the fraudster. Tong & Walther in (Juditha, 2015: 35) individuals use media features with the aim of creating their best impression expected from both parties, therefore establishing a mutually beneficial interaction for the communicator and the communicant.

#### ***b. Interpersonal***

Due to its dialogical nature, interpersonal communication is considered the most influential way to change a person's behavior, opinion, or actions. Because the responses are direct, communicators can understand the communicant's responses quickly. The communicator can find out whether the communication is successful or not and positive or negative during the communication. They can also provide opportunities for communication to express deeper questions. (Juditha, 2015: 35). The interpersonal pattern when associated with the NCT 127 concert ticket scam "The Unity Jakarta", the victim begins to be influenced by the scammer to follow what the scammer says to the victim. As happened to Hufa's informant, the victim continued to follow what the scammer said to make repeated transactions even if initially the scammer agreed to make payments on the spot. Here is a screenshot of the message that the scammer sent to Hufa:

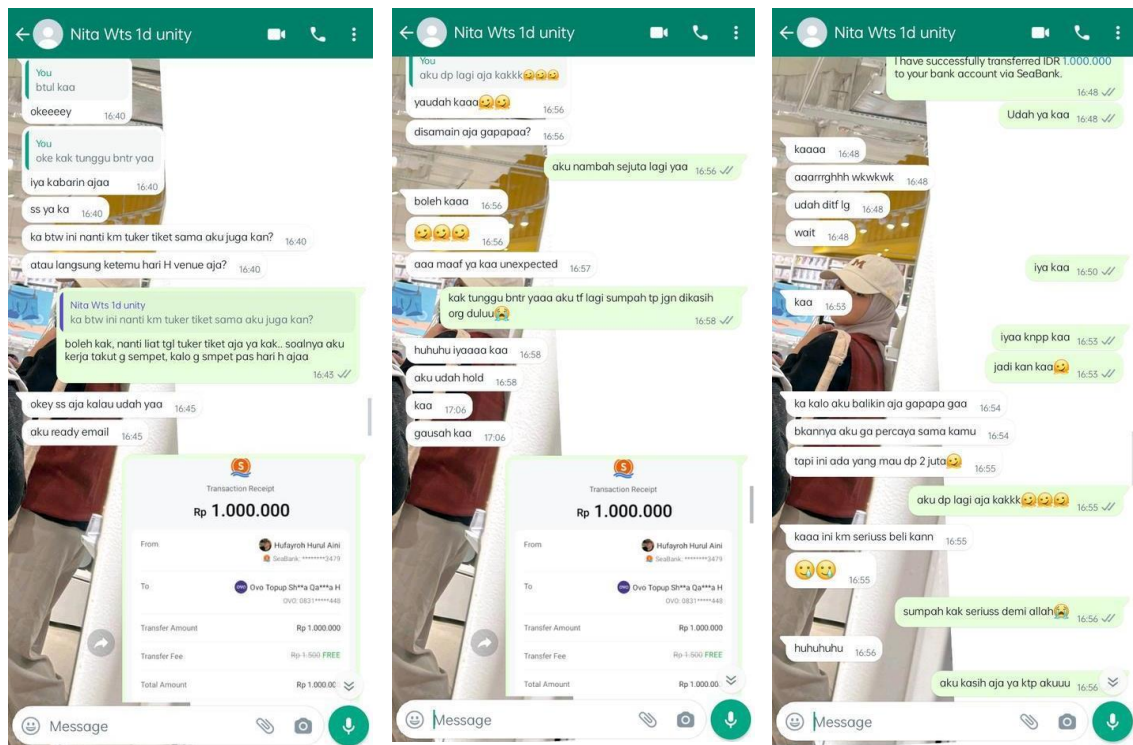


Figure 2. Proof of the victim's message with the scammer

As seen in the image in the form of a screenshot containing a message between the victim and the fraudster, previously the scammer had sent a BCA account number but the scammer said that he had a monthly installment cut-off. So that transactions are carried out through OVO. During the communication of the transaction, the fraudster continued to urge the informant if there were also those who wanted the ticket and intended to pay a larger down payment. This also made the victim immediately make an advance payment of one million, but then the scammer said that there were other people who wanted to pay two million and in the end the victim again made a transaction of one million. Then the scammer again said that if anyone wants to pay the ticket in full, from this the victim begins to feel strange so that the victim does not comply with the scammer's desire to make the payment in full, because of the previous agreement if the scammer agrees to pay the down payment then for the rest of the payment on the spot. The scammer continued to try to get the victim to make another payment, but the victim did not agree then suddenly the scammer said that the tickets for The Unity concert would be given to the victim and said that he would send an e-ticket via email and promised that at 7 p.m. he would make a video call with the victim.

