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Revealing the Meaning of Indonesian Cryptocurrency Investment Decisions based on Mental Accounting: A Phenomenological Study

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Abstract:
Mental accounting is in the form of a series of cognitive operations used by individuals to code, categorize and evaluate their financial activities which is a development of prospect theory, where each individual has a tendency to classify money into certain groups according to a criterion. From this background, the researcher has the main objective of this study, which is to find out the meaning of mental accounting for the investment decisions of Indonesian cryptocurrency investors. Mental accounting may have some kind of meaning on investment decisions, especially cryptocurrencies, so this study aims to find out what leads to mental accounting in Indonesian cryptocurrency investors. This research method uses a qualitative phenomenological approach with in-depth interview primary data. The results show that the application of mental accounting helps investor in managing portfolios and finances, but anomalies in mental accounting and prospect theory can make investors make high-risk investment decisions and are prone to causing losses.

Keywords: Cryptocurrency, Investment, Mental Accounting, Phenomenology, Prospect Theory

Abstrak:
Mental accounting berupa serangkaian operasi kognitif yang digunakan oleh individu untuk mengkode, mengkategorikan, dan mengevaluasi aktivitas keuangan mereka yang merupakan pengembangan dari teori prospek, dimana setiap individu lebih memiliki kecenderungan dalam mengelompokkan uang ke dalam kelompok-kelompok tertentu menurut sebuah kriteria. Dari latar belakang tersebut peneliti memiliki tujuan utama dari penelitian ini yaitu untuk mengetahui pengertian mental accounting terhadap keputusan investasi investor cryptocurrency Indonesia. Mental accounting mungkin memiliki semacam makna pada keputusan investasi, terutama cryptocurrency, sehingga penelitian ini bertujuan untuk mengetahui apa yang mengarah pada mental accounting pada investor cryptocurrency Indonesia. Metode penelitian ini menggunakan pendekatan kualitatif fenomenologi dengan data primer wawancara mendalam. Hasil penelitian menunjukan penerapan mental accounting membantu pengelolaan portofolio dan keuangan, tetapi anomali dari mental accounting dan prospect theory dapat membuat investor mengambil keputusan investasi yang berisiko tinggi dan rawan menyebabkan kerugian.

Kata Kunci: Cryptocurrency, Fenomenologi, Investasi, Mental Accounting, Teori Prospek

PRELIMINARY

As it is known that investment is said to be an investment in an activity that has a relatively long period of time in various business fields. The investment is in the form of certain physical and non-physical projects. Investment itself consists of many types, from low risk to high risk. Investments that are known to have low risks include mutual funds, time deposits, gold, bonds, and government bonds, while investments with higher risks include investments in stocks, P2P loans, and cryptocurrencies. Each investor has their own risk profile, so that each investor also has a different investment instrument.

It was further stated that digital investment in Indonesia will increase very rapidly in 2022. Digital investment itself is an investment activity to gain future profits by using online platforms as an investment medium. The Indonesia Stock Exchange (IDX) noted that the number of capital market investors had reached 8.8 million investors as of early June 2022, and increased to 9 million at the end of June 2022, previously at the end of 2021 there were 7.49 million new capital. market investors. investors (cnbcindonesia.com). As for cryptocurrency investment itself, the Ministry of Finance noted that the number of cryptocurrency investors in Indonesia reached 15.1 million investors in June 2022, which previously only reached 11.2 million investors at the end of 2021. In 2022, the growth of cryptocurrency investors was recorded to be so rapid, even beat the number of market investors. capital in June 2022.

Investment decision is one of the functions of financial management that involves allocating funds to various forms of investment decisions with the aim of obtaining greater profits than the cost of funds in the future. Investment decisions are made based on the relationship between expected return and risk. The higher the risk in an investment instrument, the higher the return expected by investors when investing their capital, and vice versa, the lower the risk in an investment instrument, the lower the return that will be obtained. Every investment decision made by investors will have an impact on realized returns.

