

ABSTRACT

This research describes the experiences of members of the crypto community during their pursuit of cryptocurrencies. Cryptocurrency is an innovation in the form of a trustless economic instrument. This research is a qualitative research description with phenomenological methodology. The theory used in this study is Alfred Schutz's phenomenological theory related to social actions that occur in a social phenomenon. Researchers use the paradigm of constructivism in describing the essence of the phenomena occurring in cryptocurrencies. The purpose of this study is twofold, namely to describe the experience of crypto members when adopting crypto, to describe how the motives before members when pursuing crypto, and to describe the motives after members when adopting cryptocurrency. The results of this study are twofold, namely the motives of members when pursuing crypto can be described with 4 thematic, namely Cryptocurrency, Driving Factors, Inhibiting Factors, Decisions. The motives after the member when pursuing cryptocurrency are explained through the experience of the member when he is facing polemics. Members interpret that the main source of the many polemics that occur in crypto is due to the fundamental problems of crypto based on digital in general. Even so, members remain optimistic about crypto because according to them, every problem that exists, is a reasonable cycle in a financial instrument. They also take actions to minimize future losses such as risk management and simulation of the worst state

Keywords: *Meaning, Cryptocurrency, Because Motive, In Order Motive, Phenomenological Studies*