

Analysis of Information Risk and Digital Communication Ethics in COD Sales Practices on Facebook Marketplace as a Form of Informal Transaction in the Digital Society

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Abstract

Advances in digital technology have encouraged the growth of informal transactions through social media, including cash on delivery (COD) payment methods, which are prevalent on Facebook Marketplace. This article aims to examine the potential risks associated with information and explore the ethical aspects of digital communication occurring in such buying and selling activities. Using a descriptive qualitative approach based on literature review, it was found that the lack of verification systems, weak platform oversight, and low digital literacy increase the potential for fraud and misuse of information. Additionally, unethical communication patterns such as the dissemination of false information and breaches of agreements further erode trust among transaction participants. The findings emphasize the importance of understanding digital communication ethics and information risk management to ensure that informal transactions in digital spaces can occur safely and ethically.

Keywords: Informal transactions, Facebook Marketplace, COD, information security, communication ethics, digital literacy.

INTRODUCTION

Advances in digital technology have had a significant impact on various activities in society, including buying and selling. One phenomenon that has emerged as a result of this development is the emergence of informal trading practices through social media platforms such as Facebook Marketplace. This platform facilitates direct transactions between individuals without formal intermediaries, making it widely used for cash-on-delivery (COD) payments (Mansoor & Mokhtar, 2020). Although it appears simple and advantageous because it does not require a digital payment system, COD practices through social media still have fairly complex drawbacks.

One of the main issues that arises in this context is information risk, namely the potential for data leaks, fraud, and discrepancies between product information and the condition of the goods received (Almaiah et al., 2022). The lack of security and verification systems on the part of the platform makes this transaction space vulnerable to abuse. The inability of some users to manage digital information and low digital literacy also exacerbate the situation (Setiadi et al., 2023).

In addition, the communication aspect of digital transactions also raises ethical issues. Communication between sellers and buyers should reflect values such as openness, honesty, and responsibility (Floridi, 2010). However, in practice, it is not uncommon to find manipulative, non-transparent, or even misleading communication behaviors (Fauzi & Rachmawati, 2021). This indicates that the digital ethics competence of society still needs to be improved.

Furthermore, this pattern of interaction reflects the dynamics of the informal digital economy, namely economic activities that take place outside the formal system but are widespread among the digital community (Geertz, 1978; Chen, 2012).

This, research on information risks and digital communication ethics in the context of informal buying and selling, such as on Facebook Marketplace, is important to encourage the creation of a safer, more ethical, and sustainable transaction space.

1. Problem Formulation : What are the forms of information risk in COD practices on Facebook Marketplace How is the ethics of digital communication between Sellers and Buyers. Why is it important to understand the ethical aspects of buying and selling information on digital platforms
2. Purpose of Writing :Analyze the types of information risks in transactions: COD on Facebook Marketplace Result in the Application of digital communication ethics between Sellers and Buyers. Provide an understanding of the importance of digital literacy and ethics in informal buying and selling activities on digital platforms.
3. Benefits of Writing : Students and academics, as a reference in understanding the dynamics of digital communication in informal spaces
4. The general public, as education regarding potential risks and the importance of ethics when conducting digital transaction
5. Policy makers, as input in designing regulations that protect consumers on informal platforms

LITERATURE REVIEW

Information Risk in Digital Transactions: According to Astuti and Atmojo (2022), e-commerce transactions present information security risks, such as personal data leaks and identity fraud. On Facebook Marketplace, the lack of an Identity Verification System increases vulnerability to Fraud, such as items not as described or not sent at all.

Digital Communication Ethics: Digital communication ethics include the principles of honesty, transparency, and responsibility in interacting in the digital space. Rheingold (2012) emphasizes the importance of ethics in building trust and maintaining the integrity of communication. And in the context of online buying and selling, this ethics is tested when there is a misunderstanding or Fraud

Informal Transactions in the Digital Economy : According to Geertz (1978), the Informal economy is an economic activity that is not regulated by formal law, but remains an important part of the economic system of society. Facebook Marketplace is a real example of how digital space creates a growing informal transaction house. Organically. This platform does not facilitate a direct payment system, so it relies on trust and communication between individuals in making transactions, especially COD.

METHOD

This study uses a qualitative descriptive method with a library research approach to deeply understand the phenomenon of Cash on Delivery (COD) transactions on Facebook Marketplace, especially in relation to information risks and digital communication ethics. This approach was chosen because it is appropriate for exploring and interpreting complex and statistically immeasurable social phenomena.

Data were collected through a review of various relevant literature sources, such as scientific journal articles, books, research reports, and online news that review informal digital transaction practices. Searches were conducted through academic databases such as Google Scholar, DOAJ, and other national journal sites. The focus of the study was directed at three main aspects, namely: information risks in digital buying and selling, principles of communication ethics in cyberspace, and the dynamics of the informal economy on social media platforms.

