



Online Dating Phenomenon in Dating Apps

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Abstract

Bumble and Tinder are dating apps for those who struggle with online dating-based romance. They allow you to share personal data through a smartphone application, without the need for direct conversation. This study aims to explain the phenomenon of online dating with Dating Apps and the meaning of using Dating Apps Bumble and Tinder from the perspective of Computer-Mediated Communication and Coordinated Management of Meaning. The basic concepts used in this research are the theory of Computer-Mediated Communication from Joseph Walther and the Coordinated Management of Meaning from W. B Pearce and V Cronin. In this qualitative research, informants are determined using purposive sampling and participant observation. The data collection techniques used in this study were observations and interviews with six women and three men who were active users of Bumble and Tinder. The results of this research show a pattern of gender relations in the use of the Bumble or Tinder applications. Bumble gives women more control over relationship development or termination compared to Tinder. Shared meaning of "dating" sustains gender relations, built through communication, relationships, and culture. Online dating prioritizes selective self-presentation for creating a favorable impression on the partner.

Keywords: dating apps, online dating, partner

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In several studies, online dating using Dating Apps has been associated with risks such as harassment and sexual violence against women (Bivens and Hoque 2018; Duguay, Burgess, and Suzor 2018; Haryadi and Simangunsong 2022; Hess and Flores 2018; Kusuma 2022). Apart from that, research Azzahra and Nursanti (2021), Ferdiana, Susanto, and Aulia (2020), Manaksia and Noviani (2021) which focus on gender aspects, say that online dating also influences culture and social norms, the occurrence of Friends with Benefits (FWB), illegal relationships, and lies. False information is provided through profiles or during communication. According to BMC Psychology, online dating can have an impact on a person's mental health, such as increasing anxiety and depression, reducing productivity, lowering body image, and lowering self-esteem. (Holtzhausen et al. 2020; Rahmy and Muslimahayati 2021; Septiana 2021).

Online dating also has a positive impact. Among them is being able to make friends who can be used as partners for small talk and exchanging ideas. Through online dating, someone can expand relationships by sharing information about work (Paramitha, Tanuwijaya, and Natakoesoemah 2021; Sunjaya et al. 2022). A person can also find a suitable partner according to their wishes and enter into a relationship that can end at a further level, such as marriage, as well as empowering women (Han 2021; Julianti and Andhika 2020; Perdana 2022; Puspitasari and Aprilia 2022; Wibowo, Priyowidodo, and Yoanita 2021). Through Feminist Mobile Dating Apps, women can negotiate and participate in creating a dream relationship, even though it is considered to be against traditional gender norms inherent in society. (Fadilla, Setiaman, and Karimah 2023; Haryadi and Simangunsong 2022).

Dating Apps is a platform designed and used specifically for someone who has problems in interpersonal and romantic relationships. This application can also be used to find romantic partners, dating friends, and relationships. This Dating app is equipped with a location feature that allows users to find people around them (Bandinelli and Gandini 2022; Comunello, Parisi, and Ieracitano 2020; Haryadi and Simangunsong 2022). Dating Apps users in Indonesia are ranked seventh in the world (Azzahra and Nursanti 2021; Fauzi 2017).

In 2020, during the Covid-19 pandemic, the use of Dating Apps experienced a very significant increase (Anffani and Aji 2022; Fadilla et al. 2023; Joshi, Santy, and Budhiraja 2020; Puspitasari and Aprilia 2022). Users of Dating Apps based on

Sensor Tower on the Bumble application have increased their number of users by four times. In 2021, it will reach 21.6 million users. Meanwhile, the Tinder application in 2021 reached 76.2 million users(Chan 2022). This increase occurs because someone without a partner cannot socialize face-to-face and must undergo social and physical distancing. Dating Apps Bumble, founded by Whitney Wolfe Herd, is a feminist application(Pruchniewska 2020). It is said to be feminist because if there is a match between the two, it is the woman who can chat first(Haryadi and Simangunsong 2022).

This is different from the Tinder application, which was created by Jonathan B, Sean R and Justin M in 2012. In the Tinder application, male or female users can start chatting if they like each other.(Manu, Joni, and Purnawan 2015). Logging in to the Tinder application is relatively easier than Bumble(Catellya, Ayuningtyas, and Hapsari 2022; Ferdiana et al. 2020). Online dating or online dating is an easy and practical activity to find a partner on the internet by writing down personal data information through a special application that can be downloaded via smartphone without having to have a direct conversation. It cannot be denied that online dating also has high risks.(Paramitha et al. 2021).

