Twitter Please Do Your Magic: The Vulnerability of Fraud Victims On the Social Media

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Abstract: For Twitter users, the term "Twitter Please Do Your Magic" is familiar. This means that with good delivery and communication, even Twitter accounts have the same potentials in solving problems raised. In reality, crime always finds its own loophole. The existence of this trend is used by irresponsible parties as part of the fraud mode by forming a narrative that is able to bring disadvantages to humanity. Therefore, as an effort to understand this, an assessment of the characteristics of the victims was carried out using the perspective of lifestyle-exposure criminology theory. Using a qualitative research method by taking a fraud case study on twitter accounts, the researchers utilized data from interviews with four victims, a witness resource person and an expert. The result was that the victims of the case study have some characteristics in common related to each other, which has the potential to endanger their lives in explaining the cause of the victim's position. Among them, first, making twitter their favorite social media among all other social media they have. Second, the victims like content topics related to social issues supported by their involvement in previous donation activities. Third, the victims have the right and access to their own finances. Fourth, the victims have a "common thread" with perpetrators such as a sense of closeness and similarity. Finally, the fifth, the victims tend to trust their online friends on twitter. Although these results cannot be generalized to all cases of "Twitter Please Do Your Magic" fraud that have occurred, at least this research is expected help understand problems surrounding the issue, especially from the perspective of the victims.

Keywords: Scams, Twitter, Donations, Fundraising, Lifestyle Exposure

Abstrak: Bagi pengguna Twitter, istilah "Twitter Please Do Your Magic" sudah tidak asing lagi. Artinya, dengan penyampaian dan komunikasi yang baik, akun Twitter mempunyai potensi yang sama dalam menyelesaikan permasalahan yang muncul. Pada kenyataannya, kejahatan selalu menemukan celahnya sendiri. Tren tersebut dimanfaatkan oleh pihak-pihak yang tidak bertanggung jawab sebagai bagian dari modus penipuan dengan membentuk narasi yang mampu membawa kerugian bagi kemanusiaan. Oleh karenanya, sebagai upaya memahami hal tersebut, penelitian terhadap karakteristik korban dilakukan dengan menggunakan perspektif teori paparan gaya hidup (life exposure theory). Penelitian ini menggunakan metode kualitatif dan mengambil studi kasus penipuan pada akun twitter. Wawancara dilakukan dengan empat orang korban, seorang saksi dan seorang ahli. Hasilnya, para korban mempunyai kesamaan karakteristik yang berkaitan satu sama lain, yaitu dalam posisi berpotensi membahayakan nyawa mereka. Beberapa karakteristik tersebut, diantaranya, pertama, menjadikan twitter sebagai media sosial favorit diantara

semua media sosial yang dimiliki. Kedua, para korban menyukai topik konten yang berkaitan dengan isu-isu sosial yang didukung oleh keterlibatan mereka dalam kegiatan donasi sebelumnya. Ketiga, para korban mempunyai hak dan akses terhadap keuangannya sendiri. Keempat, korban mempunyai "benang merah" dengan pelaku seperti rasa kedekatan dan persamaan. Terakhir, para korban cenderung mempercayai teman daring mereka di twitter. Meskipun hasil ini tidak dapat digeneralisasikan pada seluruh kasus penipuan "Twitter Please Do Your Magic" yang pernah terjadi, setidaknya penelitian ini diharapkan dapat membantu memahami permasalahan seputar isu tersebut, terutama dari sudut pandang para korban.

Kata Kunci: Penipuan, Twitter, Donasi, Penggalangan Dana, Paparan Gaya Hidup

Introduction

The growth of information and communication technology has changed the way people act all over the world. Also, the growth of information technology has made the world borderless and sped up big social changes (Ahmad, 2004). Along with this, people's behavior changes in both good and bad ways, which makes it possible for crime to happen.

Through the use of the internet, we are able to access various types of information, communicate with everyone in various corners of the world, and carry out various other activities. According to a study by the Association of Indonesian Internet Service Providers, during the 2022–2023 period, it is known that as many as 215.63 million people in Indonesia are internet users. This figure increased by 2.67% compared to the previous season. It was later discovered that the number of internet users in that period was 78.19% of the total population of Indonesia, namely 275.77 million people (Sadya, 2023). This means that 78.19% of people in Indonesia are active users. This increasingly widespread use of the internet spontaneously contributes to a sustainable impact on the use of social media. In the same report, based on the survey results obtained, it was recorded that 89.15% of internet applications in the community were used to access social media. In fact, in today's society, the use of social media has become part of our daily activities.