### c. *Hyperpersonal*

Juditha (2015:37) based on 4 aspects of hyperpersonal communication in "The Unity" ticket fraud, including message sources, message recipients, channels, and feedback. The source factor of the message is that the scammer controls himself and the scammer is in a communication environment with the victim by sending messages that contain positive content about him and leaving

a good impression on the victim, namely in the form of messages that seem to promise sweet things such as proof of concert e-tickets, prices equivalent to the official website, being able to make advance payments, making video calls after the transaction and submitting a photo of their identity card which turns out to be can ensnare victims. The scammer also uses fangirl accounts and uses fake identities sent to victims. As admitted by Diah, one of the victims of The Unity Jakarta ticket scam:

*Kalau dilihat sebelumnya akun tersebut akun fangirl, di twitternya juga ada tweet jual tiket Chanyeol. Waktu itu penipu memberi nomor telepon ya, nomor WA, dicek di get contact itu bersih. Dia juga ngasih KTP yang ternyata KTP palsu. Namanya beda di KTP dengan akun bank-nya. Katanya itu punya kakaknya.*

*If you look at the previous account is a fangirl account, on her twitter there is also a tweet selling Chanyeol tickets. At that time, the scammer gave a phone number, yes, a WA number, checked in the get contact and it was clean. He also gave an ID card which turned out to be a fake ID card. The name is different on the ID card from the bank account. He said it belonged to his brother.*

The recipient of the message who is looking for and needs concert tickets is immediately interested in getting the concert ticket. Fraudsters start acting until the goal of the scam is achieved because there is reciprocity and communication established. This was experienced by seven informants, when they sent an agreed amount of money starting from those who paid the advance payment to full payment according to the desired concert ticket price, but the promised e-ticket was never received by the victim. The scammer realizes that the victim has been deceived and will not get proof of the ticket email from the scammer, then the scammer immediately blocks all the victim's social media accounts. As mentioned by Zwita, one of the victims of The Unity Jakarta ticket scam:

*Abis dia kirim KTP palsu dia. Dia kasi QR nya kan, yauda aku langsung transfer aja kan. Abis aku transfer udah dia blok aku. Itu pas udah move ke Line dan udah aku kirim bukti transfer nya, terus dia bilang "bentar ya kak aku kirim ke email nya". Abis itu aku tungguin, dia malah blok Line aku, IG aku, blok Twitter aku.*

*He sent him a fake ID card. He gave me the QR, right, I just transferred it right away. If I transfer, he has blocked me. That's when I moved to Line and I sent the proof of transfer, then he said "wait a minute, I'll send it to his email". I waited for that, he even blocked my Line, IG, and Twitter.*

Channels used in new media such as WhatsApp, Line, and other applications, make it easier for people to communicate with each other continuously. The scammers used the channel to launch their actions to deceive the victims. As explained by the victim above, after the scammer launched his action, the scammer simply disappeared, leaving a trail by blocking the victim's account.

Feedback is the most important part of CMC. CMC will end without feedback if there is no confirmation between the sender and receiver during communication. Media with limited communication channels can improve the interpretation of communicative messages, which allows CMCs to generate intensive feedback (Juditha, 2015: 38). In the case of The Unity Jakarta ticket fraud, the communication that occurred between the victim and the fraudster initially gave positive feedback with a message containing the transaction process and agreement between the two. However, after the victim made a payment transaction, the reciprocity that occurred was actually negative because of the disappearance of the scammer and blocking the victim's WhatsApp number, Twitter account, and changing the name of the scammer's Twitter account to leave a trace.

