

ABSTRACT

Information technology has developed massively and it has changed tremendously in many human life aspects. One for example is the way on how we do shop. Online shopping becomes most common on how we do shop recently. Main reason why people choose this way is easier and more effective. In another point of view, online shopping as well has disadvantages. People sometimes take possibly to cheat or do fraud using this new shopping type. It becomes clear that fraud in online shopping do harm in society. Research method used is qualitative method. Along this research, I found that people are fond of cheaper price and they are not aware to check its online shopping's credibility. One solution to overcome this problem is to create a social campaign to give precaution and understanding to anticipate fraud in online shopping. This social campaign can be alert for society for better and comfortable online shopping by being a smartbuyer.

Keywords: Social Campaign, Fraud, Online Shopping, Smartbuyer