

ABSTRACT

The development of technology allows people to communicate in various ways, which has led to changes in how people communicate over time. With the emergence of new technologies, the media has given rise to different ways of disseminating and receiving information. The emergence of a culture of using media to express oneself has become a common habit of society in the digitalisation era, where products made from these expressions can be commercialised or commodified. Seeing how the development of Indonesian people's interest in crypto and the assumption that the crypto community is routinely exposed to an environment that uses NFT technology and uses crypto as a medium of exchange, it is reasonable to assume that the crypto community has a unique perception of the commodification of communication content on the NFT medium. This research is a qualitative study that uses a constructivist paradigm. The data collection techniques used in this research are probing interviews or in-depth interviews, literature study, and documentation. This research refers to key informants who have met the criteria of the researcher with the aim of optimising research activities to achieve research objectives, namely understanding the perceptions of the crypto community in Indonesia regarding the NFT medium as a commodity. The conclusion that can be drawn from research on the perception of the crypto community in Indonesia in viewing the NFT medium as a commodity is that the crypto community has the perception that the NFT medium as a commodity is something that allows them to make money..

Keywords: *NFT medium, Perception, Crypto community, Comodity*