From the NCT 127 concert ticket fraud case "The Unity Jakarta", it can be described that the communication process between the fraudster and the victim resulted in a communication pattern. A communication pattern is a communication system that occurs between two or more people in the process of sending and receiving messages that explains how actions occur in an activity with elements that are an important part of communication between people, such as those committed in the crime of fraud that occurs between the victim and the ticket fraudster of NCT 127 "The Unity Jakarta".

## **DISCUSSION**

Based on observations through interviews with one of the informants as a direct source of information, it was explained that he found the account of the ticket fraudster because he posted a tweet on twitter with the keyword WTB (Want To Buy) and the ticket fraudster or the scammer made a comment. The goal of marketing communication is to get attention, encourage interest and desire and continue the action by the target audience (Andriany & Andini, 2019). This is as explained by the informant that the scammer got the victim's attention by using the account (scammer/scammer) is an account with the branding of a fangirl account or a K-POP fan account who has also uploaded tweets by selling tickets for other idol events. The reason why scammers can easily find victims is related to the results of a study from Imamah et al., (2023) titled "Analysis of Rational Choice Theory in Online Buying and Selling Fraud (Case Study: Concert Ticket Fraud on Twitter Social Media)" which said that Twitter helps bad scammers commit crimes easily because their posts will quickly spread with hashtags or mention certain communities, in this case a concert fan.

Regarding the security of buying concert tickets on Twitter, three out of seven informants said that the security of transactions depends on the victim, whether the victim is good at finding trusted scammers by checking in detail whether there are suspicious things or signs from the scammers or not. This

problem is related to the findings made by Silalahi et al., (2022) in a scientific paper entitled "Analysis of the Security of E-Commerce Transactions in Preventing Online Fraud" explained that there is one aspect that causes fraud in e-commerce transactions is the minimal user awareness factor. Guidance is needed for the public to understand if there is a threat of fraud from online transactions. Considering that the era of digitalization demands that everyone needs to be good at using digital devices. Four other informants said that making transactions to buy and sell concert tickets on Twitter is less safe and unsafe according to their experience because there are still many scammers or fraud scammers scattered by providing false evidence with a very high percentage of fraud cases, even if the ticket fraudster's account on Twitter has been verified to have a blue checkmark, because the verification mark can be bought. False evidence used by fraudsters to deceive victims can be in the form of photos of ID cards and e-tickets belonging to others or obtained from the internet. The conclusion according to the four informants who said that transacting through Twitter is not safe because there is no guarantee that the fraudulent account is a fraud or not, because basically Twitter is not a buying and selling transaction application that can filter the accounts of real fraudsters or fraudsters. Likewise, when a crime occurs, the Twitter app is not responsible for cases that occur on their platform.

In the journal Silalahi et al., (2022), it is also stated that one form of fraud in transacting in e-commerce is contacting the victim directly, this is related to this research on the results of the research obtained by direct interviews. The informant said that ticket fraudsters or fraudsters are willing to communicate with victims through the WhatsApp application.

Based on the results of interviews with seven direct informants, conclusions can be drawn about the reason why they as victims trust the identity of the fraudsters before finally making a transaction, namely because the victims believe in the ID card photo sent by the fraudster. In the paper "Criminological Analysis of Fraud and Embezzlement of Camera Rentals with Identity Forgery Mode in the Bandar Lampung Area" it is stated that individuals who usually commit fraud say something that seems to be true or happened, but actually does not, because they have the intention only to convince the target person to be recognized for their wishes. Fraud by using a false name so that the person in question does not know his identity, and by using a false position so that the person in question is confident in his words. (Lestari: 2019). It is described that ticket fraudsters are willing to switch from the Twitter application to Whatsapp, the phone number used to communicate can be tracked using the application, namely, Get Contact. The informants said that they always check the Whatsapp number used by ticket fraudsters, but they are clean from the contact names that call the fraudsters fraudsters. There is no sign or evidence if they have committed a crime before. In addition, ticket fraudsters provide the bank account number used for the transaction. The informant also said that if they re-checked based on the name of the bank account owner, and the result was that their name was clean, there was no mark on the account used to have a problem with the fraud case.

