

Abstract

Information and communication technology has changed people's behavior. The development of information technology led to a rapidly changing social change. It can be seen that 100 (one hundred) years ago to simply transmit information only humans must use conventional means such as letters and telegram. These methods, of course, take a long time and are not practical. Can imagine how busy people at that time when wanting to conduct business transactions with other parties different location (different city or different country).

But now within seconds, information can move freely and quickly from one location to another without being limited by distance. This is possible because of the Internet (interconnection networking), which is a connection between computer networks. This technological advancement has obviously succeeded in transforming the human mindset into a modern and developed one. With the internet, all kinds of information needed by humans to be bridged so that the world becomes open and as if without distance. Due to the ease of obtaining various kinds of information quickly through the internet, causing the internet today has become one of the basic needs (primary) for humans. Internet is needed in all aspects of human life because of the ease to access it. All people can easily access it. The Internet also began to change the pattern of human behavior that was previously done conventionally become all-digital.

The activity of buying and selling in this online game is crowded among the people of Indonesia, especially among young people. Many problems arising from buying and selling activities in online games, one of the problems that often arise in the activity of buying and selling in online games is the fraud in various ways. This happens because the sale and purchase agreement in the online game is only based on the trust between players, therefore many parties are misusing the trust to commit fraud. In addition, the publisher as a provider of online gaming services can not interfere in the problem, because the publisher itself does not regulate the buying and selling activities between players, so the validity of the purchase agreement between players is not clear impressed. In addition, the pricing of an item in an online game that is considered very irrational.

Keyword: Online trading, Game Online