

## INTISARI

Penelitian ini berjudul “Narasi HIGH RISK, HIGH RETURN: Dinamika Ketidakpastian Baru dan Budaya Kolektif dalam Komunitas Kripto” (Studi Kasus Karawang Trading Community). Fenomena kripto yang semakin populer di kalangan generasi muda menghadirkan paradoks, meski dipandang berisiko tinggi, banyak anak muda justru terlibat aktif karena adanya narasi kolektif dan dukungan komunitas. Pertanyaan utama penelitian ini adalah bagaimana komunitas memaknai risiko dalam kripto serta cara mengatasinya. Penelitian dilakukan dengan pendekatan kualitatif dan metode etnografi digital di Trading Community Karawang yang beranggotakan 186 orang. Data diperoleh melalui wawancara, observasi partisipatif, dan dokumentasi. Analisis menggunakan kerangka antropologi risiko Mary Douglas dan konsep solidaritas organik dari Emile Durkheim.

Hasil penelitian menunjukkan bahwa komunitas berperan penting dalam merekonstruksi makna risiko. Forum rutin seperti *market outlook*, diskusi grup, dan praktik berbagi kerugian mengubah rasa takut individual menjadi pengalaman kolektif. Solidaritas tampak dalam slogan, humor, dan diferensiasi peran antar anggota, sementara partisipasi aktif membentuk identitas kolektif para trader muda. Narasi “*high risk, high return*” berfungsi sebagai kerangka moral yang melegitimasi kerugian sekaligus memelihara harapan. Penelitian ini menyimpulkan bahwa trading kripto di kalangan pemuda bukan hanya praktik ekonomi digital, tetapi juga praktik sosial-budaya. Trading Community di Karawang memperlihatkan bagaimana risiko dapat dinegosiasikan secara kolektif, menjadi dasar solidaritas, serta membentuk imajinasi masa depan generasi muda di era digital.

**Kata kunci:** *Cryptocurrency, Komunitas Kripto, Risiko, Solidaritas Sosial*

## ABSTRACT

This study, entitled “HIGH RISK, HIGH RETURN Narrative: New Uncertainties and Collective Culture in Crypto Communities” (A Case Study of the Karawang Trading Community). The increasingly popular crypto phenomenon among the younger generation presents a paradox. Despite being perceived as high-risk, many young people are actively involved due to the collective narrative and community support. The main research question is how the community interprets risks in crypto and how they address them. The research was conducted using a qualitative approach and digital ethnography methods in the Karawang Trading Community, which has 186 members. Data were obtained through interviews, participant observation, and documentation. The analysis used Mary Douglas's anthropology of risk framework and Emile Durkheim's concept of organic solidarity.

The research findings show that communities play a significant role in reconstructing the meaning of risk. Regular forums such as market outlooks, group discussions, and the practice of loss-sharing transform individual fears into collective experiences. Solidarity is expressed through slogans, humor, and differentiated roles among members, while active participation shapes a shared identity among young traders. The narrative of “high risk, high return” functions as a moral framework that legitimizes losses while sustaining hope. In conclusion, crypto trading among youth is not merely a digital economic practice but also a socio-cultural one. The Karawang Trading Community demonstrates how risk can be collectively negotiated, serving as a basis for solidarity and as a means of shaping young people's imagination of the future in the digital era.

**Keywords:** *Cryptocurrency, Crypto Community, Risk, Social Solidarity*