Utilization of Online Dating Applications in College Students

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ABSTRACT

In this digital era, the internet has grown rapidly in influencing people's patterns and behavior. The use of the internet provides many benefits and even impacts that are generated by the community itself such as online dating applications. Some people, especially the Gen Z generation, may already be familiar with the online dating application. Because it is enough with a smartphone this application can help us find a partner online. Downloadable apps like Tinder, Litmatch and Tantan. These applications have many users and are proven to provide many friends and even partners to communicate. The purpose of this study is to prove how effective online dating applications are among digital people who are looking for friends or partners. In addition, online dating applications have become popular among the public, especially teenagers and people who are looking for a partner. The method used is a combination of quantitative and qualitative by analyzing the results of the questionnaire and collecting information data from the informants. The results obtained indicate that most of the respondents stated that online dating applications are able to provide a more pleasant means of communicating and also not boring because the features provided are interesting. The conclusion obtained from this study is that online dating applications are only used when someone feels bored and fills their spare time to play online dating applications. In addition, they also want to add relationships about new friends or partners whose reach is wider.

INTRODUCTION

This research discusses the use of online dating applications as a means of communicating. In this digital era, the development of communication is increasing rapidly, especially with the internet and social media, everything can be accessed easily and effectively. Nowadays, people use social media and online dating apps to establish relationships. According to the Hypodermic Needle Theory also known as Magic Bullet, mass media has a direct, immediate and strong impact on the mass audience [1]. Due to the rise of social media, people started interacting with each other online and some people met their partners on social media. This gave rise to several online dating applications that make it easier for people to find friends and even couples through social media easily [2].

Indonesians also rely on social media and dating apps that can be accessed via the internet, smartphones, and also gadgets whose main target is for young people. This can be seen from the habit of people who now often spend their time staring at smartphone screens. In addition to the use of technology through smartphones, the current application also supports the public to carry out communication activities that can be reached anywhere and anytime. Such as online shopping, online transportation, applications to find sources of news information, as well as social media [3][4][5].

Current technological developments that are also supported by the internet can help people to find a partner through dating applications. These dating apps (Tinder, Tantan, Litmatch) have a lot in common when it comes to features like sending text messages, voice messages, even making video calls. With this feature, it can make it easier for people to communicate well and comfortably. Users can exchange information about themselves as a process of establishing a relationship between each other.

With dating apps, people who want to be in a relationship don't have to meet in person but can also go online. Sometimes many of the people they meet are not from the same place as us, it can be different regions or even from abroad. Meeting online makes it easier for them to communicate without difficulty, just by interacting through a dating app that can be downloaded via a smartphone people will easily approach. In addition, if the two parties want to establish a closer relationship, they can also meet in person.

Based on an article titled "Rarely Discussed, These 7 Advantages of Finding a Partner Through Online Dating Apps," Online dating apps help people find and filter out the person they want as in terms of age, likes,

personality, and others. If they find a match in that regard they will feel comfortable in communicating, free to express themselves.

According to Martin Lister the cultural revolution in relieving social tensions and making social media an entertainment, a forum in socialization for society in terms of any interest and conveying information that is explaining, interpreting the meaning of an event (McQuail, 1996).

From what we know before the digital era developed rapidly, people used to meet their partners after being introduced by friends, matched by parents and even met accidentally at certain events. The purpose of this study intends to prove how effective this online dating app is among digital people who are looking for a partner. In addition, this online dating application is popular among the public, including teenagers and people who are looking for a mate.

LITERATURE REFERENCES

Social Media

Social media is an online-based media whose users can use, share, and participate. The McGraw Hill Dictionary says that social media is a means by which people interact with each other by creating, sharing, and exchanging information and ideas in a virtual network and community [6].
Currently, the popularity of internet-based information media replaces television, newspapers, and also radio which were very popular before the 2000s. As was known in ancient times in interacting to find friends whose reach was far away, people used newspaper media as a place to find new friends by including photos and messages to convey. Then the recipient can select the message that has been sent, and will continue by exchanging letters with each other.

Communication Media

According to Badusah et al., media is a method or intermediary of communication that is related to each other such as using news, news, and images to disseminate information and views. Communication media is explained as a means of conveying communication to the public [7].

Tinder

The Tinder app was first launched on September 12, 2012, by Match Group Inch by Sean Rad, Justin Mateen, Whitney Wolfe, and Jonathan Badeen. As a medium to interact and socialize with new people and find friends and partners. Informants use this app to find a partner or just a friend in their spare time. Informants who use the app find it more effective to find new acquaintances through the Tinder app than having to search and interact in person.

Sean Rad, the son of Iranian immigrants who came to Los Angeles in the 1970s, grew up among the Persian community of Beverly Hills. Sean Rad, who graduated from the University of Southern California, also produced many well-known start-ups before finally creating the Tinder application. This Tinder app originated from the idea of Sean Rad and Justin Mateen. The reason for the emergence of this idea is because of the rise of social media with various types and human characters, they see a social media that contains a group of couple seekers [8].