Cobb & Hoyer (in Rohman, 2012: 33) describe impulsive buying as often having hedonic or affective elements. When the victim feels a strong urge to buy something quickly, this is called impulse buying. The impulse felt by the victim is associated with their motivation to buy items hedonically, which leads to emotional conflict. From the results of the research through interviews, it was concluded that 80% of informants bought NCT 127 concert tickets in a hurry because they were afraid that they would not get concert tickets after previously searching through the official website of NCT 127 concert ticket sales and through jastip (deposit services) trusted concert tickets had run out. It is also related to the definition of Solomon & Rabolt in (Harahap & Amanah, 2019: 35) impulse buying is when a person experiences a sudden feeling of urgency that cannot be resisted.

## **CONCLUSIONS AND RECOMMENDATIONS**

The conclusion of this case describes an online fraud case that focuses on buying tickets for the NCT 127 concert "The Unity Jakarta" on X (Twitter). Scammers used social media to trap seven informants who intended to buy tickets through a search with the keyword WTS (Want To Sell) on Twitter. In the context of CMC (Computer Mediated Communication), this fraud occurs through virtual interaction between fraudsters and victims on the Twitter and WhatsApp applications. The switch of the communication platform to WhatsApp is a strategy to increase victims' trust. In this case, the victim suffered financial losses and lost trust in the social media Twitter and online negotiation process. They were deceived after paying a down payment, but the tickets purchased were not delivered by the seller. Another major factor that causes informants to fall victim to fraud on X (Twitter) is a lack of awareness of risk and impulse purchases without verifying the authenticity of the seller. Fraudsters use fake identities and psychological manipulation to persuade victims to buy tickets. Fraudulent tactics include using Twitter for sales, urging victims to buy tickets right away, claiming tickets are only available to one person, asking for a down payment, and then not sending tickets after receiving payment. The scammer blocks the victim after the victim becomes aware of the scam. This case highlights the importance of raising awareness of the threat of cyber crime, as well as the need for stricter preventive measures and law enforcement to protect consumers from online fraud.

## **ADVANCED RESEARCH**

Every research certainly has limitations. Limitations in the sense of research limitations that influence the researcher's ability to explore the data being studied, limited data available, or external research factors such as limited time and resources. So further research is needed to complete this research.

## REFERENCES

- Aditya, A., & Arimbi, K. P. (2022). Analisis Pembelian Impulsif Pada Marketplace Pada Masa Pandemi Covid 19. *Managament Insight: Jurnal Ilmiah Manajemen*, 17(2).
- Andriany, D., & Andini, I. (2019). *Tourism Marketing Strategy to Enhance the Visitors' Interest*. Wwww.atlantis-Press.com; Atlantis Press. <https://doi.org/10.2991/isseh-18.2019.61>
- Andriany, D. (2022). Komunikasi Di Era Revolusi Industri 4.0. *Jurnal Signal*, 10(2), 312-325.
- Ari, I. (2022). Pola Komunikasi Interpersonal Pekerja Seks Komersil dalam Prostitusi Online di Sosial Media. *Ikon--Jurnal Ilmiah Ilmu Komunikasi*, 27(1), 83-106.
- Aswan, D. T. (2023). *Sejarah Logo Twitter Sejak 2006, 3 Kali Ganti Paling Lama Burung Biru, Elon Musk Rombak Jadi Huruf X*. *Tribunnewssultra.com*. <https://sultra.tribunnews.com/2023/07/26/sejarah-logo-twitter-sejak-2006-3-kali-ganti-paling-lama-burung-biru-elon-musk-rombak-jadi-huruf-x>
- Azahra, A. P., Simanjuntak, A. C. A., Tarigan, E. S., & Hosnah, A. U. (2024). Analisa kepada Para Oknum yang Tidak Bijak dalam Menggunakan Media Sosial atau Cyberspace. *Civilia: Jurnal Kajian Hukum Dan Pendidikan Kewarganegaraan*, 3(1), 34-47.
- Bin Muhammad Alkatiri, A., Nadiyah, Z., & Nasution, A. N. S. (2020). Opini Publik Terhadap Penerapan New Normal Di Media Sosial Twitter. *CoverAge: Journal of Strategic Communication*, 11(1), 19-26. <https://doi.org/10.35814/coverage.v11i1.1728>
- Fitriani, A. S. (2023). *Konser NCT 127 The Unity Januari 2024: Antusias di Luar Nalar Meskipun Harga Tiket Kontroversial - Kompasiana.com*. Wwww.kompasiana.com. <https://www.google.com/amp/s/www.Kompasiana.com/amp/atsheliasucifitriani4829/65726682de948f29e20b5aa6/konser-nct-127-the-unity-januari-2024-antusias-di-luar-nalar-meskipun-harga-tiket-kontroversial>
- Hasanah, N. U. (2024). *NCT 127 Sukses Gelar Konser The Unity di Jakarta, Venue Indonesia Arena Dipuji Penggemar - Jawa Pos*. NCT 127 Sukses Gelar Konser the Unity Di Jakarta, Venue Indonesia Arena Dipuji Penggemar - Jawa Pos. <https://www.jawapos.com/music-movie/013733223/nct-127-sukses-gelar-konser-the-unity-di-jakarta-venue-indonesia-arena-dipuji-penggemar>