Social media is a part of the development of information and communication technology that lets people share information remotely. It is also a set of internet-based applications built on the ideas and technology of the Web 2.0 industry that let people make and share their own content (Kaplan, 2010). Kaplan and Haenlein say that there are six types of social media: blogs and microblogs like Twitter, content communities like YouTube, community programs like Wikipedia, social networks like Facebook and Instagram, virtual social sites like Second Life, and virtual games. Social media is a big part of how information is shared, how people get information, and how they talk to each other.

Twitter functions as a forum where users can write and convey various events, such as sharing links, videos, songs, and pictures; as a place to meet new people; as advertising media; as real-time information media; and even as political activist campaign media (Juju D. & Studio M., 2009). In this case, the use of Twitter in a tweet is frequently accompanied by hashtags, keywords, or special phrases that make it easier for other users to find a user's tweets quickly, allowing tweets containing these special keywords to be readily accessed. However, users may require multiple tweets to adequately convey or express a post. Because of this, there is a feature called Thread that allows users to construct unbroken chains of posts on the same topic.According to the results of the GWI (*Global Web Index*) survey conducted in the third quarter of 2022 Twitter is the most popular social media, with the sixth-most use by Indonesian citizens with a share of 60.2%. It is known that, as of April 2023, Indonesia was the country with the sixth-most Twitter users in the world, with a total of 14.8 million people.
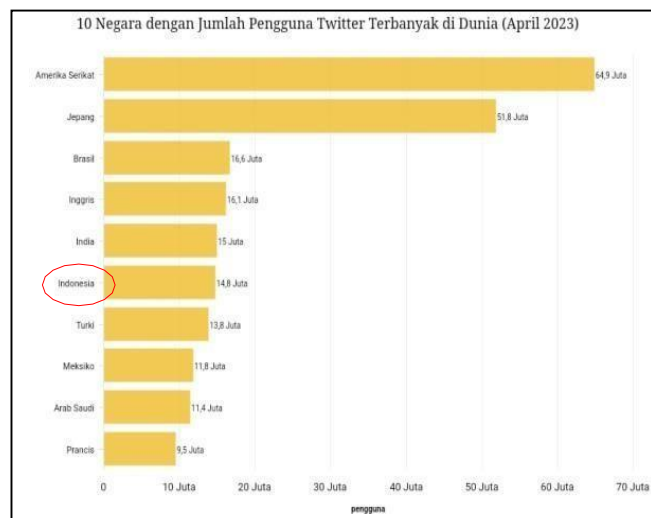

Figure 1. Countries with the highest number of Twitter users in the world

Source: Databoks.katadata.co.id (2023)

In this era, the participatory, interactive, open, and transparent characteristics of social media have created new avenues for the transmission of information, interpersonal communication, and social participation (Zhou & Pan, 2016). The majority of us have begun to rely on social media to express our concern for others in a variety of ways. Expressions of support, such as spreading the word about a person in need and online fundraising, are examples.

According to An Ni'mah (2020), the utilization of social media has demonstrated more effectiveness in online fundraising, sometimes referred to as crowdfunding. According to Barthelemy and Irwansyah (2019), crowdfunding can be defined as a fundraising approach that leverages the internet, particularly social media, to

engage a large number of individuals in supporting initiatives that would otherwise be unfeasible through conventional means. The contemporary perspective on crowdfunding has shifted its focus from the monetary value acquired from individual contributors to the extent of coverage achieved across a wide audience.

Crowdfunding is no longer something that most people have never heard of. Especially when the money comes from donations. This is shown by a story from the Liputan6 news site, which said that 3 million Indonesians gave money online in 2021 (Iskandar, 2021). This event can also show how likely it is that Indonesia will be able to make donation-based crowdfunding work. Indonesia also has a good track record in the Charities Aid Foundation's (CAF) World Giving Index report. This is a yearly report that ranks how charitable each country is. Whereas, Indonesia's place as a generous country has been in the top 10 for several years in a row out of 140 countries (CAF, 2021).

Table 1. World Giving Index Report

TAHUN	CAF WORLD GIVING INDEX RANKING	CAF WORLD GIVING INDEX SCORE (%)	DONATING MONEY RANGKING	DONATING MONEY SCORE (%)
2018	1	59%	2	78%
2019	10	50%	6	69%
2021	1	69%	1	83%

Source: World Giving Index by CAF 2018, 10th Edition 2021, has been reprocessed by researchers

Interestingly, Twitter is also a pioneer in social media, having packaged the implementation of donation-based crowdfunding to the point that it formed a trend of its own. Twitter users know it as "Twitter Please Do Your Magic". It is called so because most users who participate in this trend will highlight the words "Twitter Please Do Your Magic" as the opening of their writing. As it means, if translated into Indonesian, Twitter, please do your magic", then the goal that the tweet writer wants to achieve through this trend is a request for help from his readers.

