Public Sentiment Analysis on Investment Fraud Phenomenon in Indonesia: A Social Media Study with Brand24 (6 November – 6 December 2025)

Analisis Sentimen Publik terhadap Fenomena Penipuan Investasi di Indonesia: Studi Media Sosial dengan Brand24 (6 November – 6 Desember 2025)

Istiqomah*[1] Desy Jayantiningsih[2] Gunawan Aji[3]

Universitas Islam Negeri K.H. Abduraahman Wahid, Pekalongan, Indonesia [1][2][3]

Corresponding Author: istiqomah23032@mhs.uingusdur.ac.id

Abstract

This study aims to analyze public sentiment regarding the phenomenon of investment fraud in Indonesia through social media monitoring using Brand24. Data were collected from November 6 to December 6, 2025, across multiple platforms, including TikTok, Twitter (X), YouTube, news portals, blogs, and online forums. Using a quantitative approach, digital conversations were transformed into measurable data such as volume, reach, and sentiment. The results indicate a 2,998% surge in discussions with 6,258 mentions and a total social media reach of 140 million. TikTok and YouTube emerged as the primary platforms for issue dissemination, dominated by positive sentiment linked to education, awareness, and law enforcement narratives. These findings highlight the critical role of visual media and influential figures in shaping public opinion, emphasizing the need for stronger risk communication and financial literacy strategies.

Keywords: Brand24; Investment Fraud; Public Sentiment Analysis; Social Media

Abstrak

Penelitian ini bertujuan untuk menganalisis sentimen publik terhadap fenomena penipuan investasi di Indonesia melalui pemantauan media sosial menggunakan Brand24. Data dikumpulkan selama periode 6 November hingga 6 Desember 2025 dari berbagai sumber, termasuk TikTok, Twitter (X), YouTube, portal berita, blog, dan forum online. Dengan pendekatan kuantitatif, penelitian ini mengubah percakapan digital menjadi data terukur berupa volume, jangkauan, dan sentimen publik. Hasil menunjukkan lonjakan pembahasan sebesar 2.998% dengan 6.258 penyebutan dan jangkauan media sosial mencapai 140 juta. TikTok dan YouTube menjadi saluran utama penyebaran isu, dengan dominasi sentimen positif terkait edukasi, peringatan, dan penegakan hukum. Temuan ini menegaskan pentingnya media visual dan figur berpengaruh dalam membentuk opini publik serta perlunya strategi komunikasi risiko dan literasi keuangan yang lebih efektif.

Kata Kunci: Brand24; Penipuan Investasi; Analisis Sentimen Publik; Media Sosial

INTRODUCTION

The phenomenon of illegal investment fraud in Indonesia continues to grow and has become a major concern for the public and regulators.[1] The Financial Services Authority (OJK) recorded 12,759 cases of illegal finance as of April 2025, including 424 cases of fraudulent investment, which indicates a significant increase in complaints from the public.[2] In several recent cases, there have been various examples of illegal investments and online loans, which we now often refer to as online loans or pindar, causing concern and significant losses to the public. The prevalence of these cases shows that people are easily tempted by the lure of quick profits without understanding the risks and legality involved.[3] In several recent cases, there have been various examples of illegal investments and online loans, which we now often refer to as online loans or pindar, causing concern and significant losses to the public. The prevalence of these cases shows that people are easily tempted by the lure of quick profits without understanding the risks and legality involved.[4]

In this context, media monitoring serves as a crucial method for understanding public opinion and the dynamics of online conversations. Tools such as Brand24 facilitate direct monitoring of mentions, sentiments, and issue coverage across various platforms, enabling the identification of conversation patterns and the most influential figures.[5] Analysis focused on media monitoring has proven successful in illustrating public views on important issues, including the phenomenon of investment fraud. In this context, media monitoring serves as a crucial method for understanding public opinion and the dynamics of online conversations. Tools such as Brand24 facilitate direct monitoring of mentions, sentiments, and issue coverage across various platforms, enabling the identification of conversation patterns and the most influential figures. Analysis focused on media monitoring has proven successful in illustrating public views on important issues, including the phenomenon of investment fraud.[6] The study also revealed that public losses due to illegal investments reached Rp139.67 trillion from 2017 to 2023, indicating a significant economic impact.[7]