As the high risk high return investment, cryptocurrency has become an attractive investment option for Indonesian investors recently. The growth of Indonesian crypto investors is increasing very rapidly, especially in 2021 to 2022. Based on data Badan Pengawas Perdagangan Berjangka Komoditi (Bappebti) of the Ministry of Trade, there were 14.1 million crypto investors in May 2022. Within six months, the number of crypto investors increased by 3 million investors from the initial 11.2 million investors in December 2021.

Cryptocurrency itself is a digital currency where encryption techniques are used to regulate the production of currency units and verify the transfer of the currency that operates independently of the central bank. Bitcoin which is currently the cryptocurrency with the highest market cap itself was discovered in 2008 by Satoshi Nakamoto with a whitepaper uploaded on October 31, 2008, the discovery of Bitcoin is the forerunner of the popularity of cryptocurrency now. Cryptocurrency has become popular since 2011 when several sites and products began to accept bitcoin as a means of payment. Cryptocurrency itself in Indonesia has been legalized as a commodity since 2011 and stated in Law No. 10 of 2011, and since August 10, 2022 as many as 383 crypto assets can be traded in Indonesia which has been regulated by Bappebti (cnbcindonesia.com).

Mental accounting is a series of cognitive operations used by individuals to code, categorize, and evaluate their financial activities (Ratna, 2018). Mental accounting is a branch of science from behavioral accounting that studies human behavior and its relationship to the design, construction, and efficient use of accounting information systems. In accounting there is recording, grouping, and reporting for the sake of decision making, in fact it also exists in each individual. People tend to group their money into certain groups according to their criteria, for example money from monthly salaries, bonuses, holiday allowances, etc.

In a previous study conducted Dewanti, Priantinah, Subthy, and Hasan in 2018 entitled "Mental Accounting in the Investment Decision Making Process" stated that there are psychological and social factors that influence investment decision making. In investment, mental accounting is influential in shaping the portfolio into pyramid levels. The pyramid is divided into two, namely investments with higher risks and investments with lower risks. By conducting descriptive research with a quantitative approach, and using data collection techniques using questionnaires distributed to 62 investors as respondents, it is concluded that there are indeed levels of investment in the portfolios owned by investors, and respondents conduct portfolio analysis according to diversification levels.

In a previous study conducted by Hartono, Purnomo, and Andhini in 2020, entitled "Individual Stock Investor Behavior in the Perspective of Mental Accounts Theory" suggested that mental accounts indirectly have a close relationship in the stock market because in the approach Psychologically, it turns out that accounting also affects the mindset of investors in making transaction decisions. In addition, there is also mental budgeting which is mostly done by investors, namely the habit of separating monthly income in different accounts, for example there are accounts for investing, needs, etc. Furthermore, stock market participants also consider time and price when saving a loss position in investing in the stock market by averaging down in separate stocks, even though this is included in mental accounting because actually the shares purchased are actually a single entity. in one portfolio. Because of this, researcher assumes that mental accounting also has a role in investment decisions taken by cryptocurrency investors in Indonesia.

In a study conducted by Silooy in 2012 Wasteful Behavior Versus Self-Control has the opposite view with research from Hartono, Purnomo, and Andhini in 2020, Individual Stock Investor Behavior in the Perspective of Mental Accounts Theory. Researchers have the view that mental accounting has a positive side, namely as self-control. Mental accounting can be used to prevent the use of funds that are overspending because the funds have been separated into certain accounts, so that these funds are not used for other purposes. In the conclusion of this study, it is found that it is proven that if the research subjects agree that mental accounting can be used as self-control to prevent the use of funds for consumptive purposes, this can be categorized as a gap phenomenon, namely the gap between existing theory and facts, so that it can be used as new research material for researchers.

Mental accounting can have both good and bad effects on people. Mental accounting can help people manage their money with the principle of allocation into several groups, such as separating money for investment, savings, etc. as stated according to (Sari, 2018) has the meaning mental accounting of a group of psychological activities that a person functions to code, create parts and consider financial activities, But mental accounting also leads people to irrational financial decisions, one of which is investment decisions, investors who are trapped in mental accounting tend to make strange and contradictory investment decisions. From the existing phenomena, it can be seen that investors tend to be more willing to take risks when they are in a losing position than when they are in a profit position.