The use of this online dating application is an interesting and important phenomenon to study because it turns out that in many cases, there is the misuse of this application service by scammers to carry out "deception" through self-image with a luxurious and glamorous lifestyle. However, some have succeeded in establishing a love relationship through this application and building happiness in life. What identity and self-image are displayed by users of online dating apps? Starting from this explanation, this research aims to analyze and describe the phenomenon of online dating using Dating Apps and the meaning of using Dating Apps Bumble and Tinder from the perspective of Computer-Mediated Communication and Coordinated Management of Meaning.

The basic concepts used to explain the online dating phenomenon using Dating Apps are the Computer-Mediated Communication theory from Joseph Walther and the Coordinated Management of Meaning from W. B Pearce and V Cronin. Computer-mediated communication (CMC) is communication between people carried out via a computer. The CMC pattern was explained by Joseph Walther in Social Information Processing Theory. Social Information Processing Theory essentially describes impression management as a strategic effort used to

influence someone's perception, even if subconsciously. As a theory that focuses on impression management, a person's self-image is important in the development of relationships (Walther, 2016).

There are three types of self in imaging, namely actual self, ideal self, and ought self. The actual self is a person's perception of himself in reality (Sumner and JR. 2017; West 2017). The actual self refers to a person's current physical condition and can be seen from the profile photo, which shows a person's beauty and good looks. The ideal self is a person's perception of himself in behaving by achieved values, ideals, aspirations, and social norms that apply in his life environment. This ideal self is formed by parents, friends, and teachers through the identification process (Saputri and Moordiningsih 2016). This ideal self can be seen in individuals writing bios such as "likes hanging out". "Likes hanging out" shows that the individual is sociable and likes meeting new people. Ought self is a person's perception of himself in acting, which refers to someone he believes he should follow. When interested in viewing someone's profile, individuals can swipe right.

The self, as a communicator in the development of computer-mediated relationships, exchanges information and communicates with people through telecommunications systems. The communication carried out is based on text, short messages, images, and emails. Communication between the communicator and the communicator can occur synchronously or asynchronously. Synchronous communication is communication that occurs synchronously or in real time. An example of synchronous communication on Dating Apps is when two individuals make a voice call or video call. Asynchronous communication is communication that is carried out asynchronously or is carried out in a delayed manner. For example, when an individual sends a text message to someone but that person is not online, they cannot reply to the message at that time. In online communication, individuals are motivated to give others a positive impression about themselves. A person always wants himself to look good and tries not to show his negative side to others. This is focused on the profile photo and bio; when you put up a profile photo and write a bio, an individual must write things that sell about themselves. In online communication, this stage of developing interpersonal relationships requires a long process, and more messages are accumulated, which can develop a level of intimacy in F2F (face-to-face) interpersonal relationships. The level of

information exchange greatly influences the development of relationships. At this stage, there are chronemic signals and filtered signals. Chronemics are cues related to how someone views, uses, or responds to time and messages, as well as things that can overcome the lack of non-verbal cues due to the development of online relationships (West 2017). This is in accordance with the theory of social presence, which states the extent to which a person knows other individuals through various means of communication (Arns 2015, 2019; Olaniran, Rodriguez, and Williams 2011; West 2017; Walther, 2016)

In the online dating phenomenon, apart from the CMC theory, this research also uses the Coordinated Management of Meaning (CMM) theory. This theory is used to explain the meaning a person makes of something communicated by another person in a coordinated situation. In CMM theory, a person establishes rules to form and interpret the meaning of a conversation in a continuously coordinated manner. In the theory of coordinated meaning management, there are several assumptions. The first assumption is that humans live in communication. The assumption is that both humans create each other's social reality. In conversation, someone can shape social reality. This is called social constructionism. The final assumption is that conversation depends on personal meaning and interpersonal meaning (Cronen, Pearce, and Changsheng, 1989).

