

ABSTRACT

Abstract: In recent years, the Korean Wave phenomenon has been very popular with many Kpop fans in the world including Indonesia. K-pop fans themselves are not only interested in music, but also merchandise or merchandise related to idol groups they like. But unfortunately, when fans buy Kpop goods, one of the problems is that there are frequent cases of fraudulent purchases of Kpop goods. The research method used is to use qualitative methods such as observation, interviews, distributing questionnaires, and Library studies. The research results show that this mode of fraud occurred because the victim made a two-way sale transaction, between the perpetrator and the victim without involving anyone else. This is due to the lack of media that provides information and facilitates fans in shopping for Kpop goods in Indonesia. Therefore, there is a need for media that can provide information on the sale and purchase of kpop goods collection and provide safe means of selling transactions to minimize fraud cases

Keywords: *K-Pop, koleksi barang Kpop, Application, e-commerce, UI/UX*