

## **ABSTRACT**

*Preloved stuff today was much favored by Indonesian people, including as the most sought after today. But preloved stuff wasn't only sold but are auctioned for the purpose of offering more varied prices and also improving the social relations of other preloved stuff enthusiasts. This auction activity is often done in garage sell events which are usually held by the community of preloved stuff enthusiasts. But there are also online auction activities conducted on social media, such as Instagram and Facebook. The absence of special features for auctioning online on social media often makes the auction run not going well. Meals are needed special ways to auction preloved stuff online. This final project research uses qualitative methods and also the SWOT method to find deficiencies and strengths of the media that will be designed. Media for preloved stuff online auction is a mobile application which is an easy and fun auction for online, especially for the community of preloved stuff enthusiasts. In the auction application there are various auction features so users can use them to auction their preloved stuff online.*

*Keywords: Auction, Mobile Application, Online.*