Pearce and Cronen suggest that meaning has six levels, namely episodes, life scenarios, cultural patterns, content, relationships, and speech acts. The content level is the first step in turning raw data into meaning. The next level of speech acts are actions such as asking questions, compliments, threats, and allegations. At the episode level, communication habits have a defined beginning, middle, and end. At this level, punctuation is also related to the process of an episode. The fourth level of relationship is where two people realize the potential, limitations, agreements, and understanding between individuals as relational partners. A life scenario at this level is a series of events, past or present, that form a system of meaning that can be managed by other individuals. At the final level, cultural patterns are a person's perspective on the world and how they relate to it (Pearce W 2004; West 2017).

METHODS

This qualitative research uses a phenomenological approach. Phenomenology, according to Alfred Schutz, is that if humans give meaning to their actions and other people interpret this meaning as something meaningful, then the action is a social interaction. (Hamzah 2020). This qualitative research aims to understand the meaning of a person and the phenomenon of online dating in Dating Apps. The definition of an impression of someone on Dating Apps is based on the unique relationship between individuals, positive impressions, and the length of time required in interpersonal relationships. The online dating phenomenon is interpreted based on levels of meaning in coordinated meaning management, including episodes, life scenarios, cultural patterns, content, relationships, and speech acts.

The research informants consisted of six women and three men. The criteria for determining informants, namely active users of Dating Apps Bumble and Tinder aged 21 to 25 years. The location of the research was in Sidoarjo City. The technique for determining informants uses purposive sampling. Primary data collection was carried out through interviews and participant observation. Observation participants, namely researchers, take part in the life of the target object (Hasanah 2016). Researchers collected secondary data through Internet literature studies, journals, books, and other related sources. Primary data in this research uses interviews with informants who use the Dating Apps Tinder and Bumble. The interview guide was prepared using symptoms in interpreting individual impressions and online dating.

This research data analysis technique uses Miles and Huberman's steps, which have three stages. The first stage is data reduction, the second is data presentation, and the third is data verification. Data reduction is the stage of summarizing, selecting the main things, focusing on the important things, and providing a clear picture. Next is data presentation, namely displaying data in the form of words, sentences, and diagrams. Finally, concluding is the stage of reviewing the results of data analysis (Hamzah 2020; Miles, Huberman, and Saldaña 2014).

RESULTS AND DISCUSSION

In order to understand the meaning and impression of this online dating phenomenon, researchers have conducted interviews and gathered information directly from informants who fall into the following criteria:

Table 1.
Research Informants

NAME	AGE	ACTIVITY	GENDER	ORIGIN	DATING APPS	USERNAME
Anggraeni	21	Student	Woman	Sidoarjo	Bumble	Anggraeni
Tyas	23	Student	Woman	Sidoarjo	Bumble	Tyas
Lula	21	Student	Woman	Sidoarjo	Bumble	Lula
Grace	25	Worker	Man	Sidoarjo	Bumble	Grace
Nadia	22	Student	Woman	Sidoarjo	Tinder	Nadia
Hasbi	22	Student	Man	Sidoarjo	Tinder	Hasbi
Novita	22	Student	Woman	Sidoarjo	Tinder	Novita
Doni	24	Worker	Man	Sidoarjo	Tinder	Doni
Nova	22	Student	Woman	Sidoarjo	Bumble & Tinder	Nova

Table 1 shows the number of informants in this study, namely six women and three men. Five informants used the Dating Apps Bumble and Tinder each. They use Dating Apps because, during the COVID-19 pandemic, the government implemented PPKM (Enforcement of Community Activity Restrictions) and felt bored during the stay-at-home regulations. When this regulation was made by the Indonesian government, all activities normally carried out outside the home, such as work and school, had to be carried out online. With this regulation, they cannot interact with other people, so they look for other alternatives so they can still communicate and interact with other people, namely by installing dating applications. They feel that on Dating Apps, they can have relationships and even partners if they are lucky.

Informants have their own interests in determining the Dating Apps used. Bumble users felt that the Dating Apps had good quality people, and at that time, they felt that the Dating Apps Bumble was booming among Indonesian people. Female informants also said that the Dating app Bumble is safer because, after the match, the person who can contact first is the woman, so this feature is a plus. As stated by a Dating Apps Bumble user informant, namely:

"Initially, I chose to use the Dating app Bumble because I saw one of the celebrities using the application, and he managed to find a partner, so I

thought that the application contained quality people" (*Source: Tyas, Sukodono Ice Tea, January 16 2023*).