The research gap in this study can be seen from the phenomenological approach used, where previous studies used qualitative research methods only by using literature studies. In addition, previous studies used stock investors as research subjects, while this study used cryptocurrency investors as research subjects. Where the meaning to be expressed in this study is related to Indonesian cryptocurrency investment decisions based on a mental accounting point of view that can be studied from a profitable and a detrimental point of view.

RESEARCH METHOD

Research design is a model or method used by researchers to conduct research that provides direction for the course of research. The design of the research itself is determined according to the objectives of the study. This study uses a qualitative approach because this study aims to find the meaning of Indonesian cryptocurrency investment decisions based on mental accounting. The use of a qualitative approach in this study is also influenced by the use of mental accounting as a theoretical basis in research, where mental accounting is included in the accounting discipline, namely behavioral accounting which is difficult to measure using calculations. Sugiyono (2010) states that qualitative research methods are research methods based on philosophy, which are used to examine scientific conditions (experiments) where researchers as instruments, data collection techniques and qualitative analysis emphasize meaning.

Phenomenological Approach

In this study, a phenomenological qualitative approach was used. A qualitative approach to phenomenology is used to find meaning from experiences experienced directly by individuals. The use of phenomenology in this study aims to find meaning in investment decisions made by Indonesian cryptocurrency investors based on mental accounting. In every human experience there is a meaning that can be researched, that is why in this study in-depth interviews with Indonesian cryptocurrency investors as informants were carried out to find the meaning behind the experience in making investment decisions if it was based on mental accounting.

Data Collection Method

The method of data collection in this study was carried out by the method, namely:

1. **In-depth Interview**

Bungin (2021) defines in-depth interviews as the process of obtaining information for research purposes by means of question and answer while face to face between researchers and informants or informants. In this study, in-depth interviews were conducted according to a predetermined schedule and informants. In-depth interviews were used in this study to gain meaning in the experiences experienced by investors in investing in cryptocurrencies in Indonesia based on mental accounting. In-depth interviews in this study will be conducted openly, which means that the informant knows the presence of the researcher in charge of conducting interviews, and is also conducted online through the google meet/zoom application.

2. **Audio-visual Material**

   Audio-visual materials are useful for revealing the relationship between the object of research and the past or present. Visual materials are also related to the specific meaning of the informants. Audio-visual materials are secondary information material, that's why audio-visual materials can only be used as a secondary method. In this study, the data collection method for audio-visual materials was carried out by doing screen recordings of online interviews using google meet/zoom.

Informant Determination

Bungin (2021) states that research informants in qualitative research are related to how the steps taken by researchers so that data or information can be obtained. Research informants who will be interviewed must be able to provide clear information so that later the data obtained meet the requirements as a source of research data. In this study, the selection of informants was carried out using a purposive procedure. Purposive procedures are the most common informant determination strategy in qualitative research.
The purposive procedure is one of the strategies in determining informants by determining the group of participants who are the subject of research in accordance with criteria relevant to the problem under study. The amount of the informants themselves is determined before the data collection is carried out in accordance with the objectives of the study. The basis of the use of purposive procedures is the mastery of information from informants. Informants must master the information in accordance with the research to be carried out, that is why in the purposive procedure the informant has been determined in advance according to the problem under study.