Data analysis was carried out using a thematic approach, namely identifying the main patterns and themes that emerged from various sources. The themes studied include the forms of risk faced by users (such as fraud and misuse of information), unethical communication patterns, and community responses to the uncertainty of informal transactions in the digital space. Each finding is critically reviewed and compared with relevant theories or concepts from the literature review. With this approach, the author can systematically examine the social dynamics and communication risks that arise in COD buying and selling practices, while developing a theoretical understanding of the

challenges of digital ethics amidst the development of a social media-based economy. To maintain accuracy, only credible and up-to-date sources are used as the basis for the analysis.

RESULT AND DISCUSSION

Based on literature review and conceptual analysis, it was found that COD buying and selling practices on Facebook Marketplace have vulnerabilities in two main aspects: information risk and violation of digital communication ethics, and can be clarified through several real cases.

1. **Information Risk in COD Transactions.** Facebook Marketplace does not have an identity verification system or consumer protection mechanism like official e-commerce. This condition triggers the practice of information asymmetry (Akerlof, 1970), where one party (usually the seller) has more information, for example displaying photos of original products but sending fake goods or not sending at all. Real case: A woman in the US was scammed when she bought an excavator for \$52,000 on Facebook Marketplace—the money was transferred, but the item was never delivered. The perpetrator was caught because of a digital transfer trail. In Indonesia, a repeat offender named Jadi Cahyono (24) scammed people using roof tile ads. He sent photos of the truck and the bill, then asked for a transfer of Rp24 million. The victim was scammed because the account given was fake, and the total victim reached Rp113 million.
2. **Weak Digital Communication Ethics.** Informal interactions via WhatsApp chat or Facebook comments are often marked by dishonesty and misleading communication. The values of honesty, transparency, and good faith emphasized by Rheingold (2012) are often ignored, which increases the risk of suspicion, conflict, and potential fraud. Concrete example: Kebumen Police arrested DM and his partner for the 'fake COD' method: they pretended to buy a cellphone, invited the victim to a rented house and then ran away with the goods while being checked. In Lampung, AF (24) tricked a cellphone buyer by uploading a screenshot of someone else's advertisement. He arranged the COD through his younger sibling and asked for a transfer of Rp4.2 million before disappearing.
3. **Lack of Legal Protection and Regulation.** Transactions on Facebook Marketplace are informal and not directly protected by the official e-commerce system. The absence of an escrow feature or refund guarantee means that victims do not have a clear complaint mechanism when fraud occurs. Many cases in Indonesia, including in Pontianak and Lampung, show that victims have difficulty reporting because there is no official evidence or valid identity of the perpetrator. Although the ITE Law and the Consumer Protection Law (UUPK) regulate some aspects of electronic transactions, these regulations do not specifically cover informal buying and selling practices through social media. Platforms such as Facebook also do not have adequate consumer protection mechanisms. The absence of verification standards and the unclear legal position of the platform make fraudsters free to act without significant consequences.
4. **The Importance of Digital Literacy and Ethics.** These findings show how digital literacy and awareness of communication ethics are essential for safe and dignified transactions. Victims must be able to:
 - a) Check the seller's reputation.
 - b) Verify data before making a transfer.
 - c) Reject unusual transfer requests (e.g. without COD).
 - d) Report suspicious accounts to the platform.

Platforms like Facebook need to provide digital education, verification features, and moderation of buying and selling content to combat scams.

Case	Mode	Lose	Ethical and Regulatory Implications
US Excavator	Large transfer without delivery	52 thousand US dollars	Having a transfer trail makes it easier to catch, but the victim remains vulnerable.
Roof tiles in Bali	Truck & bill photos	Rp 24 million (total Rp 113 million)	Fake sales harm victims and the seller's reputation.asli
COD Handphone in Kebumen	Ran away during COD at rented house	The item was missing	Lack of verification and bad faith in communication
Handphone in Lampung	Screenshot of other party's advertisement + transfer	Rp. 4.2 million	Need awareness of advertisement verification & seller identity
Westpac Report	Fake vehicle/house advertisement	360 cases since October	Platforms need better regulation and security

CONCLUSION

The practice of COD-based buying and selling on Facebook Marketplace represents the dynamics of informal transactions in the digital society era that offer convenience as well as vulnerability. Based on the results of the study and discussion, it was found that the risk of information such as fraud, the spread of false information, and data misuse is increasing due to the absence of an identity verification system or consumer protection.

On the other hand, the low implementation of digital communication ethics worsens trust between transaction actors, where manipulative, non-transparent, and insincere communication practices are common. The lack of regulation and legal protection for transactions on social media strengthens the vulnerable position of consumers and encourages the need for intervention from platforms and the government.

Thus, it is necessary to increase digital literacy in society, apply the principles of communication ethics in online transactions, and strengthen the security system

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Marketplace. We hope that this article can provide benefits to readers and be a small but meaningful contribution to the development of digital literacy, communication ethics, and consumer protection in informal digital spaces.

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