One major case is MeMiles, an illegal investment platform that successfully attracted many victims by offering large profits in a short period of time. This situation highlights the shortcomings in Indonesian regulations related to fraudulent investment activities. In addition to MeMiles, Binomo is another example of how foreign-based platforms can operate without official permission in Indonesia. Binomo provides a fraudulent investment application that offers large profits. Other cases such as Fahrenheit and Robot Trading Net89 add more entries to the list of long-running illegal investment scams that have had a widespread impact. Robot

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1   Al Sentot Sudarwanto and Dona Budi Kharisma, "Law Enforcement against Investment Fraud: A Comparison Study from the USA and Canada with a Case Study on Binary Options in Indonesia," *Safer Communities* 22, no. 4 (November 20, 2023): 235–53, https://doi.org/10.1108/SC-11-2022-0047.

2   POSKOTA, "Marak Penipuan Pinjol Ilegal Dan Investasi Bodong, OJK Ungkap 12.759 Kasus Hingga April 2025," 2025.

3   Frank Knight, *Risk, Uncertainty and Profit* (Bonhopai Books, 2025).

4   Dythia Novianty and Rina Anggraeni, "Waspadai Akun Centang Biru Di Medsos Banyak Tawari Investasi Bodong," Suara.com, 2025.

5   Marsya, "The CSPI Crash and Public Responses on Social Media: Brand24 Data Analysis," *Inovbiz: Jurnal Inovasi Bisnis Seri Manajemen, Investasi Dan Kewirausahaan* 5, no. 1 (June 29, 2025): 23–30, https://doi.org/10.35314/inovbizmik.v5i1.560.

6   Syifa Nabilla and Hanny Hafiar, "Analisis Media Monitoring Terhadap Brand Kahf Melalui Tools Brand24 Pada Bulan Desember 2024" 2, no. 2 (2024): 71–81.

7   Hanifah Setyaningrum and Fungsional Umum DJPPR Kemenkeu, "Pilihan Instrumen Investasi Yang Aman Dan Menguntungkan Di 2025," Kementerian Keuangan DJPPR, 2025.

Trading Net89, for example, attracted attention after victims claimed losses amounting to hundreds of billions of rupiah. These cases reveal significant shortcomings in existing regulations, which still have loopholes that can be exploited by those who are more vulnerable and unaware of the potential risks of investing[8]

This emphasizes the importance of a more focused public communication strategy, as well as improved regulation and financial literacy to avoid new victims. On the other hand, a risk-sensitive culture is a key element in developing community resilience to investment fraud. Public education that emphasizes the importance of logical and long-term considerations in the investment decision-making process is considered an efficient preventive measure.[9] there remains limited exploration of how public perceptions are formed and disseminated through digital communication channels. This gap is particularly evident in the context of social media, where conversations and narratives about investment fraud spread rapidly and influence public opinion. Although media monitoring has been applied in other contexts to capture sentiment and issue coverage, few studies have systematically analyzed how online discussions shape investor awareness, risk perception, and trust in financial systems. The research gap lies in the lack of integrated analysis connecting media monitoring data with the broader literature on investment management and business communication.

Thus, this study focuses on the importance of understanding public perceptions through social media and news sites, as well as how these perceptions influence the dynamics of communication related to investment fraud in Indonesia. This analysis not only offers an empirical picture of public response, but also serves as a strategic basis for regulators, communication practitioners, and financial educators in designing more effective policies and literacy campaigns.

Method

This research uses media monitoring methods to observe the dynamics of discussions occurring in media and non-media spaces. The subjects of this research are social media content, mass media, and non-media. The research subject is discussions about infrastructure development during a certain period of time. Media monitoring typically involves reviewing, reading, and listening to content from various media sources, both online and offline, which is then identified and analyzed according to the specific needs of the business or organization.[10] To conduct media monitoring research, this study used Brand24. Brand24 is one of many AI-based platforms, techniques, and applications that allow users to monitor media by entering specific keywords.

Using a quantitative approach, the text is translated into quantifiable units of analysis. During the data mining process, the author uses the Brand24 application as a tool to monitor media data collected from various sources. These sources include online news sites, public newsletters, forums, podcasts, blogs, and other publicly available web pages, as well as social media platforms such as Twitter, TikTok, and YouTube. Using this application, the author collected data related to online media coverage of "Investment Fraud" or "Illegal Investment." Data was collected over a period of thirty days from 6 November – 6 December 2025. In the next step, the data was reviewed to ensure its relevance to the entered keywords. Next, the data was confirmed

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8   Agustin Dea Prameswari, "Analisis Kritis Celah Regulasi Investasi Bodong Sebagai Peningkatan Tata Kelola Bisnis Terkait Investasi Analisis Kritis Celah Regulasi Investasi Bodong Sebagai Peningkatan Tata Kelola Bisnis Terkait Investasi" 7, no. 1 (2025), https://doi.org/10.7454/jabt.v7i1.1122.

