

## Pola keputusan investor bergabung dalam perusahaan money game: Studi kasus PT X = Pattern investor s decision to join the company of money game case : Study PT X / Adriand Prasetya Yahdi

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### Abstrak

[<b>ABSTRAK</b><br>

Kajian mengenai mekanisme penipuan dalam bisnis money game ini tidak hanya dilihat dari bagaimana pelaku memberikan informasi dan melakukan proses perekrutan. Permasalahan mengenai money game ini biasanya hanya melihat dari sudut pandang pelaku, namun untuk melihat penipuan dalam bisnis ini secara lebih detail juga harus melihat dari sisi korban. Tulisan ini menggunakan metode penulisan dengan menggunakan data sekunder yang berasal dari BAP kepolisian dan kliping koran online. Tulisan ini menggunakan pemikiran Blau tentang pertukaran sosial sebagai teori utama mengenai ketergantungan kekuasaan dan sistem nilai investor. Sehingga kekuasaan yang dimiliki oleh yang berkuasa akan memberikan penawaran menggunakan brosur dan agen kepada pihak yang diperintah (investor) menggunakan nilai-nilai yang relevan dengan orang yang diperintah. Sehingga orang yang diperintah akan memutuskan bergabung menggunakan sistem nilai yang dipunya melalui akses tertentu seperti tokoh masyarakat, sentimen agama dan profit yang besar. Hasil analisis menunjukkan bahwa terdapat 3 pola keputusan investor bergabung dalam bisnis money game yakni berdasarkan Dampak 1. Halo effect 2. Rationalitas nilai 3. Rational choice.

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The study of the mechanism of fraud in the business of money the game is not only seen from how the actors provide information and conduct the recruitment process. Problems regarding money games are usually only see from the viewpoint of the perpetrators, but to see the fraud in this business for more detail also have to look at from the side of the victim. This study use secondary data from Police BAP and newspaper. This study use Blau Thought about Social Exchange as main theory about power dependence and value system from investor. So that the power that the powerful side will offer brochures and agents to those who ordered (investors) using the values that are relevant to the ordered. So that the ordered will decide to join using a system of values that they have through certain access such as community leaders, religious sentiment and a big profit. The analysis showed that there are 3 patterns investor's decision to join the business money game that is based on Impact 1. Halo Effect 2. Rationality Value 3. Rational choice.;The study of the mechanism of fraud in the business of money the game is not only seen from how the actors provide information and conduct the

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