

Online Dating Application User Relationship Development in Finding a Life Partner (Phenomenological Study of Women Using Online Dating Applications in Jakarta)

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Abstract

The development of digital technology has changed the way people communicate. With the advancement of technology, online dating is becoming a thing. three women who use a date app were interviewed for these qualitative studies. By revealing oneself through a date app, the researchers hope to gain a better knowledge of the process of relationship growth experienced by the participants. Self-disclosure theory, social penetration theory, and computer-mediated communication were used as references in this study (CMC). This study uses the phenomenological method to explore individual knowledge in the construction of meanings and concepts connected to the process of developing relationships with targeted partners through computer-mediated communications (CMC). The findings show that on line dating app users reveal themselves to possible partners, with the depth of self-disclosure increasing in tandem with relationship intimacy.

Keywords

self disclosure; social penetration theory; computer mediated communication; online dating



I. Introduction

Human culture today has changed a lot caused by many factors, one of which is the development of information and communication technology (Haryanti, 2019). This change can be seen from the lifestyle of the Indonesian people who have a high dependence on technology, this can be proven from the habits of the Indonesian people who spend an average of 117 minutes of their time in front of a computer, 181 minutes in front of a smartphone, and 110 minutes on a device. other electronics. This dependency phenomenon has become an inseparable part of everyday life. There are many positive impacts resulting from the development of information and communication technology, this convenience can also be obtained through electronic devices that are currently popular in the community and even almost everyone has them, namely smartphones. (Morissan et al, 2010). Smartphone itself provides various applications that can be downloaded by users where each application available has its own functions and advantages. Such as Instagram which is an application for various photos and videos, Twitter which is a means to pour out one's heart and opinions on certain phenomena or experiences (Laksana, 2021), Gojek and Grab which are online ordering applications, and so on. One of the goals of using applications available on smartphones is to make it easier to communicate with relatives or friends who are separated by distance (Hadiman, 2003). Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource

wealth. The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020).

At this time, some applications even provide a feature to find friends who are completely unknown in order to find a girlfriend or even a life partner. By using the location features available in the application, it will be easier for someone to find and make conversations with the opposite sex who have never met before. Some of the most popular mate or mate search applications in society today are Tinder , Bumble , Tantan, Paktor , Wavoo , Setipe , Gather , and others. The emergence of an online mate search application This will have several stages such as introductions, approaches, meetings, explorations, until finally getting more intimate through direct dating, to becoming a mate for good. Basically, it has become human nature that cannot live alone, therefore a life partner is needed who will later accompany someone's old age called a mate, therefore some applications support the search for a mate through online.

Today, computer-mediated communication (CMC) plays an important role in the formation of romantic relationships. Online dating search refers to the practice of using web-based dating sites to find a romantic partner. Generally, online dating involves building a personal profile, using a searchable database of potential partners or getting recommendations for potential partners based on a matching algorithm, and then communicating with the potential date to make the final decision about the meeting, i.e., face-to-face meeting. According to one review of the online dating process, one of the most important aspects of online dating sites is the communication they support which allows potential dates to interact at intervals before they meet face-to-face (Finkel et al., 2017).

Online dating applications are described as a form of CMC activity that is intentionally created to meet new people with internet mediation sites designed specifically for the purpose of finding a partner (Purwaningtyas et al. al., 2021). If it is adapted to the purpose of making online dating, of course, this application is expected to help users find a partner. However, what users often miss is that this application actually leads them to the hyper - connectivity phenomenon. There are two aspects of CMC that distinguish it from face-to-face communication, namely verbal cues and extends time (Griffin, 2006). In contrast to face-to-face communication that uses verbal symbols through language and non-verbal symbols through body language, CMC uses a sign system that is integrated with computer applications, for example through emoticons. CMC also tends to take longer than face-to-face communication because communicators at CMC cannot immediately understand the meaning of the message conveyed due to limitations and characters on the computer. Referring to this, communication between matchmakers in online dating is done through various symbols contained in the computer. The development of the internet and communication technology that is increasing from time to time provides greater opportunities for users to connect with others through social media as part of hyperpersonal communication. Improved attribution interpersonal interactions observed in computer-mediated interactions intensify the relationship between self-disclosure and intimacy. Self-disclosure made through computer-mediated communication is categorized as hyperpersonal, namely selective self-presentation behavior, where online dating users prefer to choose the things, they want to present to their potential partners, including how their sexual self-disclosure is handled during courtship communication. Shedletsky & Aitken, 2004).

self-disclosure (self-disclosure), in an online environment, focuses on exchanging intimate pieces of information about oneself in order to better understand and know

another individual in the hope of formulating a relationship. Some of the differences between online and offline environments are the degree to which the “onion layer” is peeled off and how individuals disclose information on their own. In an online dating environment, individuals often have profiles containing personal information that will be revealed during the self-disclosure process during initial dating in an offline context. By having information from individual profiles that is easily accessible to anyone, the self-disclosure process can be accelerated. If an individual begins to participate in online dating and begins to communicate with other people, the conversation usually passes through the surface level conversations that are often generated during face-to-face communication because the information is readily available in the individual's profile. Social penetration theory applies to online self-disclosure, i.e., the “outer layer of the onion” is ignored and individuals begin to discuss the topic at a deeper level. This theory provides a visual image for understanding self-disclosure and serves as a great example when discussing self-disclosure. Another key feature of online dating is the method of self-disclosure. Usually, self-disclosure in online dating is more direct and starts early through conversation at a deeper level.