Tantan

The Tantan app was released in 2014 by Tantan Hong Kong Limited and launched in Indonesia in July 2018. Tantan is a social media that focuses its users on finding friends, friends, and partners. The Tantan application makes it easier for users to find new acquaintances more closely. Tantan makes it easier for users to find new people in various regions by finding matches in each user to interact with. Every user who interacts through the Tantan application begins with a physical attraction by looking at a profile photo before finally deciding to meet each other[9].

Litmatch

This application released on March 30, 2019 has been downloaded by more than ten million people around the world (Julkifli Sinuhaji 2020). This proves that the use of the Litmatch application is quite a lot because it has a variety of interesting features. The Litmatch application is an application where users can get friends to chat for a short time even without any restrictions per day. In addition, in this application can also do

other activities such as sharing status, status that is shared in the form of sounds and photos. In the status that users have shared, they will get likes and comments from other users. In addition, this application provides a soulgame feature where they are given three minutes to chat. If more than the time has been allotted, automatically they have many matches. This is one of the factors that they will establish a closer relationship[10].

METHODS

In this study, quantitative methods were used as research methods. Quantitative data sampling is obtained through the percentage of people who fill out the questionnaire that is distributed. Meanwhile, qualitative data sampling was obtained from questionnaire answers and interviews with users of online dating applications (Tinder, Litmatch, Tantan). Then the data that has been collected will be further analyzed for decision making in concluding the research.

This study aims to find out how the communication process occurs between individuals through an online-based system. In addition, it also proves the effectiveness of online dating apps against teenagers in finding a partner. Informants will be asked to recount their experiences communicating with someone without being face-to-face. Interviews are conducted openly but still maintain the privacy of informants.

The target of this study was adolescents with an age range of 17-21 years. The reason for choosing teenagers as research targets is because most of them spend their time in front of gadget screens. In addition, in this age range, teenagers are looking for their identity and want to try new things. So they feel curious and then look for entertainment in the online dating application.

The analytical technique used in this study is a discourse analysis technique, this technique is usually used to analyze interactions between individuals in certain contexts.

RESULTS AND DISCUSSION

In this digital era, the internet has a very strong appeal and has a wide influence on people around the world. The internet has provided various information and even various applications have been provided to communicate between each other. From the past until now the process of communicating is necessary in all aspects of life. In communicating enough with a smartphone we can download various social media applications such as WhatsApp, Instagram, Facebook, Twitter and so on. In addition, if you want to get closer and find fun, you can try downloading online dating applications such as Tinder, Litmatch, and Tantan. This online dating application provides a variety of interesting features that make its users feel happy and comfortable. This application in addition to being easy to use, we can find friends or partners with whom we want to communicate.

The results of our group's research through the questionnaires that have been shared, showed that 58.6 percent of informants who used online dating apps showed that 58.6 percent of informants had never used online dating apps while 41.4 percent had used online dating apps. The results of this study were taken from informants totaling 29 people with an age range of 17-20 years. The percentage of informants' age was 10.3 percent 17 years old, 48.3 percent were 18 years old, 37.8 percent were 19 years old, and 3.4 percent were 20 years old. Usually they use this application because they want to find friends or partners, want to have fun, and fill their spare time. There is even one of them using this application because they are interested when they see the ads of the application.

In addition, this dating application makes it easy to meet new people from other countries, with this application it can also train and add foreign language vocabulary. A small percentage of them think that this online dating app is effective because they can make friends without having to meet in person. On the other hand, some of them consider the application ineffective because there are those who use online dating applications to forge identities, such as posting photos of other people and other identities. Another reason is that one cannot know the real personality of the couple.

ANALYSIS OF ONLINE DATING APPS

Tinder

The Tinder app was released on September 12, 2012 by Match Group Inc. and was founded by four people namely Sean Rad, Justin Mateen, Whitney Wolfe, and Jonathan Badeen. Initially, the Tinder app was created by Sean Rad with his friends, for no reason when they took math classes in college. Although this idea

that emerged without cause also had a reason, because at that time they knew about the rise of social media and found a group of couple seekers.

Tinder is a social search service app, from friends to dating. The Tinder app will match based on the data shown in the user's profile, Then the user can later find a partner who has a match with them. In Tinder pair search using GPS which allows users to get a pair quickly and briefly. Reporting from Business of Apps data, Tinder has 10.7 million subscribers as of 2022. Tinder has become one of the popular applications in the midst of the rise of online dating. Users are 35% in the age range of 18-24 years, 25% are aged 25-34 years, and 8% are aged 45-54 years.

