

ABSTRAK

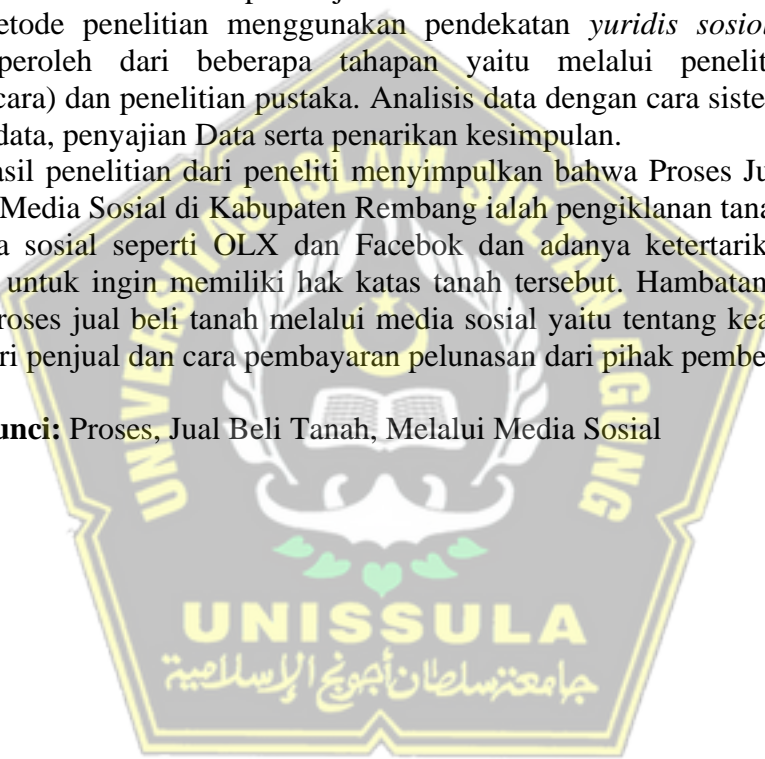
Di masa pandemi Covid-19 seperti ini terjadi banyak hal yang serba online di karenakan adanya himbauan untuk dirumah saja maka sering terjadi hal hal yang melalui media sosial seperti sekolah online, kuliah online, dan jual beli online. Namun disini penulis akan membahas tentang Proses Jual Beli Tanah Melalui Media Sosial Di Kabupaten Rembang.

Penelitian ini berjudul Proses Jual Beli Tanah Melalui Media Sosial di Kabupaten Rembang, penelitian ini bertujuan untuk mengetahui Proses Jual Beli Tanah Melalui Media Sosial di Kabupaten Rembang serta mengetahui berbagai hambatan-hambatan dalam proses jual beli tanah melalui media sosial.

Metode penelitian menggunakan pendekatan *yuridis sosiologis*. Sumber data diperoleh dari beberapa tahapan yaitu melalui penelitian lapangan (wawancara) dan penelitian pustaka. Analisis data dengan cara sistematis meliputi reduksi data, penyajian Data serta penarikan kesimpulan.

Hasil penelitian dari peneliti menyimpulkan bahwa Proses Jual Beli Tanah Melalui Media Sosial di Kabupaten Rembang ialah pengiklanan tanah dari penjual di media sosial seperti OLX dan Facebook dan adanya ketertarikan dari pihak pembeli untuk ingin memiliki hak katas tanah tersebut. Hambatan yang dialami dalam proses jual beli tanah melalui media sosial yaitu tentang keaslian ha katas tanah dari penjual dan cara pembayaran pelunasan dari pihak pembeli.

Kata Kunci: Proses, Jual Beli Tanah, Melalui Media Sosial



ABSTRACT

*This study, entitled **The Role of the Process of Buying Land Through Social Media in Rembang Regency**, this study aims to determine the **Process of Buying and Selling Land through Social Media in Rembang Regency** and to find out various obstacles in the process of buying and selling land through social media.*

The research method uses a sociological juridical approach. Sources of data obtained from several stages, namely through field research (interviews) and library research. Data analysis in a systematic way includes data reduction, data presentation and drawing conclusions.

The results of the research from the researchers concluded that the process of buying and selling land through social media in Rembang Regency was advertising land from sellers on social media such as OLX and Facebok and there was interest from the buyer to want to have the title rights to the land. The obstacles experienced in the process of buying and selling land through social media are about the authenticity of land rights from the seller and the method of payment of settlements from the buyer.

Keywords: Process, Buying and Selling Land, Through Social Media