In this study, the criteria for informants to be interviewed were determined, namely Indonesian cryptocurrency investors. There are several reasons for selecting informants for research, including:

1. The informant is a cryptocurrency investor from Indonesia. This is done because this research focuses on the phenomenon of Indonesian cryptocurrency investment decisions based on mental accounting
2. Informants have invested in cryptocurrency investment instruments for at least one year. This is done so that the information obtained is valid and in accordance with the research conducted. If the informant has invested at least one year in cryptocurrency investment instruments, it can be assumed that the informant has mastered the information contained in this study according to the basic key of the purposive procedure

Analysis Method

Bungin (2021) explains that the qualitative analysis method used in the study has two basic objectives, namely analyzing the ongoing process of social phenomena so as to obtain a complete picture of the process and analyzing the meaning behind the information, data, and processes of the occurrence of these social phenomena. The analysis method used in this research is Miles and Huberman Qualitative data analysis. Based on the research of Miles and Huberman, activities in qualitative data analysis are carried out interactively and take place continuously until complete, so that data is saturated.

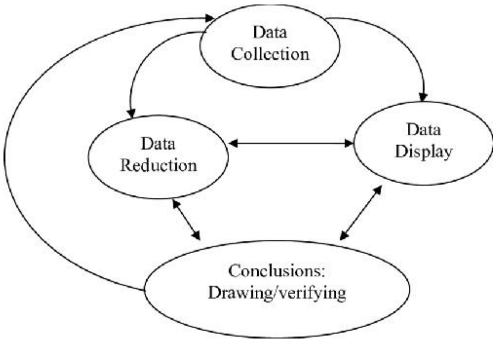

Image 1. Qualitative Data Analysis by Miles and Huberman
Source: Miles and Huberman (1994)

Miles and Huberman model data analysis is divided into four stages, namely:

1. **Data Collection**
   Data collection can be obtained from observation activities, interviews, etc. Documentation of the results of data collection is divided into two parts, namely descriptive and reflective notes. Descriptive notes are records of the results of data collection without any opinion or interpretation from the researcher, so the notes are pure as they are. While reflective notes are notes that contain opinions, impressions, and comments from researchers about the findings obtained by researchers. In this study, data was collected using in-depth interviews and audio-visual material methods from the interviews with cryptocurrency investors, and also after the data is collected, the researcher will prepare descriptive notes and reflective notes.
2. **Data Reduction**
   Data reduction after the data has been collected is done to select data that is relevant to the research conducted. Data reduction aims to focus the data to solve the research problem. The data that has been reduced is simplified and arranged systematically to describe the findings obtained. In this study, the data that will be reduced is data that is not in accordance with the object of research, namely Indonesian cryptocurrency investment decisions based on mental accounting. If the informant does not experience mental accounting at all or the data provided is inaccurate, then the data will be reduced.
3. **Data Display**
   Display of data can be in the form of writing or words, pictures, graphs and tables. Data display aims to combine the information obtained and visualized to get a picture of the state of the research conducted. Display of data also aims to make it easier for researchers to compile data that has been reduced. In this research, the data is presented in the form of narrative text and images in accordance with the display of qualitative data. The data presented is data obtained in the form of in-depth interviews with Indonesian cryptocurrency investors and documentation from the interview process in the form of images.

4. **Conclusion Drawing/Veryfying**
   Conclusions are drawn while the research is in progress, after the data has been collected, the researcher makes temporary conclusions. In Miles and Huberman's qualitative data analysis, data collection is still carried out even though conclusions have been drawn, so that when the data obtained increases, the conclusions will be better. In this study, conclusions will be drawn during in-depth

interviews. When the researcher conducts interviews with other informants, new conclusions will be drawn until in-depth interviews are conducted with the last informant, so that at the end the final conclusions will be drawn from the research.

RESULTS AND DISCUSSION

In qualitative research, a discussion of the existing findings is first carried out by data analysis, so that from the data analysis technique a subsection is obtained that is worthy of being used as a theme and discussion of the existing findings. cryptocurrency, and informant profiles, after which a discussion of the findings is presented consisting of mental accounting in the meaning of making investment decisions, the role of mental accounting in managing cryptocurrency investments, mental accounting and risk in cryptocurrency investment, prospect theory and making cryptocurrency investment decisions, as well strategy for the successful implementation of mental accounting in cryptocurrency investments.