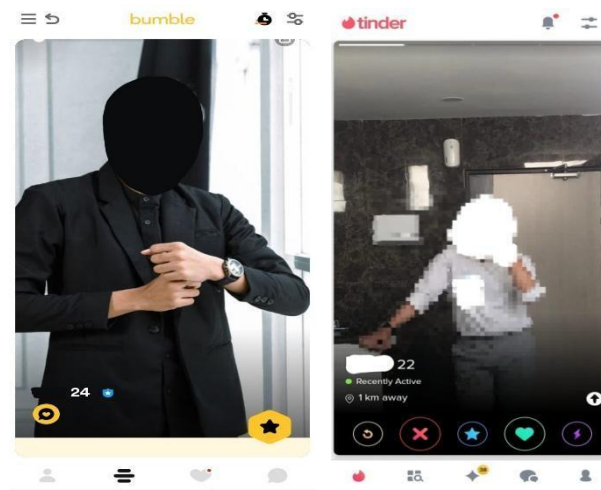
Unlike the Tinder application, everyone has the same right to start chatting first. They said they chose the Tinder application because it started with information they got through friends.

"There were lots of application choices at that time, but my friend suggested just using the Tinder application. Because logging in and using the application is quite easy" (*Source: Interview with Hasbi, Seven Sidoarjo, 22 January 2023*).

The online dating phenomenon using Dating Apps requires self-image, which can have an impact on relationship development. There are three types of self-image, namely the actual self, the ideal self, and the ought self. The actual self is a person's perception of himself in reality (Sumner and JR. 2017; West 2017). So, the actual self is an individual's real perception of himself and the perception that the individual describes to other people.

Figure 1.

Actual self



Source: Dating Apps Bumble and Tinder

In online dating using Dating Apps, someone can describe their actual self through the profile photo used as in Figure 1 (for the convenience of informants, some parts are censored). Bumble and Tinder users have the same opinion, namely that the profile photo is the main point. They think that the profile photo is something that must be paid attention to because most of the main points to swipe right are after seeing

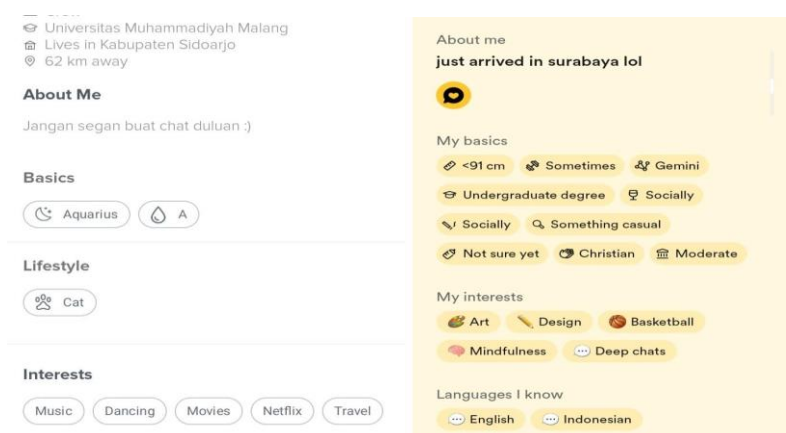
the profile photo. They can use the best and newest photos so that they can make people interested. A profile photo is the start of everything in terms of communication. Individuals can find out the partners they have met through their Dating Apps profile. This is supported by the informant's statement, as follows:

"I always use beautiful photos in my personal opinion because I think beautiful photos will get lots of men who match me. Nowadays, we also look at the physical, so it's no longer strange for us to take good photos" (*Source: Interview with Anggraeni., Kopili Sidoarjo, 10 January 2023*).

After the actual self, the next self-image is the ideal self. The ideal self is a person's perception of himself in behaving by achieved values, ideals, aspirations, and social norms that apply in his life environment. The ideal self is a need that is used to fulfill one's prestige. The concept of the ideal self is trying to improve and increase one's abilities in life. In online dating using Dating Apps, the ideal self process can be seen from the bio they write. Bio is one of the features provided by Dating Apps, both Bumble and Tinder. Bio includes About Me. In this column, they can write whatever they want. In the Basics column, they write about work, height, education, zodiac and religion, hobby interests, and musical tastes. You can write your lifestyle and pets in the Basics column. In Bio, there is also a Languages column. They can write the language they master, as seen in Figure 2.

Figure 2.