The process of forming human relationships is studied through social penetration theory. This theory helps people think calmly about how the process of creating relationships, communication with various types of information (surface, peripheral, intermediate, and central), and behavioral interactions (orientation, exploratory affective exchange, effective exchange, and stable exchange). This theory also helps to predict the costs and efforts incurred in return that will determine the development of a relationship (Piliang, 2004). In the first stage of the theory of social penetration, it is stated that individuals will open themselves at the surface level. The implication in online dating applications is that a general set of information has been displayed on the profile such as name, profile photo, biography and some brief information so that the other person has obtained basic individual information which is useful as a brief initial stage of a relationship. In its implementation, the surface stages can be managed to be displayed in various ways by the user. There are those who explicitly include their names, photos, and bios, but there are also those who only use the initials of certain names with photos that show faces at a glance that are not very clear.

The self-presentation used by online dating users is closely related to social information processing theory which states that relationships only grow to the extent that the parties involved in obtaining information about each other and using that information to form interpersonal impressions of who they are (Walther, 2018). The impression that is more or less drawn in their minds, related parties will be closer if they both like the image they have formed. This theory focuses on the personal information available through computer-mediated communication and the effect it has on the mental images they form. In this case, if the user does not have an urgent relationship involving their personal and social life, then they tend to display the profile as is. On the other hand, when these users have a certain correlation with the sensibilities of their personal and social life and are careful to display their personal figures in public, these users tend to disguise and limit their identity by changing their names to initials and unusual profile pictures. . clearly shown. The context of self-disclosure continues with the next pattern of interaction, namely how other individuals respond to the image and basic information displayed in a person's profile (Murdiani, 2021). The interaction pattern is further elaborated in the form of “swipe” and “chat”. If users find the targeted profile more likeable and interesting, they can swipe right, whereas if they don't like the profile, they can swipe left.

Self-disclosure usually occurs in face-to-face meetings over a long period of time, i.e. time to get to know each other. However, in online dating, this process can be accelerated because technology allows the transfer of information to occur much more quickly due to the similarity of online profiles. Gibbs, Heino, and Ellison (2009) support this claim when they state that the design of online dating sites and their emerging behavioral norms encourage early disclosure of much intimate information that is not usually explicitly shared in early face-to-face meetings. Since the information is available for everyone to read before having a conversation, it is possible to see that the design of online dating sites and profiles on social networking sites encourages rapid disclosure. For this reason, this study will analyze how the development of the relationship between perceived by online application users dating when looking for a life partner.

II. Research Method

This study uses a qualitative research method that aims to maintain the form of content and human behavior with a phenomenological study design. The phenomenological study method seeks individual understanding in constructing key meanings and concepts related to a phenomenon. Phenomenological research has the aim of knowing the point of view of humans who experience it directly (Kuswarno, 2009).

In this study, data collection was carried out using in-depth interviews interviews. An interview is a conversation conducted with a specific purpose by the interviewer or interviewer by asking questions and informants providing answers. Interviews were conducted face-to-face and used recording techniques which were further elaborated and then analyzed.

There is a systematic process in collecting and compiling interview data (Sugiyono, 2017). The data analysis technique in this study is selective coding with the process of grouping data through verbatim that has been made into categories, then studied and conclusions made.

The number of informants that the researchers got was three people. The criteria possessed by the informant in this study were a woman who used an online dating application and have experience in successfully establishing relationships with partners they meet to analyze the process of self-disclosure that occurs. The first participant in this study was a 23-year-old woman who used an online dating application Bumble named Kadek with the aim of finding a partner who is of the same religion. The second participant is 25-year-old Nova, an online dating app user Tinder who managed to find a life partner to the level of marriage. Then the last participant is 24-year-old Grace who uses an online dating app OkCupid with the original goal of finding storytellers.

III. Result and Discussion

Before researching the process of self disclosure that occurs through online applications dating , researchers first explore the reasons for using the application. Two out of three informants stated that they used an online application dating not to find a life partner, but to find friends because they need friends to chat with. Use of online applications dating as a place to find friends is also done because one of the informants feels he is an introvert so it is more comfortable to talk with other people online . One in three informants stated that the reason for using online applications dating specifically to find a life partner. Informants feel that the application makes it easier to find potential partners who meet the criteria because of the available features . Informants find it easier to

find potential partners who follow the same religion through features in the online application dating .