However not all tweets of this type are able to achieve the same end result by getting what the author wants (An Ni'mah, 2020). But when it produces good results, like a mantra that hypnotizes its readers, this sentence, which can only be applied to Twitter social media, optimistically anesthetizes sympathizers and moves the masses in real time (Kurniawan, Nurhadi, Hendrawan, Damayanti, & Hidayat, 2021). Not only the implementation of donation-based crowdfunding, but the majority of other problems, such as the demand for readers' participation in the

dissemination of information, support, and services, can be resolved through the presence of this trend.

Unfortunately, in line with the expression of Djanggih and Qamar (2018), as people's dependence on utilizing cyberspace increases, this will have an impact on the emergence of various forms of crime. Through the statement of Teguh Arifiadi, Director of Informatics Application Governance at the Ministry of Communication and Information, it was revealed that more than 670,000 reports of online fraud cases were received throughout 2020–2021, most of which came from social media (CNBC, 2021). Sadly, this mode of fraud through social media also occurs by utilizing the existence of the donation-based crowdfunding trend "Twitter Please Do Your Magic". A number of threads that initially gained the attention of Twitter users were eventually revealed as part of a series of fraudulent actions by the perpetrators. The uproar over the disclosure of the donation message fraud mode under the guise of "Twitter Please Do Your Magic" has captured the attention of a number of people, especially Twitter users. This issue is enough to cause new unrest in the community because of the courage of the perpetrators to play with humanity (Febrian, 2021).

Although in this case, there may be more unrest among certain sections of the community, In addition, the case appears to be less serious and cannot be attributed to a "dangerous class" when compared to other similar crimes such as theft, robbery, and burglary. However, this perversion can be categorized as a type of online fraud, and, to quote Drew (2020), if all forms of online fraud are taken into account, this crime may benefit the perpetrators more than the illegal trade in goods.

Sadly, the phenomenon of online fraud is greeted with the reality that our country's authorities lack Human Resources (HR) to deal with crimes that occur (Hidayat, 2021). Furthermore, victims of fraud in Indonesia will eventually be reluctant to report and follow up on the problems they experience with the authorities because they feel that their reports will not be processed due to the nominal losses experienced, which are not too large. This then shapes the idea that online fraud represents the dark side of crime that the justice system is less interested in (Button & Cross, 2017).

With these conditions, there is a strong and urgent need for us to be able to immediately design various forms of preventive measures that are effective in combating online fraud, especially with this focus on donation fraud. Especially to prevent the victimization of potential victims.

Supporting Wilsem's (2011) statement, despite the many cases that have occurred until now, there is still a lack of literacy that provides an understanding of why certain groups are more vulnerable to fraud victimization than others. Meanwhile,

deepening this aspect is important and necessary so that we can calculate the right type of action for handling and preventing future victims. In line with this, Drew (2020) also revealed that the weakest link in cyber security and protection is the actions and behavior of potential victims.

So as one of the researcher's efforts in understanding this issue, the focus of this research will be on victimization of victims. Specifically, by directing research to a case study of cake seller fraud, @grumpysfd's account thread used lifestyle exposure theory. Although this will have an impact on the final results obtained in this study, which cannot be generalized, at least this research will be able to add insight into understanding existing perspectives.

Previous typologies in describing the victimization of victims tend to massively assume that victims are to blame for their own victimization due to certain characteristics they possess. Meanwhile, in assessing this, other aspects of victimization must also be considered (Reyns, 2010). Thus, the emergence of a follow-up theory, the Lifestyle-Exposure Theory, pushes another thought regarding the understanding that victimization is not only concerned with the victim's culpability in a crime; this theory also shows that there is a causal relationship between the victim and the perpetrator in the context of the lifestyle that encourages them to experience victimization (Fisher & Lab, 2010).