Ideal self



Source: Dating Apps Tinder and Bumble

They think that bio is important data because it can see the work or education they are pursuing. This is done so that communication will run more comfortably and

anticipate future meetings. If you have the same interests, it can make it easier to chat. The informant wrote a bio aimed at getting a partner according to the desired criteria, as expressed by an informant named Novita:

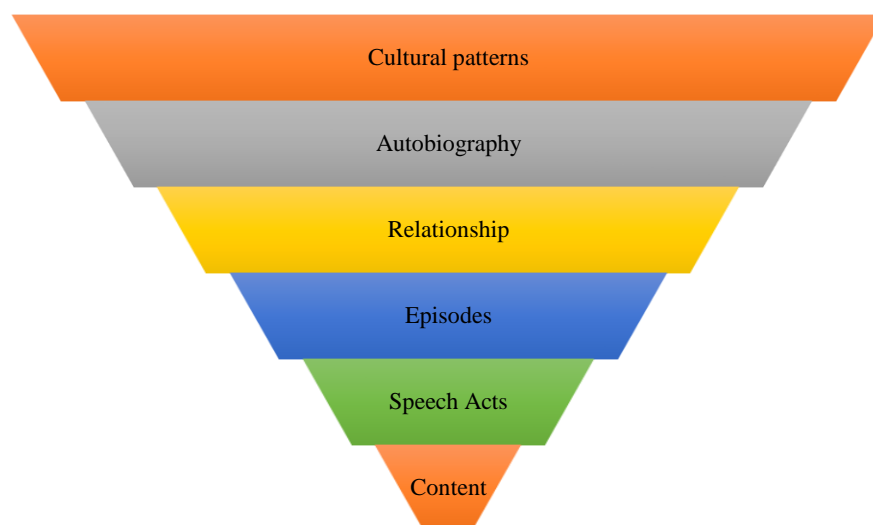
"I'm looking for someone who has the same hobbies, like watching concerts or the same taste in music." (*Source: Interview with Novita, Kav. DPR 30 January 2023*).

"I myself wrote a bio containing work because I think work will usually influence the match later." (*Source: Interview with Anugrah, Kav DPR Sidoarjo, 24 January 2023*).

"In my opinion, bio is important, especially when writing a bio about hobbies. If you have the same hobby, it will be fun and can be used to start interactions like that" (*Source: Interview with Hasbi, Seven Sidoarjo, 22 January 2023*).

The last self-image is the ought self. Ought self is a person's perception of himself in acting, which refers to someone he believes he should follow. In actual self and ideal self, profile and bio are important things that will influence the next stage of the relationship. From the profile and bio, Bumble and Tinder user informants can see whether someone is suitable for swipe right or not. The informants said that using a good profile and writing an attractive bio can later influence the people who see it on Dating Apps.

Figure 3.
Hierarchy of CMM Meanings



In the online dating phenomenon of Dating Apps, individuals have their impressions to convey. They arrange it as uniquely and well as possible to make it look attractive. After creating an impression, they can interpret what online dating is like. They can provide meaning regarding messages sent by partners or opponents during communication, as well as how individuals react and act to situations that occur. Individuals not only respond to meaning and provide reactions but also coordinate their behavior towards others through the interaction process. The interactions created in online dating seem flexible. Each individual can easily adapt so that ongoing communication becomes more fluid and there is no awkwardness. They exchanged various greetings and questions. In the coordination management theory of meaning, individuals describe meaning at several levels.

Content Level

The content level is the initial stage in the form of raw data, which is converted into meaning. The process of coordinating meaning in Dating Apps is found in the description written in a person's bio. At this stage, they must be careful not to share information that goes deeper into the realm of privacy. The level of content is not enough to form a meaning in a communication. When individuals write a bio that is presented to the public, it cannot necessarily be interpreted well and quickly. The bio written is raw data, which will later be converted into special meaning. The process occurs when the informant converts the bio written by his partner or dating partner and then accepts it into meaning. On the other hand, the informant writes a bio, and then the partner or dating partner converts what the informant wrote into meaning. Informants can find out that the bio written has meaning according to what other users want.

"What I often ask my dating partners is about education. Even though it was written in his bio, I tried to confirm whether he went to school there. Likewise, my dating partner will ask about my work." (*Source: Interview with Anugrah, Kav. DPR 24 January 2023*).