Mental Accounting in the Meaning of Investment Decision Making

Investment decisions are very determining the results of investments made by investors. Errors when making decisions can result in investors experiencing losses when making investments. But having mental accounting is important when making investment decisions because good investment fund management also produces good investment decisions. Cryptocurrency investors who take advantage of the existence of mental accounting when investing will choose to separate their investment funds into certain accounts.

Like the answer from interview research that can be said as an answer that leads to mental accounting in the sense of making investment decisions. This relates to the investment decisions taken by sources as cryptocurrency investors who unconsciously lead to the concept of mental accounting. Someone can be said to be affected by mental accounting when he separates his assets into certain categories, in the context of this study assets are categorized based on risk. Mental accounting also plays a role in making decisions when investing, in the context of this study which separates assets based on risk, there is a tendency to separate purchases between crypto assets which have a higher risk than crypto assets which have a lower risk.

One of the sources that can be said to have given an answer that leads to mental accounting in the sense of making investment decisions is a cryptocurrency investor which is Marco that come from Kubu Raya Regency, where what was conveyed was the separation of crypto assets based on risk when asked about what they felt when separating portfolios based on existing risks, and this is indirectly the role of mental accounting. This is described in the following excerpt from the interview results:

> *"It Helps, because it's easier to manage funds, it's easier for us to manage funds if the money is in well-known coins like Ethereum, BNB, while in the wallet we know the tokens/coins that is still not listed in the exchange, the risk is higher, so we put less in than what's safe, so if we lose, it won't be much"*

From the statement above, it can be seen that the source separated crypto assets with higher risk from crypto assets with lower risk. The informants made the decision to invest less in higher risk crypto assets to avoid losses.

From the statement of the source it is also seen that he consciously separates assets based on risk categories. Crypto assets purchased with a larger share of funds, namely Ethereum (ETH) and Binance Coin (BNB), are crypto assets that are in the top three positions if observed through the crypto asset market cap which shows that these crypto assets have a much lower risk when compared to crypto assets that are not yet listed on the exchange. As we know, mental accounting can affect an investor's investment decision through how the investor allocates funds and assets while investing. There is an implicit meaning that can be drawn from this statement, when the source indicated that he divided his crypto asset portfolio into risk categories, so he has applied mental accounting in his investment decisions.

The same meaning can also be captured from the answers of Mcjoe's source from Sintang. It can be seen that the sources separated their crypto asset investments based on risk, the distribution of investment risks by the sources was separated through different crypto exchange applications. This is described in the following interview excerpt:

> *"Helps, but the benefits are more for low-risk applications, if the high-risk one is still floating loss, but because we believe that the coin has prospects, so I'll wait until the price rises again"*

From the statement above it appears that the informants applied mental accounting in making investment decisions through segregating crypto assets based on risk, and continued to do so even though the informants had experienced unrealized losses in their crypto asset investments.

The investment decisions taken by Mcjoe's sources are based on mental accounting, which is the classification of assets and investment positions into certain accounts. Here we can see Mcjoe separating investment positions based on low-risk and high-risk applications, Mcjoe experiences profits in low-risk applications, but still experiences unrealized losses in high-risk applications. Separation of portfolios like this actually helps informants to avoid losses due to the different portion of funds in a high-risk portfolio and a low-risk portfolio where a portfolio with a higher risk gets a smaller portion of investment funds than a low-risk portfolio. With the separation of portfolios based on risk, investors can avoid greater losses in high-risk portfolios because the portion of funds provided is smaller.

The Role of Mental Accounting in Cryptocurrency Investment Arrangement

Apart from functioning as a guide for making investment decisions, mental accounting can also function as a financial management tool for investors. When investing, investors must separate funds for living necessities, emergency funds, and funds for investing. If the investment is made with living necessities and one day the funds are needed, the investor inevitably has to close his investment position even in a loss. In this case, mental accounting can act as a guide for investors to manage their investment funds.