Lifestyle-Exposure theory was originally introduced by a researcher named Hindelang, Gottfredson, and Garofalo in his book entitled "Victims of Personal Crime: An Empirical Foundation for a Theory of Personal Victimization" (Reyns, 2010). The pattern of victimization found in the book is that individuals have demographic differences, and their likelihood of experiencing victimization is associated with lifestyle differences compared to the victim. Differences in demographic characteristics such as race, gender, age, education, occupation, income, status, and marriage have assigned certain roles that require one to adapt in ways that are accepted by norms and laws (structural construction). So one's lifestyle is expected to be in accordance with the roles and structural constructs to which they belong, according to their demographic characteristics.
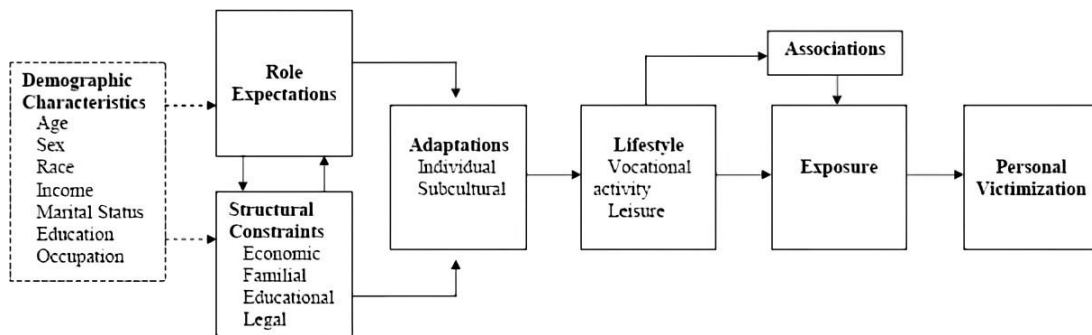
Figure 2. Illustration of Lifestyle-Exposure Theory Model

Source: Hindelang et al. (1978)

The theory was originally conceived to provide an explanation for the risk of violent victimization in social groups, but it was later expanded to include property crime and became the basis for the theory of the target selection process. The lifestyle-Exposure Theory explains that a person's vulnerability to becoming a victim of crime depends on their lifestyle. Because this theory depends on the active role of the crime victim, it causes him or her to become a target of crime. Lifestyle itself is an activity that a person does in his daily life. Meanwhile, the Lifestyle-Exposure Theory states that lifestyle is an important factor that triggers a person's exposure to crime risk. Thus, exposure to a risky lifestyle creates the opportunity for a person to experience victimization.

Lifestyle-Exposure Theory falls into the category of Opportunity Theory, which means that a person has opportunities and chances in everyday life that can lead to crime (Reyns, 2010). This is also referred to as a risk factor for crime. A person's lifestyle and activities are key to increasing a person's exposure and increasing the chances of a crime occurring. Meanwhile, the Lifestyle-Exposure Theory states that if a person spends time inside the home, this has the effect of reducing the level of risk of crime exposure for him or her, but if the time is spent outside the home, the risk of exposure will increase and make him or her a victim of a crime (Meier & Miethe, 2009).

In Siegel's book, it is stated that criminologists have their own belief that a person can become a victim of a crime because of their lifestyle; Siegel also explained that this phenomenon was produced through his research on the living environment of Western countries (Siegel, 2015). A person with certain behaviors, such as hanging out with men, being out late at night, and living in urban areas, has a higher chance of becoming a victim. Fisher surveyed thousands of university students and found

that women living as university students had a greater risk of exposure to sexual violence than women in the general population. Based on the results of her research, Fisher suggested that 90% of sexual crime victims recognize their perpetrators because they are in the same living environment, and the majority of crimes experienced by victims occur at night (Fisher & Lab, 2010).

This theory focuses on the probability of an individual being in a certain place at different times and under different conditions that cause them to interact with certain people. The likelihood of victimization increases when an individual with a certain lifestyle starts spending time in public spaces, often interacting with strangers at night. Lifestyle then becomes important because of its effect on increasing the exposure of potential victims without certain boundaries that could prevent them from being involved in a crime. Lifestyle has risks that make it possible for a person to become a victim of a crime (Ningtyas, 2012). Therefore, lifestyle differences are important in this context.

Based on this theory, a person's lifestyle is shaped by various role and cultural expectations and structural constructions that are tied to a person's variable demographic characteristics, creating individual subcultural adaptations. In Ningtyas' (2012) explanation, adaptation here means individual skills, personalities, beliefs, and attitudes. However, it should be remembered that certain demographic characteristics possessed by an individual only need to be considered in influencing the victimization that occurs (as a supporting factor).

However, this does not mean that they are the main part of the causal sequence (Reyns, 2010). Because demographic characteristics are not lifestyle elements, they serve as indicators of structural constraints and role expectations that shape individuals' activities, behaviors, and lifestyle choices. However, this does not mean that demographic characteristics are the main part of the causal chain (Reyns, 2010). As demographic characteristics are not lifestyle elements, they serve as indicators of structural constraints and role expectations that shape individuals' activities, behaviors, and lifestyle choices. Accordingly, this research uses lifestyle exposure theory to find conclusions about the cause and effect of lifestyles that cause fraud, especially in the social media.