9   Ihsanuddin, "Demi Terhindar Investasi Bodong, Publik Diminta Bangun Budaya Sadar Risiko," Kompas.com, 2025.

10 Monika Fill and Tomasz Fill, "Media Monitoring as an Element of Strategic Business Management," *Social Communication* 4, no. s1 (2018): 69–75, https://doi.org/10.2478/sc-2018-0025.

simultaneously to enable further analysis. The results of the data collection were presented in the form of tables, graphs, and images, which were then analyzed in the form of writing or descriptions. All data collected for this study came from articles in online media related to elements, phrases, and keywords.[11]

RESULTS AND DISCUSSION

Analysis of Media Volume and Reach on Investment Fraud Sentiment

Social media analysis has become an essential technique in understanding public perceptions and reactions to an issue or product. This method enables real-time mapping of diverse data, perspectives, and emotions across various digital platforms. The results of this monitoring provide a more accurate picture of how the public views and discusses a topic and can be used as a basis for developing more focused marketing and communication plans.

The topic of this study is investment fraud in Indonesia, an issue that attracted a lot of attention on social media in 2025. Brand24 is a social media analysis tool that can find and collect information based on specific keywords from various internet sources, including Twitter, TikTok, YouTube, blogs, and news portals used for monitoring in this study. The program automatically classifies results based on sentiment (positive and negative) using keywords related to investment fraud. In addition, the program calculates the reach and frequency of mentions within a certain time frame. This method allows researchers to show how the issue of investment fraud emerged, was discussed, and was viewed by the wider community on social media, as well as revealing the dynamics of public discussion that arose organically without direct intervention

Figure 1. Volume of Investment Fraud Topics

Source: Website Brand24

Based on the summary of mentions in Figure 1, the data shows a significant spike in public conversations about investment fraud on various digital platforms. The volume of mentions reached 6,258, a drastic increase of +6,056 mentions or +2,998%, indicating that this issue was a major concern for the public during the monitoring period. Social media reach also experienced a remarkable increase, reaching 140 million, or an increase of +138 million with a rise of +9,606%, indicating that the dissemination of information related to investment fraud spread widely through platforms such as TikTok, Twitter, and other video content.[12]

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11 Bagaskoro Prasetyo Utomo, "Analisis Media Monitoring Terhadap Brand Suzuki Jimny Dalam Rentang Waktu Peluncuran Produk Jimny 5-Door," *Journal of Technology and System Information* 1, no. 3 (2024): 16, https://doi.org/10.47134/jtsi.v1i3.2576.

12 Mario Beluri et al., "Exploration of the Dynamics of Buy and Sale of Social Media Accounts," in *Proceedings of the 2025 ACM Internet Measurement Conference* (New York, NY, USA: ACM, 2025), 32–47, https://doi.org/10.1145/3730567.3732927.

Meanwhile, the reach from non-social media sources reached 3 million, an increase of +3 million or +4,260%, indicating that news coverage from news portals, blogs, and websites also contributed significantly to expanding the exposure of this issue. Overall, this data reflects the high level of public attention and massive dissemination of information related to investment fraud cases in Indonesia during the analysis period.[13] On the other hand, the reach from non-social media sources reached 3 million, an increase of +3 million or +4,260%. This shows that news coverage from websites, blogs, and news portals also contributed significantly to increasing the visibility of this issue. Overall, this data illustrates the intense public interest and widespread dissemination of information about the investment fraud incident in Indonesia during the analysis period.

Figure 2. Analysis Results and References from Various Sources

Source: Website Brand24

This study analyzes public perceptions of investment fraud in Indonesia through various digital platforms using Brand24, based on the analysis results shown in Figure 2. This study confirms the dominance of visual content and short video formats in the dissemination of information about investment fraud. TikTok is the most frequently mentioned source (38%), followed by video categories (31%). The 18% contribution from online news media shows that, although video content dominates, news portals remain an important formal source of information in shaping public opinion. On the other hand, blogs and websites each contribute 1%, while platforms such as X/Twitter contribute only 10%.