- Harisnanda, R., Setiawan, W., & Sudarmanti, R. (2023). Fenomenologi Minat Pembelian Tiket Konser Pasca Pandemi: War Ticket Konser Coldplay Jakarta Tahun 2023. *SIBATIK JOURNAL: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 2(9), 2905-2926.
- Heryanto, Ariel. (2012). *Budaya Populer di Indonesia Mencairnya Identitas Pasca Orde Baru*. Yogyakarta. Jalasutra.
- IdMetafora.com. (2014, April 19). *Apa itu WhatsApp? Pengertian, Sejarah, Fungsi dan Kelebihan, Jasa Pembuatan Website - Metafora Indonesia Tehnology*. Idmetafora.com. <https://idmetafora.com/news/read/3036/Apa-itu-WhatsApp-Pengertian-Sejarah-Fungsi-dan-Kelebihan.html>
- Imamah, S., & Julianti, S. (2023). Analisis Rational Choice Theory Dalam Penipuan Jual Beli Online (Studi Kasus Penipuan Tiket Konser Di Media Sosial Twitter). *Anomie*, 5(3).
- Januri, J., Melati, D. P., & Muhadi, M. (2022). Upaya Kepolisian Dalam Penanggulangan Kejahatan Cyber Terorganisir. *Audi et AP : Jurnal Penelitian Hukum*, 1(02), 94-100. <https://doi.org/10.24967/jaeap.v1i02.1692>
- Juditha, C. (2015). Pola Komunikasi Dalam Cybercrime (Kasus Love Scams). *Jurnal Penelitian dan Pengembangan Komunikasi dan Informatika*, 6(2), 29-40.
- Kinanti, T. A., & Suyono, S. (Eds.). (2023). Fenomena Speak Up pada Media Twitter (Study Deskriptif Korban Penipuan Melalui Gerakan "A Thread"). *Jurnal Bisnis Dan Komunikasi Digital*, 1(1), 12-12. <https://doi.org/10.47134/jbkd.v1i1.1912>
- Lestari, A. D., Erawati, D., & Andriany, D. (2020). Penyuluhan Perilaku Bullying Melalui Media Sosial Bagi Siswa. *Jurnal Sosial Dan Abdimas*, 2(2).
- Moleong, L. J. (2012). *Metodologi penelitian kualitatif*. Pt Remaja Rosdakarya.
- Ngafifi, M. (2014). Kemajuan Teknologi Dan Pola Hidup Manusia Dalam Perspektif Sosial Budaya. *Jurnal Pembangunan Pendidikan: Fondasi Dan Aplikasi*, 2(1). <https://doi.org/10.21831/jppfa.v2i1.2616>
- Nurhadi, Z. F. (2017). Model Komunikasi Sosial Remaja Melalui Media Twitter. *Jurnal ASPIKOM*, 3(3), 539. <https://doi.org/10.24329/aspikom.v3i3.154>

