

ABSTRACT

Wicaksono, Achmat Muttaqin. 15.05.1.1.1.00077. Economy manipulation and-Deception in Isuna Hasekura's Novel *Spice and Wolf Vol.2*: Capitalism Study. Thesis. English Study Program of the Faculty of Social and Cultural Sciences, University of Trunojoyo Madura. Advisor: Imron Wakhid Harits. Ph.D.

The aim of this study is to discover how many actions of manipulation and deception that known as phishing also, the impact of phishing towards two protagonists that live as merchant in the novel *Spice and Wolf Vol.2* which written by Isuna Hasekura. Phishing is an act to make someone else doing mistake to benefit the phisher. The victim of phishing is phool. Phool divided into two kinds first is psychological phool and separated into two cases which is emotional and cognitive bias. Second is informational phool. To identify the phisher and the phool, characters utterances, characters actions, and author narrations are elements that will be analyzed.

Qualitative research is conducted in this study. The methods of data collections were reading, underlining and noting. Data are filtered and matched by the writer himself. The method of data analysis is applying Earl R. Babbie technique. There are three steps, first coding, memoing and concept mapping.

The result of study shows there are eight actions of phishing which done by two protagonists or other characters whenever they involved in economy activity or business. Psychological and informational phool all are present but mostly dominated by psychological in emotional case. Every attempt of phishing is caused by drive to obtain bigger profit or additional income. Act of phishing is considered legal as long the victim is unaware or have no other choice. But if it is being found or the victim have a way to counter, it resulting loss for the phisher and turn them as the phool. In one case, the phisher even experiencing bankruptcy. Because of the loss, it forcing the phool to phish more people to aid them doing illegal actions such as smuggling to prevent their bankruptcy.

Keywords: Phishing, Phool, Psychological, Informational, Profit, Business.