This distribution shows that conversations about investment fraud occur more frequently on visual communication platforms, especially TikTok and video-based media.[14] On the other hand, text-based platforms and other social media platforms such as Facebook, Instagram, podcasts, and others do not appear at all in the statistics or contribute only slightly. These results indicate that fast, dynamic, and easily accessible visual media are more effective means of disseminating information and public experiences related to investment fraud in Indonesia.

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13 Hendi Yogi Prabowo, "When Gullibility Becomes Us: Exploring the Cultural Roots of Indonesians' Susceptibility to Investment Fraud," *Journal of Financial Crime* 31, no. 1 (January 11, 2024): 14–32, https://doi.org/10.1108/JFC-11-2022-0271; Salsabila, Putri, Nadhiya Ulkhaq, and Gunawan Aji. 2025. "Indonesian Public Sentiment Toward Inflation in Social Media 2025: An Analysis Brand24 Study: (Sentimen Publik Indonesia Terhadap Inflasi Di Media Sosial 2025: Analisis Studi Brand24)". *Theosinesis: Journal of Integrative Understanding and Ethical Praxis* 1 (3): 88-102. https://doi.org/10.20625/theosyn.v1i3.075.

14 Piaohong Wang et al., "'There Is a Job Prepared for Me Here': Understanding How Short Video and Live-Streaming Platforms Empower Ageing Job Seekers in China," in *Proceedings of the 2024 CHI Conference on Human Factors in Computing Systems*, 2024, 1–14.
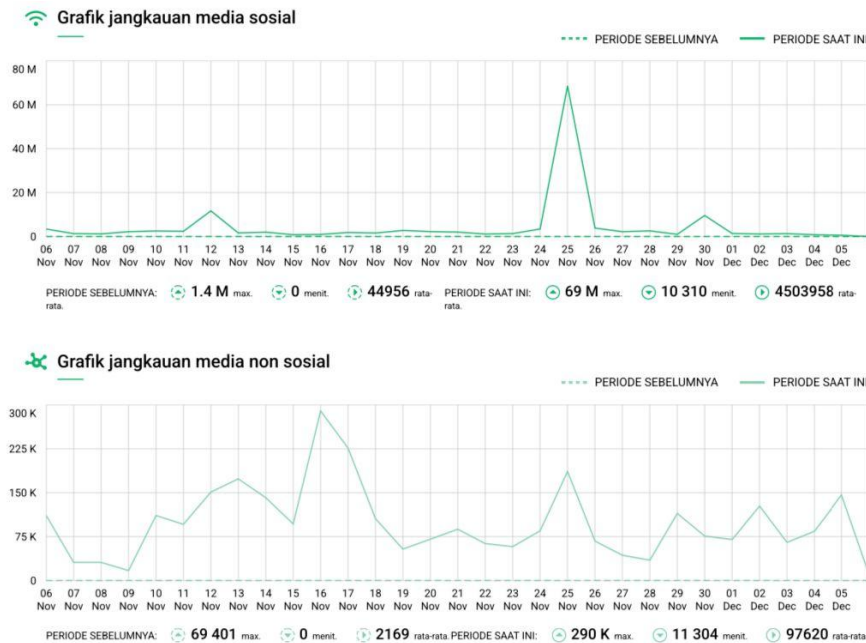
Figure 3. Comparison of Volume of Mentions on Social Media and Non-Social Media

Source: Website Brand24

The reception of information about investment fraud increased significantly during the monitoring period, as shown in Figure 3. The largest reach in the previous period was only 1.4 million, but it has increased significantly to 69 million in the current period, with the daily average rising from 44,956 to 4,503,958. The largest increase in social media reach was recorded on November 25, which was much higher than on other days. This shows that major events or news stories trigger a lot of conversation on platforms such as TikTok, Twitter, and video-based media. This graph shows how investment fraud spreads quickly and attracts a lot of public attention through social media.[15]

The non-social media reach graph, on the other hand, shows a less dramatic but still significant increase. The daily average increased from 2,169 to 97,620, while the highest reach in the previous period was 69,401, rising to 290,000 in the current period. The peak of dissemination occurred between November 15 and 16, indicating that news portals, websites, and blogs also played a significant role in spreading information about investment fraud. The increase in non-social media reach shows that formal news outlets continue to play an important role in shaping public perception of developments in investment fraud cases in Indonesia, although not as important as social media.[16]