As seen in the next interview answer that can be categorized into an answer that leads to the role of mental accounting in managing crypto investments. This relates to the procedure for investors managing and allocating their funds to cryptocurrency investment instruments. Mental accounting does not only have a role in making investment decisions, but also has a role in managing the funds used in investing. Someone affected by mental accounting has a tendency to divide assets and funds owned into several categories such as those in accounting accounts.

One of the sources who can be said to provide answers that lead to the role of mental accounting in managing crypto investments is a cryptocurrency investor from Medan, where what is presented is a fund management strategy used to invest in crypto assets. This is described in an excerpt from the following interview results:

> *"From income, to be more precise, divided by a percentage, so it's like 20% for living expenses, 30% for entertainment, 50% investment, the DCA system doesn't go all in, for example, we have ten million, today we buy one million, and if tomorrow we see the price goes down, wait for a while, buy two million so that the average will go down, not spend it all out immediately"*

From the statement above, it can be seen that the informant divided his monthly financial funds into several categories such as living expenses, entertainment and investment. The resource person unconsciously has applied mental accounting in managing his finances in everyday life and also investing.

The resource person also uses the Dollar Cost Averaging (DCA) system in the strategy of investing in cryptocurrency investment instruments. The application of DCA means that the informant has prepared a certain amount of money which has been set aside from his income every month which has been divided in a certain amount or percentage which will be directly used for investment. This means that the source has made a certain category or account consciously and this is in line with the concept of mental accounting. The use of the DCA strategy is one way the informants manage their finances when investing in cryptocurrency assets.

The same meaning was also obtained from the answers of sources from Sintang Regency where the application of mental accounting is used to assist financial management both in everyday life and when investing in cryptocurrency assets. This can be seen in the following excerpt from the interview answers:

> *"The money for investing comes from work, so I have an application for preparing finances every month, so the money for investing is already beyond the necessities of life, food etc., so usually at the end of each month there is some leftover. The money of about 4-6 million is divided into two more for savings and for investment"*

From the statement above, it can be seen that the informant also separates his funds into some categories like life necessities, foods, investments, etc. Funds used to invest by the informant are beyond their daily needs, so it can be said that the application of mental accounting to the informants actually helps the informants in managing their finances.

From the excerpts from the answers from the interviews above, the concept of mental accounting actually helps the interviewees in managing the interviewees' investments and finances. Investment funds that are separated from daily needs funds actually prevent sources from executing losses when they experience unrealized losses when investing in cryptocurrency assets. If the portion of the investment fund is not regulated so that it takes part from the fund for daily needs, then when the funds for daily needs are not sufficient or when an emergency fund is needed, investors inevitably have to execute their losses when they experience an unrealized loss. Meanwhile, investors who apply mental accounting by separating their investment funds from funds for daily needs do not need to execute losses when experiencing unrealized losses because there are funds for daily needs and emergency funds that have been prepared beforehand.

Strategies for Successful Implementation of Mental Accounting in Cryptocurrency Investment

Mental accounting is often described as a behavioral concept that causes problems in making financial decisions. Mental accounting is mentioned as a source of financial problems that are commonly experienced by people because of the irrational categorization of funds. Categorization of funds can be done in various categories such as where the funds come from, what the funds are used for, or a specific budget. Mental accounting also has a role for investors in making investment decisions.

In investing, investors who use the concept of mental accounting are actually not entirely detrimental. The concept of mental accounting can be used by investors as a tool to help manage funds because a separated portfolio actually helps investors to track their losses. As the meaning obtained in this study, several informants applied the concept of mental accounting by dividing their crypto asset investment portfolios into risk categories, namely high and low risk. This was done by the sources with the aim of avoiding losses by investing a smaller amount in a portfolio with a higher risk, and investing more in a portfolio with a lower risk.

However, the existence of mental accounting for investors is also not entirely profitable, there is anomaly behavior that actually leads investors to losses. One of them is when an investor separates his investment positions as if in a separate account so that the focus of the investor is only on his investment position and not in the entire portfolio. This also happened to the informants in this study who bought back when the price of the crypto asset had gone up, even though this is an anomaly in mental accounting behavior because there are actually other crypto assets that actually have the potential to increase higher, but the informants only focused on one of his investment positions. In the end, the informant actually suffered a loss due to the anomaly in the mental accounting behavior.