Speech Act Levels (Speech Act)

If there is a match at this level, they can communicate and respond to the bio created by their dating partner or opponent. At this level, a conversation is formed involving two foreign individuals, so that they require in-depth information to get to know each other. In the process of digging up information, both the informant and

their online dating partner will ask each other questions, make promises, and give little compliments such as "you are beautiful" and vice versa. They can also have conversations via voice call or video call if both individuals mutually agree.

Communication that is often carried out by informants based on the results of interviews is discussing the bio of their partners or dating partners, and there are a few small talk conversations that they make. At the stage of starting a conversation, there are slight differences between the two Dating Apps, Bumble and Tinder. In the Tinder application, after a match occurs, both the man and the woman have the right to the same thing to start with. Different from the Bumble application. If the two match on Bumble, the woman can have the conversation first. According to interviews with Bumble users, women are the ones who have to start the conversation, so they open the chat by saying hi or just sending the stickers available on the application. The male Bumble users also said that even though the women started it when the chat was running, they would create various topics.

In the Tinder application, the person who initiates the conversation can be the man or the woman. Generally, women wait for the man's action first. Women seem more passive and reluctant to find topics to chat about. The woman feels proud and thinks that the man should be the one to have the conversation/greet first. At this stage, many men use words of greeting that can make their partner or dating partner interested in responding. To make communication more fluid, warm, and intimate, it is not uncommon for users to joke.

"On Bumble, the girl has to start the conversation first, so usually I send a gift (sticker) or say hi. Just waiting for my date's next reply." (*Source: Interview with Tyas, Sukodono Ice Tea, January 16, 2023*).

"After the match, I will chat with my date first, usually say hi or start with funny words like "knock tock" or "hello, is there anyone?" So no way feel free to ask like that." (*Source: Interview with Hasbi, Seven Sidoarjo, 22 January 2023*).

"Just chat normally. Sometimes someone just chats and calls them beautiful or beautiful." (*Source: Interview with Lula, Seven Sidoarjo, 24 January 2023*)

Episode Level (Episodes)

The episode level refers to communication habits that have a clear sequence, namely a beginning, middle, and end. At this level, it can be seen that context influences meaning. Dating Apps users, both Bumble and Tinder, after their match, have a simple conversation to be able to interact with each other further. This act of communicating is included as initial communication. In the middle of the communication, the informants asked their dating partners to exchange social media to ensure that the person they were dating was indeed the person they were dating. The social media shared is usually Instagram or WhatsApp.

If a social media exchange occurs, the informant invites his dating partner to meet up and communicate face-to-face. However, some Dating app users don't want to give away their social media. This is because they maintain more privacy towards people they have just met.

"Initially chatting on Bumble then moving to other platforms like Instagram or Whatsapp until finally calling, VC and playing" (*Source of Interview with Anngraeni, Kopili Sidoarjo, 16 January 2023*)

"I've met several times to just want to get to know each other and make more friends. Apart from that, I also want to know whether their profile photo matches or not." (*Source Interview with Doni, Kopili Sidoarjo, 2 February 2023*).

"It's better to chat on the application first until you get to know each other, then move to other social media because I'm a bit hesitant and afraid." (*Source: Interview with Lula, Seven Sidoarjo, 21 January 2023*).

Relationship Level

The relationship level is the stage at which two people recognize their potential and limitations as partners in a relationship. Relationships are like contracts with rules of behavior; even relationships also cover the future. After a meet-up or meeting occurs between the informant and a partner or opponent, its coming is not the end of the coordination of meaning. Coordination of meaning will continue to exist when the informant and his dating partner feel compatible with each other so that communication continues and plans for the next meeting. However, the interview results also show that relationships that start with Dating Apps cannot be denied that

the relationship can immediately end in ghosting or lost contact because they feel that online dating is different from meeting in person. Several informants said that when meeting in person, there was a slight difference in the physical appearance of their partner or partner so that they would continue as friends or relations and not in a serious relationship. Just pure fun. This is by the meaning of the level of relationship (relationship) that relationships are not always tied to status, so two individuals have their agreements in limiting relationships.

"When we met on an exciting date, and we connected while chatting, we ended up chatting intensely on the phone until we met again. We had a relationship, but it only lasted a few months." (*Source: Interview with Anugrah, Kav. DPR Sidoarjo, 24 January 2023*).

"If I have met, it means I already feel that our conversation is compatible, so often it will continue even though there is no special relationship" (*Source of Interview with Tyas, Es The Sukodono, 16 January 2023*).

