



When Desire Dominates Reason: Public Belief's in the Practice of Multiplying Money in the Modern Era

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Abstract

This article discusses the public's belief in the practice of multiplying money in the modern era. This study reveals that there are strong factors that make the practice of multiplying money still very attractive from year to year. The research method used is interpretative qualitative with data obtained from online news pages. The results of the study show that the main factor causing people to still believe in the practice of multiplying money is the nature of materialism which makes people more consumptive and has a desire to achieve instant wealth without going through a long and winding process to be very dominant.

Keywords: *Multiplying Money; Public Belief; Modern*

Introduction

In the modern era, technology and knowledge are growing. These developments do not go hand in hand with community resources. Many people still believe in traditional supernatural things that are mythical and superstitious. This belief has been believed for generations, making it difficult to eliminate (Ciciana *et al*, 2023). The existence of myths in modern society is in the form of shamanic practices, namely multiplying money. This practice often involves belief in supernatural forces such as spirits and other supernatural powers. One of the phenomena related to myths in the modern era is the phenomenon of Dimas Kanjeng. Dimas Kanjeng is a figure in East Java who is believed to be able to double money. Many people believe in Dimas Kanjeng's ability even from businessmen to officials. People who come to Dimas Kanjeng are required to pay a certain amount of dowry and perform certain rituals so that the process of multiplying money is successful.

Multiplying money is one form of shamanic practice. Shamanism is the practice of spiritual beliefs or beliefs involving rituals, spells, and other practices with the aim of obtaining supernatural powers, protection, or well-being (Sari, 2018). Shamanism is usually practiced by people who believe in supernatural or natural forces. Shamanic practices are often related to religion or local beliefs that exist in an area. Although often associated with negative things such as black magic, shamanic practices can also have positive connotations in the form of ceremonies or rituals to invoke safety or good fortune. However, shamanic practices are also vulnerable to entrapment by irresponsible individuals.

Van Peursen argues that shamanism is in the mythical stage because belief in shamanic practices cannot be understood using common sense and subjective scientific methods. Shamanism is based on a belief in supernatural powers and influences that are difficult to understand or measure rationally. In the mythical stage, humans view the universe as a world full of supernatural powers, energies and meanings that must be understood and respected. In shamanic beliefs, people view the universe as holistically connected, where everything has power, energy, and influence that affect each other. In shamanic beliefs, practices such as mantra, divination, and treatment using certain objects are believed to manipulate these forces and energies for human benefit. However, these practices cannot be understood or explained rationally, so they fall into the category of mythical beliefs.

As science and technology develop, people should increasingly understand the importance of rational, fact-based thinking and data in making decisions and taking action. However, the reality is that many modern societies still ignore science and technology and maintain beliefs in myths and cultures that are at the mythical stage. Human dissatisfaction with existing scientific explanations, the influence of culture and tradition, and the influence of information media make the myth of shamanism still believed in the modern era. The many questions and problems faced that cannot be solved and explained scientifically trigger belief in myths to be increasingly difficult to abandon. Supported by the influence of media and technology which also plays an important role in the spread of myths in the modern era has allowed information to spread quickly and easily accessible to the public.

The rise of the phenomenon of the practice of multiplying money in this modern era is a big question, because the development of science and technology and rapid socio-cultural development does not allow if there are still those who believe in it. The practice carries supernatural rituals carried out by individuals who claim to be shamans, which cannot be proven scientifically. Clearly, this practice is far from rational. The characteristics of modern society are rational and critical thinking. The community's belief in this practice does not reflect the characteristics of a modern society at all. So it needs to be studied more about the causes of modern society still believing in the practice of multiplying money, which is clear that this practice cannot be proven scientifically and is proven to be just fraud.

Methodology

This research is descriptive research. Descriptive research is one type of research whose purpose is to present a complete picture or exploration and clarification of a phenomenon or social reality. The data used in this journal uses the literature study method (Library research), namely a series of activities related to library data collection methods and information with the help of various materials such as: books, online news, Youtube videos, scientific papers and others and processed by editing, organizing and analyzing the author.