Analysis of Perpetrator Profiles and Media Source Related to Investment Fraud

This analysis was conducted on the most active profiles on social media and non-social media to identify the parties most intensely involved in discussions on investment fraud. The most active accounts in these discussions reflect the important role of individuals and institutions in shaping public opinion. The data obtained is as follows:

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15 Wei Dong, Shaoyi Liao, and Zhongju Zhang, "Leveraging Financial Social Media Data for Corporate Fraud Detection," *Journal of Management Information Systems* 35, no. 2 (April 3, 2018): 461–87, https://doi.org/10.1080/07421222.2018.1451954.

16 Adina Nerghes and Ju-Sung Lee, "Narratives of the Refugee Crisis: A Comparative Study of Mainstream-Media and Twitter," *Media and Communication* 7, no. 2 (June 28, 2019): 275–88, https://doi.org/10.17645/mac.v7i2.1983.

Profil publik paling aktif

	PROFIL	SUMBER	PENGIKUT	MENYEBUTKAN
1	tokusatsu35	♪	46 015	186
2	InvestorID	X	41 072	161
3	Fajar Daily	▶	353 000	127
4	Izam01	X	194	55
5	KONTAN TV	▶	335 000	44
6	Bossman Mardigu	▶	2.0 M	42
7	kalamaya_1	♪	104	38
8	growwinid	♪	37 713	37
9	Iwan Kenrianto	▶	7030	37
10	Update Saham ID	▶	14 600	37
11	METRO TV	▶	11 M	35
12	jokiskripsi_sol	X	68	35
13	arifwongso_	♪	3792	34
14	Tung Desem Waringin	▶	188 000	30
15	successstories777	♪	2819	29
16	Seniman Forex	▶	536	29
17	Votavato || Pemula Otodidak	▶	196	29
18	successstory777	X	41	27
19	Pengendiemaja	X	252	26
20	Cryptoawans	X	19	25

Figure 4. Most Active Social Media Profiles

Source: Website Brand24

Based on Figure 4, it can be seen that conversations related to investment fraud are dominated by a number of accounts from various social media platforms, especially TikTok, X/Twitter, and YouTube. The tokusatsu35 account is the most active with 186 mentions, followed by InvestordiD with 161 mentions, and Fajar Daily with 127 mentions. Several large accounts such as KONTAN TV, Bossman Mardigu, and Tung Desem Waringin also contribute to spreading this discussion with a very wide reach of followers. This pattern indicates that conversations about investment fraud do not only originate from large accounts, but also from medium and small accounts that actively mention the topic, thereby forming a dynamic flow of information across various digital platforms.[17] The presence of accounts from various backgrounds, including news media, financial education, and general content producers, shows that the issue of investment fraud has spread to other online communities.

Profil publik teratas

	PROFIL	SUMBER	PEMBAGIAN SUARA	PENGARUH
1	tokusatsu35	♪	51.854%	72 M
2	Trending Ces	▶	6.665%	9.3 M
3	Bossman Mardigu	▶	5.695%	8.0 M
4	growthyourminsdet	♪	2.359%	3.3 M
5	parahmeen21	♪	1.311%	1.8 M
6	indogoldid	♪	0.984%	1.4 M
7	anastasya00686	♪	0.842%	1.2 M
8	beldocuan	♪	0.815%	1.1 M
9	TirtoID	▶	0.728%	1.0 M
10	kangdeni.ridwan	♪	0.695%	970 294
11	official.ntv	♪	0.686%	957 929
12	bigalphaid	♪	0.631%	881 593
13	daily.simple18	♪	0.602%	840 693
14	uyott	♪	0.59%	824 057
15	sahamsultanbjir	♪	0.585%	817 267
16	bursaefek.pnup	♪	0.562%	784 625
17	dinaran.id	♪	0.502%	700 267
18	bahana_sekuritas	♪	0.456%	636 641
19	InvestorID	X	0.426%	595 056
20	taat_rusnaryok0	♪	0.421%	587 263

Figure 5. Top Social Media Profiles

Source: Website Brand24

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17 Arjan Reurink, "Financial Fraud: A Literature Review," in *Contemporary Topics in Finance* (Wiley, 2019), 79–115, https://doi.org/10.1002/9781119565178.ch4.