In this study, researchers found a process of self disclosure different from each individual. The period of introduction becomes one of the important points in the self-disclosure process, especially if the relationship changes from friends to partners. The first informant stated that he went through a two-week introduction process until he finally decided to have a relationship with his partner. The second informant stated that the introduction process took a long time due to the busyness of both parties, it took approximately nine months to finally decide to have a relationship with a partner. The last informant has married a partner obtained through an online application dating . He stated that to reach the level of marriage it took four months of dating and then an application and then four months after officially getting married.

In the process of self-disclosure, researchers found several reasons why users are willing or not willing to do self -disclosure disclosures . Informants feel that they will be more comfortable and open if the potential partner has a polite and pleasant nature. The same chat theme is also one of the factors that informants are more comfortable expressing themselves. During the online introduction process , the informant conducts a search on the existence and authenticity of the profile of the prospective partner through the internet and social media. The informant felt that this was necessary before deciding to meet face-to-face in order to avoid the danger of fraud. The profession of the prospective partner is also one of the factors that influence the informant to do self disclosure to decide to continue the relationship.

Informants will tend to close themselves when uncomfortable feelings arise. Broadly speaking, informants feel uncomfortable when the process of introducing a potential partner crosses boundaries determined by the informant. Several informants stated that he experienced fraud and threats in the use of online applications . One of the informants recounted his experience of being invited to do bad things and if he refused he was threatened to spread his bad news on the internet. In addition, falsification of personal data also often occurs in online applications dating , so that informants feel they have to be more careful not to be too open at the initial stage of introduction.

Online self-disclosure process and face to face perceived by the informants. Offline , the self-disclosure process is easier to do because it doesn't have excessive expectations at the beginning. When getting acquainted online , app users can make their profile as attractive as possible to show the best side of themselves. In fact, not infrequently users of online applications dating edit the profile so that the face is slightly different when meeting face to face. Personal information on the online application dating can create expectations of ourselves and others.

3.1 Discussion

In starting an online communication , of course there is a need for self-disclosure between the two parties involved. Self-disclosure is intimate and always a process. Self-disclosure includes information that is not usually disclosed to others and actively tries to maintain its confidentiality (Devito, 1997). Based on the results of interviews conducted by researchers, not all informants open themselves directly when communicating with new Tinder friends , some of the informants need enough time to be more open. However, the period of time is different according to each individual. In the early stages of communication, online application users dating only reveal basic identities such as name, age, and post a profile photo. Online application dating offers various features so that each user can include other more personal information such as hobbies, work, zodiac, and others.

Online application Dating is the initial medium that opens or encourages the process of self-disclosure or self-disclosure . The initial stage occurs through features chat on the application. After feeling quite sure and wanting to continue with more relationships, users will move to other chat applications that are more personal because they use private numbers such as WhatsApp . and Lines. At this stage, self-disclosure will become deeper. Self-disclosure usually occurs in face-to-face meetings over a long period of time, i.e. time to get to know each other. As perceived by the informant that the process of self-disclosure online easier, this is because the initial introduction process is accelerated by the existence of technology that allows the transfer of information to occur much faster through account profiles. Gibbs , Heino , and Ellison (2009) support this, that the design of online dating apps and their emerging behavioral norms encourage the early disclosure of much intimate information that is usually not explicitly shared in early face-to-face meetings. Since the information is available for everyone to read before having a conversation, it is possible to see that the design of online dating apps and profiles on social networking sites encourages rapid disclosure.

The informant stated that one of the factors that influence the self-disclosure process is the profession of the prospective partner. This is also supported by the findings of Buss & Barnes (1986) which assumes that women look for partner characteristics related to power in order to make them rise in socioeconomic status. This can also be a further explanation of the statement by Buss & Barnes (1986) which states that mate selection in humans operates through a social hierarchy that makes women look for men with high social status and men compete for hierarchical advancement. This condition can make men who do not have a high social status or financially stable excluded from the choice of partners by women. This practice eventually became one of the factors for inculcating values in the roles of men and women (Buss & Barnes, 1986).

Informants feel hesitant to express themselves when potential partners are crossing boundaries or boundaries that have been created by the informant. Boundaries interpreted as the ability to carry out two-way communication or mutually influence one's relationship (Martin, 2016). Individuals must respect their own boundaries and vice versa. Self-limitation is done to maintain privacy and self-respect.

IV. Conclusion

Based on the results of research that has been carried out by researchers with the title Analysis of the Development of User Relationships Online Dating Applications In looking for a life partner, several conclusions were obtained that the informant started using online applications dating with the aim of making friends, only one out of three informants stated the purpose of using the online application dating to find a life partner with serious relationship goals. The self-disclosure contained in all informants in this study begins with pseudo-openness or online openness through the information presented through the application features. At the initial meeting stage, all informants only showed the positive side of themselves without showing the other side.

All informants in this study have their own criteria in finding a partner that will affect the process of self-disclosure in the future. There are two main points, namely the attitude of the prospective partner to respect the boundaries of the informant and the job factor of the prospective partner. In addition, there are several points that influence the informant not to continue the relationship because of online fraud and threats by irresponsible parties.

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