Discussion

Money Multiplication

Money is a medium of exchange used for transactions in various economic activities. Its widespread use covers various sectors ranging from trade, services, to investment, making it one of the most crucial elements in modern society. However, in its journey, money not only functions as a medium of exchange, but also as a symbol of status and power, which triggers various behaviors and actions, both positive and negative.

The use of money as a symbol of status and power often leads to behaviors that reflect excessive greed and ambition. People obsessed with improving their social status are often caught up in an endless race to accumulate more wealth, which in turn can lead to unethical or even illegal practices. One of the

most obvious manifestations of this phenomenon is money doubling, where individuals or groups promise to double the value of money in a short period of time without a clear and sustainable economic mechanism.

The practice of money doubling is still loved by some Indonesians. As has been found in the Kompas archive, news about the practice of multiplying money has existed since 1986 until 2023. This phenomenon shows that although various cases of fraud have been uncovered and the perpetrators punished, the appeal of gaining financial benefits quickly remains strong among the public.

The Reality of Modern Life

In the realities of modern society, the pressure to achieve economic prosperity often leads individuals to seek shortcuts. With the abundance of information circulating on the internet and social media, money-multiplying schemes have become increasingly common and widespread. Many people are swayed by promotions that promise huge profits in a short period of time, without considering the risks involved. In this context, the phenomenon of money-multiplying practices has become very popular, encouraging people to fall for false promises.

In addition, with an increasingly consumptive lifestyle, many individuals feel compelled to fulfill their needs and wants immediately. This makes them more susceptible to investment offers that seem tempting, without realizing that many of these offers are scams. In a fast-paced and instant society, the desire for maximum returns with minimal effort often overlooks the basic principles of sound investment.

Van Peursen (1985) suggests that cultural development can be divided into three stages: the mythical stage, the ontological stage, and the functional stage. These three stages are not hierarchical levels that must be passed in stages, but rather as mindsets that can overlap and interact in various cultural forms. In the mythical stage, humans see the world and their environment through myths and symbolic stories. The understanding of nature and events around them is colored by belief in supernatural forces and gods. As society developed, this mindset shifted to the ontological stage, where humans began to think more rationally and philosophically. They sought to understand the nature of objects and phenomena around them through logical thinking and abstraction. Furthermore, at the functional stage, humans view the world more in terms of function and utility. Technology and science play an important role in understanding and controlling the environment. This approach is more pragmatic and focuses on effectiveness and efficiency. These three stages do not have to be passed sequentially, but can exist together in one culture, influencing and complementing each other, creating complex dynamics in the development of human culture.

The practice of doubling money is a form of myth that utilizes supernatural powers. In the mythical stage, this is known as *magi*, which is a person's attempt to control nature through magic. People who believe in *magi* believe that through certain rituals or the help of supernatural beings, they can multiply their wealth and achieve prosperity without hard work. This belief reflects a mindset that assumes that extraordinary and supernatural powers can be accessed and harnessed to change human destiny. This practice often capitalizes on the human desire for a better life and to get rich quickly, but it is also often used by irresponsible parties to deceive and exploit others. In a cultural context that is still influenced by a mythical mindset, such practices can be widespread and widely accepted, despite often having no logical or scientific basis.

The dynamics of modern life, which is full of various demands, such as lifestyle, consumption, and others, often make modern society not think long and prefer the fast way to satisfy their lust. The pressure to meet high standards of living and the desire to quickly achieve material success drives many people to seek instant ways to achieve their goals. In this context, practices such as multiplying money that offer quick wealth without great effort become very tempting. People caught up in this flow of consumption and materialism tend to ignore the long-term risks and consequences of their actions. Instead

of seeking sustainable and ethical solutions, they are more easily swayed by get-rich-quick promises that often turn out to be scams. The desire to fulfill consumptive desires and luxurious lifestyles without going through a reasonable and ethical process creates a social phenomenon that is prone to exploitation and manipulation, while reflecting an imbalance in the values of modern society.