Methods

The research approach chosen to examine related issues is a qualitative approach. By using this type of research, the researcher not only wants to explain the various characteristics possessed by the victims, but also elaborate on the victim's point of view, especially in the case study of the "Twitter, Please Do Your Magic" cake seller scam. The selection of the case study was also due to several considerations

related to the uniqueness of this event. Among other things, this event is one of the fraud cases that is able to attract the attention of the wider community. This statement can be proven by the number of online news that raised this issue, the number of retweets, replies, and likes obtained, and the fact that this event also attracted the attention of several public figures. In addition, the Twitter phenomenon, Please Do Your Magic" is also on the rise on the social media platform Twitter. Therefore, it attracts the sympathy of users related to the phenomenon.

In addition, in terms of the time of the incident, this case has also not occurred for a long time, allowing researchers to be able to access a number of data and information. This also led to the fact that there were no further developments in the case, at least until the time this research was written. Using data collection techniques such as interviews, observation, and documentation, this research was conducted over a period of approximately 3 months.

Interviews with four victims, a witness, and an expert conducted online. Observation in this research was also carried out as a result of the lack of available studies and data related to the Twitter, Please Do Your Magic"-based donation message scam. Therefore, the researcher used the distribution of questionnaires related to community reactions as one of the forms of observation carried out. In addition, the researcher also used a type of participatory observation. What researchers categorize as part of this participatory observation is the effort that researchers carry out to make observations. In this case, for the sake of research, researchers also created and registered themselves as Twitter users.

The creation of this Twitter account is in addition to knowing the atmosphere, setting, and environment of the Twitter, as well as making observations of other victims' public accounts. other public victim accounts. Meanwhile, the documentation referred to in this research is various written materials embedded in the direction of the research being conducted. Both in the form of books, e-books, journals, articles, newspapers from online mass media, and electronic documentation. This documentation is then used as supporting and matching data for the main data.

Results and Discussions

"Twitter Please Do Your Magic" Cake Sales Fraud Thread incident began on February 14, 2021, to be precise, at around 10:46 WIB. A chain tweet (thread) appeared from an account with the username @grumpysfd. Like a "Twitter Please Do Your Magic" based message in general, the initial sentence that can be read immediately when viewing the message is the sentence "Twitter Please Do Your

Magic," which is written using full capital letters as the opening sentence. Through his narrative, he explained his intentions. She was in need of the help of other Twitter users because her mother, who works as a cake seller, was deceived by a large number of orders that were suddenly canceled, so this had an impact on the large number of losses she received. In the continuation of her story, she explained that she lives in Jambi. Therefore, she asked people with the same location to buy the cake because she could not bear to see her mother disappointed. In addition, he asked for help from other users to spread the thread through the retweet feature so that more people could see, know, and help him. In support of this explanation, the @grumpysfd account also included a number of uploaded photos that he claimed were photographic evidence of the canceled cake sale. In less than a day, the post managed to attract various forms of support (Febrian, 2021). The post received more than a thousand replies, 22,000 retweets, and 32 thousand likes, all of which are proof of this. Several other users were even found openly stating that they wanted to help, even though they were not in the same location.

Figure 3. Screencapture of the Thread "Twitter Please Do Your Magic" Account @Grumpysfd

Source: Merdeka (2021)

After receiving help, the @grumpysfd account updated its post again. This time, ite said that as a result of the assistance he received from other users, especially those outside the domicile of Jambi, he would distribute the cake to people in need around him. As a form of transparency, he then inserted a number of photos, which, in his recognition, were of the people who had received the cake.

Figure 4. Screencapture of @Grumpysfd Account Thread, Containing Evidence of Cake Delivery to Neighborhoods

Source: Merdeka (2021)

Until finally, the point of irregularity was found. After being traced, the photo of the cake merchandise recognized by the @grumpysfd account as his mother's cake turned out to be a photo property belonging to someone else who sells cakes via Facebook.

Figure 5. Found Cake Photo Forgery on the Thread "Twitter Please Do Your Magic" Account @Grumpysfd

Source: Prambors.fm (2021)

This fraudulent action actually also applies to photos of cake distribution. It was found that the photo also belonged to someone else who was a public kitchen shelter (Febrian, 2021). This matter then triggered various responses from Twitter residents. As a result of the amount of sympathy, this "Twitter Please Do Your Magic" message received at the beginning, suddenly several movements and invitations began to be initiated by other Twitter users to investigate this case. Some finally tried to calculate how much total profit the @grumpysfd account made from tricking its victims.