Figure 5 shows that TikTok and YouTube accounts, which have a much higher share of voice and audience reach compared to accounts from other platforms, have the greatest impact on the spread of investment fraud issues. With 51.854% of votes shared and a reach of 72 million, the account tokusatsu35 once again emerged as the most influential, demonstrating its dominance in shaping public opinion. With a reach of three to nine million, other accounts such as Trending Ces, Bossman Mardigu, and growthyourmindset also made significant contributions. This data supports the conclusion that visual media is the primary medium for spreading narratives about investment fraud, showing how active content providers developing video content control most of the information dissemination. Additionally, the presence of news media and financial education accounts in this list proves that the issue of investment fraud is not only going viral but also gaining credibility through reliable sources of information.

Positive and Negative Sentiment Analysis Regarding Investment Fraud
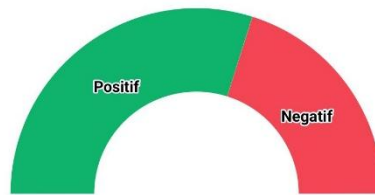

Figure 6. Media and Public Sentiment

Source: Website Brand24

According to the data in Figure 6, positive attitudes dominate public discourse in Indonesia regarding investment fraud, although there are also significant cases that show negative sentiment. The high level of positive sentiment does not mean that the public supports investment fraud; rather, it reflects the dominance of news coverage about legal action, warnings about the dangers, and educational content, which tend to be identified as positive attitudes by the analytical system. Negative sentiment, which reached 849 conversations, expressed complaints from victims, anger towards perpetrators, and criticism of inadequate investment supervision that has caused losses to the general public. The dramatic increase in both positive sentiment (up 3344%) and negative sentiment (up 1921%) shows how sensitive and strong the public reaction on social media is. This pattern of attitudes generally shows that the phenomenon of investment fraud not only impacts people's financial conditions but also generates strong emotional dynamics between support for prevention efforts, concern, and vigilance.[18] These results are consistent with the study's theme, which focuses on how people react to and understand the issue of investment fraud through online discussions.

CONCLUSION

The study found that public discussion on investment fraud in Indonesia surged significantly between November 6 and December 6, 2025. Mentions increased by 2,998%, reaching over 6,000, while social media reach expanded to 140 million. TikTok and YouTube emerged as dominant platforms, indicating the power of visual media in spreading awareness. Positive sentiment dominated the discourse, largely reflecting support for legal enforcement and educational content, whereas negative sentiment represented victims' frustration and criticism toward weak oversight. Influential figures such as financial educators and media accounts played crucial roles in shaping public opinion. Overall, the research highlights that investment fraud has evolved into a major societal concern, fueled by viral social media discussions and emotionally charged digital engagement.

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18 Sadrita Deb and Subhojit Sengupta, "What Makes the Base of the Pyramid Susceptible to Investment Fraud," *Journal of Financial Crime* 27, no. 1 (January 2, 2020): 143–54, https://doi.org/10.1108/JFC-03-2019-0035.

This study contributes to academic and practical discussions by integrating media monitoring analytics into investment fraud analysis, bridging communication studies and financial behavior. By using Brand24, it quantifies how online conversations shape public perception, risk awareness, and investor trust. The research enriches understanding of how visual content—especially short videos—drives digital discourse and influences collective attitudes toward fraud prevention. It also demonstrates how digital influencers and formal news sources interact to build public narratives around economic risks. Importantly, the study provides a methodological framework for analyzing online sentiment as a real-time indicator of financial awareness. This approach expands traditional fraud research beyond economic and legal perspectives, emphasizing the communicative dynamics that underpin public confidence in the financial system.

Future research should extend the monitoring period and combine quantitative data with qualitative approaches, such as interviews or content analysis, to capture deeper insights into message framing and cultural contexts. A promising topic would be "Cross-Country Comparative Analysis of Digital Narratives on Investment Fraud." Such research could explore how different regulatory environments, cultural values, and media ecosystems shape public reactions and preventive attitudes. Incorporating data from multiple monitoring tools could also enhance reliability and reduce platform bias. Furthermore, investigating the role of algorithmic amplification in spreading misinformation about investment opportunities would provide valuable knowledge for policymakers and educators. This expanded approach would strengthen the theoretical understanding of how digital communication affects trust and decision-making in global financial landscapes.

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