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**Self Concept Investor Crypto Dalam Edukasi Cryptocurrency Kepada Publik
(Studi Deskriptif Kualitatif Kepercayaan Diri Investor Cryptocurrency Pada
Komunitas ICCA Bangkalan)**

Dibawah bimbingan dari Dr. Yuliana Rakhmawati, S.Sos., M.Si.

ABSTRAK

Rendahnya literasi mengenai investasi *crypto* pada masyarakat dapat mempengaruhi perilaku investor dalam mengambil keputusan investasi. Kehadiran *cryptocurrency* sebagai bentuk mata uang digital telah memicu perdebatan di kalangan ulama Islam terkait keabsahannya menurut hukum syariah. Fenomena ini juga telah memunculkan beragam pandangan di antara masyarakat Madura yang terkenal dengan kehidupan religius terhadap popularitas yang semakin meningkatnya kripto. Oleh karena itu, penelitian ini bertujuan untuk menganalisis konsep diri investor *cryptocurrency* yang tergabung dalam komunitas ICCA (*Indonesian Crypto Consumer Association*) Bangkalan.

Penelitian ini menggunakan metode kualitatif dengan menerapkan paradigma konstruktivis. Teknik pengumpulan yang digunakan untuk melakukan penelitian yaitu Observasi, Wawancara, Dokumentasi. Selanjutnya, teknik analisis data dalam penelitian melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Kemudian, untuk teknik keabsahan data menggunakan Uji *Credibility, Transferability, Dependability, Confirmability*.

Hasil penelitian ini menunjukkan bahwa investor *crypto* memiliki *self-concept* yang positif dan percaya diri dalam berinvestasi *cryptocurrency*, mereka memiliki motivasi yang berbeda dalam berinvestasi, memperoleh informasi dari berbagai sumber, dan memiliki sikap positif terhadap edukasi *cryptocurrency*. Investor *crypto* memiliki citra diri yang meliputi aspek fisiologis-psikologis, afektif, psiko-sosiologis, psiko-spiritual, dan psiko-etis-moral. Orang Madura yang religius juga tertarik berinvestasi dalam *cryptocurrency*. Lingkungan afektif mempengaruhi sikap dan nilai, dan investor *crypto* harus gigih dan mengevaluasi risiko. Pemberian edukasi tentang *cryptocurrency* penting untuk memahami nilai dan prospeknya.

Kata Kunci: Konsep Diri, Cryptocurrency, Investor crypto, Madura, Edukasi Kripto

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**Crypto Investor Self Concept in Cryptocurrency Education to the Public
(Qualitative Descriptive Study of Cryptocurrency Investor Confidence in Icca
Bangkalan Community)**

Advisor: Dr. Yuliana Rakhmawati, S.Sos., M.Si.

ABSTRACT

Low literacy's investment regarding crypto in society can affect investor behavior in making investment decisions. The presence of cryptocurrency as a form of digital currency has sparked widespread debate among Islamic scholars regarding its legitimacy under Sharia law. This phenomena has also given rise to various views among the Madureses people who are known as their religious life to the increasing popularity of crypto. Therefore, this study aims to analyze the self-concept of cryptocurrency investors who are members of the Bangkalan ICCA (Indonesian Crypto Consumer Association) community.

This study utilizes a qualitative method, applying a constructivist paradigm. The data collection techniques employed in this research include observation, interviews, and documentation. Furthermore, the data analysis technique involves data reduction, data presentation, and drawing conclusions. The validity of the data is ensured through the use of credibility, transferability, dependability, and confirmability tests.

The results of this study indicate that crypto investors have a positive and confident self-concept in investing in cryptocurrency, they have different motivations in investing, obtain information from various sources, and have a positive attitude towards cryptocurrency education. Crypto investors have a self-image that includes physiological-psychological, affective, psycho-sociological, psycho-spiritual, and psycho-ethical-moral aspects. Religious Madurese are also interested in investing in cryptocurrencies. The effective environment influences attitudes and values, and crypto investors must be persistent and evaluate risks. Providing education about cryptocurrency is important to understand its value and prospects.

Keywords: Self-concept, Cryptocurrency, Crypto investors, Madura, Crypto education