- Puspitarini, D. S., & Nuraeni, R. (2019). Pemanfaatan Media Sosial Sebagai Media Promosi. *Jurnal Common*, 3(1), 71–80. <https://doi.org/10.34010/common.v3i1.1950>
- Putri, C. E., & Hamzah, R. E. (2022). Analisis Fenomena Penipuan Identitas Diri (Catfishing) Pada Literasi Digital Pengguna Media Sosial. *KOMUNIKATA57*, 3(2), 67-78. <https://doi.org/10.55122/kom57.v3i2.520>
- Putri, F. S. E., Khumayah, S., & Nurfalah, F. (2023). Formation of Self-Identity of Generation Z Through Instagram Social Media Amongst Students. *IMAGINARY*, 2(1), 1-6.
- Putri, I. P., Liany, F. D. P., & Nuraeni, R. (2019). K-Drama dan Penyebaran Korean Wave di Indonesia. *ProTVF*, 3(1), 68. <https://doi.org/10.24198/ptvf.v3i1.20940>
- Putri, W. S. R., Nurwati, N., & S., M. B. (2016). Pengaruh Media Sosial Terhadap Perilaku Remaja. *Prosiding Penelitian Dan Pengabdian Kepada Masyarakat*, 3(1). <https://doi.org/10.24198/jppm.v3i1.13625>
- Rakhmat, J. (2021). *Psikologi Komunikasi*. Bandung: Simbiosis Rekatama Media.
- Rizaty, M. A. (2024). *Data Jumlah Serangan Siber ke Indonesia hingga 2023 - Dataindonesia.id*. <https://dataindonesia.id/internet/detail/data-jumlah-serangan-siber-ke-indonesia-hingga-2023>
- Rohman, F. (2012). *Peran Faktor Situasional & Perilaku Pembelian Impulsif*. Universitas Brawijaya Press.
- Rusmana, A. (2015). Penipuan Dalam Interaksi Melalui Media Sosial (Kasus Peristiwa Penipuan melalui Media Sosial dalam Masyarakat Berjejaring). *Jurnal Kajian Informasi Dan Perpustakaan*, 3(2), 187. <https://doi.org/10.24198/jkip.v3i2.9994>
- Sarastuti, D. (2017). Strategi Komunikasi Pemasaran Online Produk Busana Muslim Queenova. *DOAJ (DOAJ: Directory of Open Access Journals)*, 2. <https://doi.org/10.22441/jvk.v16i1.1645>
- Silalahi, P. R., Daulay, A. S., Siregar, T. S., & Ridwan, A. (2022). Analisis Keamanan Transaksi E-Commerce Dalam Mencegah Penipuan Online. *Profit: Jurnal Manajemen, Bisnis dan Akuntansi*, 1(4), 224-235. <https://doi.org/10.58192/profit.v1i4.481>
- Sugiyono. (2022). *Metode Penelitian Kualitatif*. Alfabeta.

- Tanujaya, A. (2023). *Statistik Kejahatan Siber di Indonesia Selama 2023*. Detikinet. <https://inet.detik.com/security/d-7054249/statistik-kejahatan-siber-di-indonesia-selama-2023>
- Widi, S. (2023, February 3). *Pengguna Media Sosial di Indonesia Sebanyak 167 Juta pada 2023*. DataIndonesia.id. <https://dataindonesia.id/internet/detail/pengguna-media-sosial-di-indonesia-sebanyak-167-juta-pada-2023>
- Yusi Kamhar, M., & Lestari, E. (2019). Pemanfaat Sosial Media Youtube Sebagai Media Pembelajaran Bahasa Indonesia DI Perguruan Tinggi. *Inteligensi : Jurnal Ilmu Pendidikan*, 1(2), 1-7. <https://doi.org/10.33366/ilg.v1i2.1356>
- Zukhrufillah, I. (2018). Gejala Media Sosial Twitter Sebagai Media Sosial Alternatif. *Al-I'lam: Jurnal Komunikasi Dan Penyiaran Islam*, 1(2), 102. <https://doi.org/10.31764/jail.v1i2.235>