Figure 6. Calculation of Victim Losses by One Twitter User

Source: Twitter (2021)

And there are also those who try to make related allegations to then reveal who the person behind the @grumpysfd account is. Until finally, the suspicion led to a woman, a second-semester law student at a university (Joewono, 2021). Finally, the woman's personal data was spread on the internet. Several attempts have been made by Twitter residents to forward this case to the parties concerned with the alleged perpetrator. Such as informing the head of the Neighborhood Association (RT) where the alleged perpetrator lives, the university, which is bridged by the BEM Faculty of Law where the alleged perpetrator is studying, or trying to go directly to the alleged perpetrator's house. However, despite the efforts of the above, until now there has been no clear information about the development of this issue.

Characteristics of "Twitter Please Do Your Magic"-based Donation Message Scam Victims in the Cake Seller Scam Case Study

Based on the scope of the issue regarding who is a potential victim of this cake seller thread scam, it can be said that those who have or are registered as Indonesian Twitter users, more specifically users who are proficient in or accustomed to the use of Indonesian, are able to become open targets of this thread. Why can it be categorized as such? Because, in basic logic, this thread uses Indonesian, besides paying attention to the active period of the case, it is too far to assume that the victim is not a person who understands and is proficient in Indonesian. The focus of this discussion will also be minimal on individuals who are not registered Twitter users or those who do not use social media at all. This is because, in this instance, it is unlikely that the scam thread spread outside of Twitter, resulting in victims outside of social media users.

The first tweet of the scam was posted in the morning, at around 10.46 AM. Less than 24 hours after the post was sent, Twitter users' suspicions about this thread had already begun to build. It caught the first suspicion reply tweet that also included proof, uploaded at around 11:13 pm (Figure 7.).

Figure 7. Time Lapse Comparison of Fraud Tweet & Fraud Proof Tweet Uploads

Source: Twitter (2021)

Meanwhile, around the same time as the proving thread, other Twitter users who were also becoming suspicious moved to warn potential donors who were about to donate to the scam thread to be careful. If, in such a short period of time, Twitter users themselves became suspicious and warned other Twitter users to be careful, then this makes it less likely that other individuals outside of Twitter users would fall victim to this scam thread. In addition, in this case, the account that created the fraudulent thread (@grumpysfd) did not openly publish the account number or e-wallet that he used to receive donations. Therefore, the requirement for potential donors to finally succeed in extending financial assistance requires prior interaction with the perpetrator, carried out via Twitter DM. Meanwhile, to be able to use the Twitter DM feature, one must be registered as a Twitter user.

Online Lifestyle Twitter Usage

Based on these results, the scope of analyzing the characteristics of the victims is now narrowed down to the fact that the potential victims are Indonesian Twitter users who understand the Indonesian language. At this point, the researcher began to apply a mindset such as "Then, what distinguishes Twitter users who are not in the position of victims from Twitter users who have proven to be victims of this thread scam?" which, of course, is still reviewed from the perspective of lifestyle exposure theory. Now, we begin to look at the online lifestyles that have formed. When thinking about why some users are more susceptible to this type of victimization, initial speculation would lead to suspicions about the amount of time they spend. It may turn out that those who have been victimized spend more time on Twitter in terms of usage time than non-victims. Therefore, the risk of their exposure to this thread increases. However, it was found that among the four victim interviewees, the duration of Twitter usage differed.

This finding is in line with Ngo & Paternoster (2011) regarding the application of lifestyle exposure theory in the online realm: spending more time online does not significantly increase a person's risk of becoming a victim. Through the explanation above, it can be seen that each interviewee has spent a varying length of time online. Therefore, in this case, assessing the risk of victimization based on the length of time spent online is not appropriate. However, it did not stop there. The researcher again deepened the review of the use of Twitter by each of the interviewees. The researcher then found a point of similarity among the interviewees regarding the use of Twitter. In fact, researchers found that they had similarities in the category of favorite social media used.

So far, based on the latest data that researchers found sourced from the GWI report in Lidwina (2020), it is known that in 2020, it was recorded that on average, each Indonesian had 10 to 11 social media accounts. Based on this, it would be too simplistic to assume that everyone will have the same focus of attention, interest, and motivation in using all of their social media. Therefore, it is logical that some people end up unconsciously building and shaping their own social media. In the context of favorites in this study, researchers define them as social media that is first opened or often opened when experiencing boredom. It can also be opened when you want to fill your spare time. Or when the individual feels certain needs can be met if they open this social media.

Although the answers received are not absolutely the same, the results can then be detailed to show that the victims both make Twitter their favorite social media, or at least Twitter ranks in the top 3 among all the other social media they have. So, why can favorite social media increase a person's risk of becoming a victim in this context? Essentially, everyone is able to register as a Twitter user, have a Twitter account, and use Twitter. However, will all users make Twitter their favorite social media among all the other social media they have? Not necessarily.