"We meet to chat, if we feel connected and comfortable, we will continue chatting and meet again, but there are also some who immediately lose contact after meeting and just lose hosting" (*Source. Interview with Anggraeni, Kopili Sidoarjo, 10 January 2023*).

Life Script Levels

At the life script level, the partner carries past communication experiences into the present. The online dating phenomenon in Dating Apps at this level is seen when individuals exchange their information with each other. As stated by several informants who had something in common, they exchanged stories about their previous online dating experiences. Apart from that, informants can also write a bio with the job they require. If you then find someone who is a match, information about the job they need can be given to new friends on Dating Apps. What is discussed between Dating app users is not only about dating problems but can also be about work or other experiences in everyday life.

"If you meet both workers, you can share experiences so you understand that it's not just me who has a hard job." (Source: Interview with Doni, Kopili Sidoarjo, 2 February 2023)

"It's funny to hear about the experiences of guys who tell stories about their experiences while doing online dating via Bumble and vice versa; I also tell stories about my online dating experiences." (Source: Interview with Lula, Seven Sidoarjo, 21 January 2023).

"I've had help with college assignments, and coincidentally, our majors are the same, so we can share" (Source: Interview with Anggraeni, Kopili Sidoarjo, 10 January 2023).

"At that time I wrote a bio "locker info" then matched with a guy, and he told me that there was a vacancy at work; I was advised to try sending a CV" (Source: Interview with Tyas, Seven Sidoarjo, 22 January 2023).

Cultural Pattern Level

Cultural patterns relate to the values that exist in society, such as religion, race, gender, and class. In this case, the use of Dating Apps does not pay attention to religion, race, or gender; anyone can do online dating without any attachment or love. Many young people use Dating Apps to find a partner or just look for a relationship. The explanations of several female informants revealed that they had received unpleasant treatment when using Dating Apps. This unpleasant treatment includes conversations that lead to sexual matters and money fraud.

Figure 4.

Levels of Cultural Patterns



Source: Dating Apps Tinder

"Matched with someone suddenly, just at the start of chatting, I was invited to meet at the hotel. Finally, I immediately unmatched." (*Source: Interview with Lula, Seven Sidoarjo, 21 January 2023*).

"The discussion was in the direction of pornography, and I was asked about private things that were related to sex, for example, how far you are in a relationship, and also discussed FWB." (*Source: Interview with Nadia, Seven Sidoarjo, 22 January 2023*).

"Once he was conned out of millions, so he borrowed my name for a loan and even used his home address, and then he ran away irresponsibly. Like it or not, I was the one who had to pay all the debts" (*Source of Interview with Tyas, Es the Sukodono, 16 January 2023*).

When doing online dating, it doesn't always go smoothly according to expectations. There are also bad things that happen, especially to women. The behavior of people found on Dating Apps varies greatly, so each individual must behave according to the norms and values that apply in society. However, it cannot be denied that culture can influence a person's behavioral patterns, including sexual matters and fraud.

Individuals have the opportunity to present an impression that can benefit themselves. A person forms an impression through the process of self-image; they are motivated to show all the good sides of themselves. When using their profile, they use the best photos to show their social status. Studies by Budiman and Putra (2021) show that fame is aimed at other users to maintain their identity, as well as seeking attention from the opposite sex, which functions to build relationships, get friends to chat with, and want to be appreciated by the people around them. At this stage, someone can write down various situations that do not correspond to reality because this is asynchronous. According to research results, it shows that the profile and bio used are true and written honestly while still paying attention to privacy. This is by the research results of Rusmayanti, Mayasari, and Kusumaningrum (2022) which revealed that online dating users continue to carry out selective self-presentation where they choose which things they want to present to their potential partners. They have different layers of self-disclosure, even though this is basically genuine to who they are. It cannot be denied that lies in online dating also often occur, as revealed by Azzahra and Nursanti (2021) that communication activities carried out to build an impression on "matches" via text messages tend to use attraction-seeking strategies and have the aim of getting

admired. However, Their "matched" partner uses a self-controlling strategy aimed at concealing errors by conveying information that is contrary to reality. This includes fraud in social media, which can be called Deception in Computer-Mediated Communication.