In overcoming the mental accounting anomaly that occurs in cryptocurrency investors when investing and using it to become profitable, there are strategies that can be carried out in accordance with the observations that have been made by researchers in the interview answers, namely:

1. **Focus on The Entire Portfolio, Not Just on Investment Positions**

   The first thing that can be done to overcome the mental accounting anomaly that occurs in cryptocurrency investors is to focus on the entire portfolio. When an investor experiences a mental accounting anomaly, he will separate each investment position as if it were in a separate account. When the investment position is rising, the focus of investors will only be on that one investment position and ignore other opportunities for increases. Coupled with the greedy behavior experienced by investors to get more profit by buying back the rising crypto assets, the investor unknowingly has put himself into a higher risk. To avoid this, investors must be able to view all investment positions as a portfolio unit, not individual, separate accounts. By viewing all investment positions as a portfolio unit, investors can avoid buying crypto assets that have gone up in price, and focus on other crypto assets that have the potential to experience increases as well.

2. **Always Do an Analysis Before Investing in The Crypto Assets to be Purchased**

   The second thing that can be done to overcome the mental accounting anomaly that occurs in cryptocurrency investors is to do an analysis before investing in crypto assets. Mental accounting tends to lead investors to irrational investment decisions. When exposed to mental accounting anomalies, investors often make decisions that are at risk of loss without conducting an analysis first. By conducting both technical and fundamental analysis of the crypto assets to be purchased, investors will avoid ambiguous investment decisions that have the potential to harm investors because investors are aware of the risks they will take before making a decision.

3. **Understanding The Risks of Every Decision That Will be Taken**
   The third thing that can be done to overcome the mental accounting anomaly that occurs in cryptocurrency investors is to understand the risks of every decision that will be taken when investing in cryptocurrency. Please note, investing in cryptocurrencies is a very high risk investment, wrong decisions can bring investors into huge losses. Price drops above fifty percent are commonplace in the crypto market, that's why even when exposed to a mental accounting anomaly, investors must be able to understand the risks when making a decision to buy these crypto assets. That way, investors will not make rash decisions and will avoid losses when investing in cryptocurrency assets.

These three things are strategies that investors can use to successfully implement mental accounting when investing in cryptocurrency assets and avoid losses due to anomaly from mental accounting, considering that mental accounting also has an anomaly that can play a bad role in making investment decisions made by investors when investing in cryptocurrency assets.

CONCLUSION

From the research and discussion that has been done previously, it can be concluded that the application of mental accounting when investing in cryptocurrency assets by informants by separating investment portfolios based on risk actually helps informants in managing their investment portfolios. This happens because the informants feel easier in arranging their investment funds in different portfolio. The second one, application of mental accounting also helps informants in managing their finances when separating their finances for daily needs and to invest because the funds used to invest by the informants are beyond the necessities of life so that investment activities are not disrupted. The last one, Mental accounting anomaly makes informants separate their investment positions as if they were in a separate account so that the focus of the investor is only on his investment position and not in the whole portfolio, so it is prone to bring investors to losses.

This research has been done as much as possible by researchers to get maximum results, but in reality there are still some limitations experienced during the research, namely this research has limited research informants where there are just a few of Indonesian cryptocurrency investors that are willing to be interviewed. Researchers have tried to contact cryptocurrency investors from other regions of Indonesia but have not received a good response, not many Indonesian cryptocurrency investors are willing to be interviewed. This study uses a phenomenological approach where meaning is only obtained from the experience of each individual interviewed, while there are other factors such as race and ethnicity of the informants that can influence the results of the decisions taken. Future research can find and try another strategy in order to get more cryptocurrency asset investor informants from more diverse regions in Indonesia in order to get maximum research results. Future research can also use an ethnographic approach in the use of research methods to see differences in investment decisions that can be influenced by race or ethnicity from these sources.

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