According to Rosenberger, Lehmkuhl, and Jung (2015), with the variety of social media present today, each user can determine and act according to the type of activity they want. This type of activity determines what users will do on social media when they create or consume content. When consuming content and a certain appeal is found in the content of social media posts, this causes a positive effect on engagement behavior (in Twitter social media, this can generally be in the form of likes, replies, and retweets found in their timeline). This process is then revealed by Schreiner, Fischer, & Riedl (2019) to be more prone to causing certain emotional responses. This explanation, then, was found to be in line when re-examining the interviewees regarding their active participation in interesting content. They admit that they are active in responding to content that enters their timeline downstream.

In the context of lifestyle-exposure theory, lifestyle, which is defined as activities that are carried out repeatedly to the point of increasing a person's risk of being exposed to certain vulnerabilities, is combined in this section as an activity to open the same favorite social media repeatedly (namely Twitter). This in turn will indirectly affect attitude in responding to the content found. In the end, a person, when faced with their favorite social media, tends to get used to being more active in responding to the content found; this is due to the emergence of certain emotional responses. This whole process then creates a vulnerability that researchers see as potentially positive for the victimization of the victims of this cake seller fraud case.

Preferred Content Topics and Their Correlation with Donation Activities

Going back to Ngo & Paternoster's (2011) explanation, it is explained that concerns about the process of individual victimization in the cyber realm are more likely to lead to a person's involvement in a particular online activity. On this basis, the researcher then felt it was relevant to explore what online activities the interviewees often do that are related to the victimization they experience.

We are faced with a discussion about the interviewees' interest in the topics on Twitter. To be more focused, in this case, the researcher tried to present several topic options for the interviewees. Among them are content related to public figure life updates, educational content, content related to social issues, gaming content, fashion content, inspirational content, discussion content, entertainment content, and promotional content. This content selection is based on content that is frequently found on Twitter. However, outside of the choices presented, researchers still give the interviewees freedom to choose. In fact, most of the interviewees stated that they were interested in the same content topic, which was related to social issues. One of them stated that content topics related to social issues are not the type of topic that he would often look for. However, if the topic still enters his Twitter timeline, he will eventually read the content.

Based on the results of research by Mahajan, Mahajan, Sharma, and Mansotra (2022), it was found that the online behavior of Twitter users also reflects and correlates with their personalities in the real world. So that data on social media can provide predictive indicators of user behavior. So when asked further, it was found that each interviewee did tend to have undergone social activities before. This is seen from the existence of a routine or from having been involved in previous donation activities. Some of them admitted that they would make donations when they had more money. They do this in various ways, both online and offline. Some of them admit to adopting this behavior from their surroundings, whether it comes from family upbringing, religion, or certain values they believe in.

More clearly, it is intended that a person's online activity, in this case in the form of responding to content topics related to social issues, explains that these people in real life are often or have been involved in donation activities. If traced further, this is related to their adaptation to responding to the values around them, as described in the lifestyle-exposure theory.

The "Common Thread" Between Victims and Perpetrators

If there is a Twitter user with the same characteristics, i.e., both admitting that Twitter is their favorite social media and also interested in topics related to social issues, when faced with this scam thread, it does not necessarily result in the same behavior as the victims. It is still not certain that because of the similarities in the characteristics that we have previously found, they will make the same decision as the victims, namely to immediately provide financial help. So again, what makes some of these individuals vulnerable to victimization? According to lifestyle exposure theory, "The probability that an individual will be victimized increases to the extent that the victim and perpetrator belong to the same demographic category" (Dastile, 2004). In line with the concept of romance scams, where the profile of the scammer provides stereotypical characteristics that tend to appeal to potential victims (Button, Nicholls, Kerr, & Owen, 2014), the perpetrators of donation scams also utilize the same thing. Quoting Taodang & Gundur's (2022) statement that in most cases of donation fraud, perpetrators always try to exploit personal crisis situations as a form of effort to attract their victims, Along with this, the perpetrators also take advantage of their closeness to the victims. In some cases of donation fraud, there will be an emphasis on certain subjects, such as "countrymen", "country", "religion" or "tribe", which then causes the victim to feel close to the perpetrator. In addition, it is not uncommon for the perpetrators to utilize and place the time that coincides with the current crisis event.

The victims' testimonies appear to have proven the aforementioned statements. In the case of the two interviewees who have been interviewed, the perpetrator has utilized the side of closeness by using an identity that shows that they are "close", due to their similarity in liking the same or similar idols. Meanwhile, in one of the interviews, the perpetrator rode on the crisis that we were all experiencing at the time. Finally, in another case, the perpetrator exploited a crisis or a vulnerable point where it would have an impact on certain individuals, and in this case, the informant acknowledged the parents' participation in the narrative formed by the perpetrator.