This provides a unique opportunity to connect with other individuals. What is meant by a unique opportunity in this online dating phenomenon is that someone can easily swipe right just by looking at their profile and bio without knowing each other beforehand. However, they also still sort according to their respective criteria. Online dating via Dating Apps takes a long time because they only communicate by exchanging messages via chat rooms. The formation of a relationship begins with the impression that emerges when they get to know each other, usually spending time together and sharing personal information so that they are connected.(Puspitasari and Aprilia, 2022). If each individual feels connected to the other, they will chat more deeply and gather various information they want to know so that later, they can build relationships at a further level. In the end, they agreed to hold an F2F (Face to Face) meeting.

In the online dating phenomenon in Dating Apps, they can interpret how online dating also provides meaning regarding the messages sent by their dating partners or opponents during communication, as well as how individuals react and act to situations that occur. As the results of research that have been carried out show, humans always live in communication. Each individual's communication is not only to meet their needs but in communication, there is a further goal, namely to build relationships between individuals for their survival. Many meanings in human life must be interpreted equally among individuals. By communicating with someone, conflict and miscommunication between individuals will also be avoided or prevented.

Online dating starts with them choosing their dating partner or partner on the Dating Apps they choose based on their profile and bio. This is confirmed by the research results(Nayiroh and Nurhalimah 2021; Puspitasari and Aprilia 2022), which state that at the orientation stage, there is also a selection process for potential dates called the swiping system in online dating applications. They have their way of swiping right. Swipe right is done by looking at the bio and profile listed. After a match occurs, they can chat. Chatting starts with saying hi and making various jokes to create a warm and friendly atmosphere. When chatting, each individual will look for various information needed from their dating partner or opponent. They feel that

having similarities in terms of education, work, and hobbies can make chatting more comfortable and suitable. Comfort is an important point when communicating, so it cannot be denied that the openness of each deepens and makes the conversation more intense when this happens. Research conducted by Lawado and Sukardani 2020; Wulandari (2021) in his research stated that when it reaches the stage of affective exploratory exchange, the communication process that occurs will be more relaxed. At this stage, they have started to actively ask and answer questions so that a sense of comfort begins to form between individuals before they become a couple.

The interactions they carry out in online dating will build a new social reality based on the social reality that each individual has from the previous social reality, and each individual has a different point of view. Online dating relationships are created by individuals who have similar constructs of meaning and behavior. Based on the research results, after doing online dating, they felt that face-to-face (F2F) meetings were also really needed, so starting from similarities, comfort, and openness, they exchanged social media until later they agreed to have a meet-up or meeting, as in the research conducted. Faidlatul Habibah, Shabira, and Irwansyah (2021) revealed that for someone who has decided to have a face-to-face meeting, several things need to be considered. They revealed that after meeting, there was a slight difference in online dating. When chatting via chat, they felt that the chat was very suitable so that there was comfort, but in contrast, when they met, there was an awkward atmosphere, so that they felt uncomfortable. Apart from that, some of them also revealed that the original photos used had slight differences, so it was not uncommon for them to ghost or lose contact after meeting. If the meeting occurs according to the desired expectations, they continue the interaction and communication will continue. Online dating relationships that start with Dating Apps will end at the stage of just adding friendships and relationships, not establishing a serious relationship; relationships are not always tied to status, so two individuals have their agreement in limiting the relationship. Research conducted by Haryadi and Simangunsong (2022) found that the most frequent and easiest relationships to find were friendship relationships, to relationships that required more effort to find, such as a boyfriend or husband, as well as other events they experienced while using the mobile Dating Apps Bumble, from pleasant ones to leaving disappointments.

Culture also influences online dating relationships. If they have different cultures, this pattern of gender relations cannot continue. As happened to them, there were several partners they met who wanted things of a sexual nature, even though this was deviant from the existing culture. A study (by Manaksia and Noviani 2021) said that online dating applications tend to give users the freedom to harass women.

CONCLUSION

The phenomenon of online dating through Dating Apps in the CMC and CMM perspective is a new phenomenon that occurs to get to know each other's personalities through dating applications. The findings in this research are that people express their self-image differently. They each have their realm of privacy, so the depth of information published to the public is not the same. An individual's popularity shown to other individuals aims to maintain self-identity and seek attention from the opposite sex. Interactions between individuals in online dating cannot be interpreted the same because individual relationship patterns create a new reality that is formed from different points of view. Dating app users have similar meanings in gender relations through the content of messages, communication, speech acts, relationships, autobiography, and cultural patterns.

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