

ABSTRACT

This study aims to explore interactivity in the Mobile Legends account trading forum on Facebook, focusing on the increasing popularity of the Mobile Legends game and illegal account trading on the Facebook forum. Interactivity is a process in which users can interact and communicate actively in a media or system. In the context of this study, interactivity includes three aspects: User to System, User to User, and User to Document. The method used is netnography by Robert V. Kozinets (2018), which involves forum observation and interviews with members to gain an in-depth understanding of interactivity in the forum. Interviews are used to complement the results of observations by revealing additional insights from forum members. Data are analyzed by data reduction, data presentation, and drawing conclusions. The units of data analysis used according to Mc Millan (2002): (1) User to User - interaction through uploads and comments; (2) User to System - interaction with Facebook features and forum management by admins; (3) User to Document - interaction with documents such as uploading posts and modifying upload details posted on the forum. The findings show that despite illegal account trading, forum members use foreign languages and content modifications to avoid detection of illegal activity. This study covers the dynamics of interactivity in the Mobile Legends account trading forum illegally because it violates Moonton and Facebook policies.

Keywords: *Interactivity, Buying and Selling, Mobile Legends, Facebook, Netnography.*