Access to Finance

Through Fisher & Lab (2010), other antecedents of lifestyle include behavioral constraints based on economic status. It is explained that then a person will live a lifestyle according to their respective economic status.

But perhaps in the context of donations, especially in this event, this is not found. Because of the results of the questions and answers that the researchers conducted, it was known that each of the interviewees came from a different background. Some of the interviewees were students who got the money for the donation from their savings, while others were freelancers and private employees. In addition, perhaps this is also due to the subject matter of the study raised this time, which is a donation, where in its implementation a person is not limited to a certain nominal standard. As long as he has the intention to help, then any nominal amount spent is not a problem.

However, from the background of this discussion, the researcher then found that three of the four interviewees had made transactions through electronic money. Another one made transactions via transfers through ATM outlets. At first glance, this will not show anything. But then, it suggests that the victims are those who already have access to and authority over their own finances, regardless of whether they are able to earn their own income or not. Whether they are students or workers, as long as they have control over their financial access, This can then be a contributing factor (not the main one) that makes them vulnerable to the victimization of this fraud thread. Given that, at the end of the day, not everyone is able to or has access to their own finances, Especially considering that the minimum age that Twitter sets for its users is 13 years old (Twitter, 2022).

Online Exposure

In this section, the lifestyle-exposure theory interprets exposure as part of the consequences of following a certain lifestyle. For example, due to the nature of a person's routine activities outside the home, causing them to visit public places increases the risk level of personal victimization (Dastile, 2004). One of the things highlighted as part of increased exposure is interaction with other people. In more detail related to the context of interaction, lifestyle-exposure theory introduces it with the term associations. Associations are defined as a form of a person's participation in a particular peer group as a result of their lifestyle. Through the principle of homogamy, it is theorized that individuals who have certain characteristics tend to associate with others who have the same characteristics (Reyns, 2010).

Through Twitter, a user, in his function as a reader and receiver of tweets, acts simultaneously as a communicator of messages. This can happen because of Twitter's technicalities, which allow anyone who reacts to a tweet to also share that reaction with their followers. This, when a group of Twitter users come across a real, emotionally charged topic supported by the use of creative media that matches

their interests, it often results in an opportunity for them to get involved, even involving their friends in the topic.

Herein lies the correlation with the scam that took place. When the scam thread was first uploaded, it caused compassion for some of its readers. However, not all were able to respond by providing financial assistance. Some helped by spreading the word. Overall, all four interviewees admitted that they found the cake seller scam thread as a result of the reactions of their online friends. Some of the interviewees also spontaneously stated that one of the factors that made them decide to donate was their trust in their mutual friends.

According to Taondang & Gundur (2022), this is a manifestation of the benefits that actors get in order to attract targets. This regulatory system produces "social proof," which then involves the participation of friends, followers, and acquaintances to form a group of potential victims. When a person does not pay attention to the veracity of a post and then starts interacting with the perpetrator through the features provided, this in turn will encourage their surroundings to eventually believe and contribute to the fraud.

Conclusions

Based on the criminological theory perspective of lifestyle exposure, the results show that several perspectives of lifestyle exposure assessment in relation to examining the characteristics of the victims in this study can be proven. Lifestyle was able to become one of the distinguishing benchmarks that could then be utilized to look for risk vulnerability among the victims of this fraud thread. It was found that the victims of the case studies had a number of characteristics in common, which could potentially increase their vulnerability when compared to non-victims.

These include, firstly, having Twitter as their favorite social media among all the other social media they have, which indirectly leads to a certain activeness and emotional response in response to the content found. Second, liking content topics related to social issues is supported by having been involved with previous donation activities. Third, as part of the supporting factors, the victims are those who already have authority and access to their own finances. Given that, in the end, not all Twitter users have access to their own finances.

The fourth is having a "common thread" with the perpetrator, which is more specifically the closeness and attachment to the time, identity, and narrative formed by the perpetrator. Finally, the fifth is the tendency of victims to trust interactions with their online friends on Twitter. Further research is needed to complement the studies that have been conducted. In addition, the results of this study cannot be

generalized. In this context, researchers only explain one event that occurred. Researchers also only explain the problems that occur from one perspective, namely the perspective of lifestyle exposure theory.

There remains the potential and possibility that the victims, occupying the position of victims, are caused by external factors outside of their lifestyle views. Side by side with this, the explanation of the characteristics of the victims' vulnerability is then expected to be addressed wisely. Rather than blaming or cornering each party involved, the researcher hopes that there will be lessons that can be taken and realized in real life as a form of sensitivity and caution.

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