# ABSTRACT

**POTENTIAL FRAUD CRIME THROUGH SOCIAL MEDIA NETWORK**
**(Smartphone User Study On Students at the University of Lampung)**

**BY**

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This study aims to determine the potential for criminal fraud through social media on student views of smartphone users own a smartphone and a boost to digital divide happens. The research approach used in this study is a qualitative approach to data collection methods were performed with observation and in-depth interviews. Technical analysis is done by means of data reduction, data presentation, and conclusion. The results of the study show that smartphone ownership is not only based on the communication needs, but also to keep up-to-date and as a tool to raise self-esteem in the community over the ownership of a smartphone. Although the students as a part of people who are aware of the changes in technology, the digital divide persists among students. Potential or possibility of a person to be a victim of fraud through social networking media is influenced by four things: the routine accessing of social networking media, information processing, behavior using social networking media, and response. Based on the research, the overall conclusion that the possibility of fraud through social media based on the urge to have a smartphone and the digital divide is happening, and is affected by the routines to access social media, information processing, using social networking media behavior and response.

**Keywords: Potential, Scams, Social Networking, Digital Divide**