Here are some opinions from academics regarding the background of people coming to the practice of multiplying money:

Dilansir dari laman tirto.id Psikolog Sosial UGM, Prof. Koentjoro mengatakan bahwa di tengah era modern saat ini masih banyak orang yang mempercayai dukun dengan kemampuan luar biasa dapat mengubah hidup seseorang karena cara berpikir masyarakat Indonesia masih bersifat matrealistis. “kalau dari perspektif korban, masyarakat kita itu konsep berfikirnya sangat matrealistis” jelas Prof. Koentjoro. (Ekaptiningrum, 2023).

Dilansir pada laman suara.com yang ditulis oleh Bangun Santoso bahwa salah satu Sosiolog dari Universitas Jenderal Soedirman (UNSOED) bernama Joko Santoso mengatakan “sebenarnya gejala tentang penggandaan uang yang berujung pada pembunuhan sudah ada sejak 1986, kasusnya di Brebes dan Magelang”. Menurut Joko Santoso yang disapa dengan sebutan Masrukin mengungkapkan bahwa “korban berasal dari bermacam-macam status sosial, bahkan korban pengungkap kasus penggandaan uang berasal dari orang kaya. Ini menjadi tanda jika pola pikir belum mengalami transformasi” kata Joko pada suara.com pada Rabu 5 April 2023 (Tanjung, 2023).

Dilansir dari laman Republica yang ditulis oleh Bilal Ramadhan, seorang praktisi psikolog keluarga bernama Nuzulia Rahma Tristinarum mengatakan “terdapat dua faktor yang dapat membuat orang tergiur cara instan untuk mengubah hidupnya. Faktor pertama yakni penyebab eksternal yang berupa pengaruh dari media yang menyajikan kehidupan hedonis dan faktor kedua yakni faktor internal seperti keinginan untuk diakui dan dihormati melalui harta yang dimiliki” (Ramadhan, 2023).

Dilansir pada laman journaliberta.com salah seorang Dosen Psikologi dari UIN Jakarta bernama Yufi Andriani mengatakan bahwa fenomena praktik penggandaan uang tersebut terjadi akibat adanya pemikiran manusia yang merasa bisa memegang kontrol akan situasi dan hidup mereka. Selain itu adanya media sosial serta tuntutan gaya hidup dari keluarga atau lingkungan sekitar juga menjadi faktor penyebab lain dari banyaknya masyarakat Indonesia yang percaya pada praktik penggandaan uang. (ungkapnya via WhatsApp, Kamis 13 April 2023) (Handayani, 2023).

Looking at the above opinions, the average academic says that materialism is a strong reason for people to believe in the practice of multiplying money. This view is supported by the fact that people who are obsessed with material possessions often look for quick and easy ways to obtain them. In an increasingly competitive world, the pressure to demonstrate success through material symbols such as luxury homes, expensive vehicles, and branded goods, is growing. As a result, individuals who feel left behind or unable to meet these material standards become more susceptible to promises of instant wealth. Money-multiplying practices, with their fantastic promises, provide false hope for those who want to improve their economic status quickly. However, in many cases, trust in these practices is not only due to financial incapacity, but also due to the materialistic values that take precedence in society. This shows that materialism not only influences consumptive behavior, but also affects the way people think and make decisions, including when it comes to trusting irrational and high-risk methods such as multiplying money.

Conclusion

The public's belief in the practice of multiplying money in the modern era is not without reason, but is driven by factors that reflect the underlying social dynamics. The materialism that dominates modern society is a major factor in why the practice of multiplying money is still believed in and in demand. Under pressure to meet high living standards and achieve material success quickly, many people opt for shortcuts that promise instant wealth, albeit often irrationally and fraught with risk. This practice capitalizes on the human desire to fulfill and satisfy consumptive desires and lavish lifestyles. This materialistic mindset reflects an imbalance of values in society, where success is measured more in material terms than ethical and sustainable processes.

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