Tinder has several excellent features including the swipe right and swipe left features. As an excellent feature, this feature is used to determine the pair that suits the user's wishes. The next feature is the super like feature which allows recipients to get special notifications. Tinder also offers a premium package service called Tinder Plus which costs Rp. 40,000 per month. The features offered from Tinder Plus are Unlimitedd Likes, with this feature users do not have a limit on swipe right and swipe left. Rewind Last Swipe, i.e. the user can swipe back a profile that was accidentally shifted. 5 Super Likes, In this feature users get more super likes compared to regular accounts. 1 Boost, this feature users get 1 boost that can be used to become one of the best profiles in their region for 30 minutes. Passport, This feature allows users to get acquainted with other users from different countries. In addition to Tinder Plus, Tinder also offers Tinder Gold which has the same features as Tinder Plus. Tinder Gold is charged differently from Tinder Plus, which costs IDR 400,000 per 6 months. Tinder Gold gives "See who Likes You" access, meaning users can find out which other users like their Tinder profile. In addition to the features already mentioned Tinder is currently adding a "panic" button with the aim of making users feel safe and comfortable.

The Tinder app can be used for iOS and Android users which is already available on the Apple Store and Play Store. After downloading Tinder the user will be directed to register and complete the profile. After the user has completed the various conditions that have been available in the application. Then Tinder will present a picture on the profile, age, general location of potential friends. If the user likes another user's profile on the screen, the user can swipe the profile to the right and vice versa. Tinder app users can also connect Instagram and spotify accounts to show more photos and music they like to other users.

Tantan

Tantan was released in 2014 by Tantan Hong kong Limited and was first launched in Indonesia in July 2018. Now Tantan has been downloaded more than 50 million times the play store. The most important requirement of the Tantan application, namely that users must be 18 years old and above. The Tantan application provides a conversation feature in order to be able to talk to each other and in this tantan application will link users with other users who are close to the location, Then the user must turn on GPS in order to be able to link with other users who are close to the user's location.

Tantan application that provides various features such as chat, match, secret crush that makes it easier for users to be able to start their conversations. The phenomenon that occurs in users of the online dating application Tantan has a connection to interpersonal communication because it involves two users who have never met in person at first becomes much closer. After the user downloads and registers for a tantan application account using an active phone number through the profile menu, the user will be asked to upload a profile photo and information about himself. The user is also prompted to provide the user's location. To find friends the user only needs to press the heart-shaped like button or swipe right, otherwise like to swipe left. When a liked person receives a user, the user receives a match notification. After getting the notification, users only need to tap let's chat to be able to exchange messages. The Tantan application also has a paid feature called Who Like Me, this feature is useful for seeing who likes the user's profile after having a conversation. Other features of Tantan VIP are being able to swipe and give unlimited likes, having the opportunity to give five likes to other tantan users, being able to hide online status that appears in the Tantan application, being able to disguise nicknames on the Tantan application, unlimited rewind, meaning that users can go to the profile of people who are accidentally swiped, upgrade the location to be wider.

Litmatch

Litmatch is an application founded by Construct Company Teknology Pte. Ltd. on March 30, 2019. Litmatch Inc. is an app to chat with new friends. This application aims to provide solutions to the needs of the younger generation for their social interaction needs through social media. Many young users of the Litmatch app can express themselves and meet the right people without any worries. Users can communicate here through many available online features. The first feature of Soul Match is one of the features of this litmatch app where you can chat anonymously about random matches and add each other as friends when you feel like a good fit. Next Voice Match is a 7-minute voice call. When a user clicks, this feature immediately calls other users to start a conversation. This feature is limited to only 8 times a day. Another feature of Movie Match is how you can watch movies recommended by other users.

The last feature is palm reading. Here are the features that can be used to predict a user's love, health, and work. It also has additional features like homepage, page, chat, profile, etc. The home page feature displays the user's name and age using their avatar profile picture. The site features users looking for feeds and threads posted by other users, like other social media sites, and users liking and leaving comments. Chat features show the name of the person who sent the message, and my features are used to manage and edit user profiles. Creating a Litmatch profile allows users to make new friends. Attractive profiles allow users to say hello, send private messages, and make new friends. Apart from sending messages to other users, users can also give diamonds to other users. These diamonds have a real economic value of, so basically users can send money to other users to use in this application.

Get to know online dating app

By the time individuals begin to step into the age range of 17-25 years, it is during this time that they enter into an adult phase characterized by curiosity and a high curiosity towards something new or something they have never tried. This online dating application is not only used by young people, sometimes parents also participate in using the application. From this research, the reason why people use the application is because they feel bored or have a lot of free time. So they feel lonely and don't know what to do to do to fill their free time. After knowing there is this application, they started to find out and install as an entertainment medium. From these reasons they take advantage of or fill the time they have by playing this application.

According to them, playing dating apps is not just to find a partner but also to find relationships. Sometimes they find friends from other countries so as to add friends to learn foreign languages. If they find a friend who has a special profession, they can also learn certain knowledge that they don't know yet. This can be a bridge of knowledge for them and is certainly a good thing to take advantage of online dating apps with positivist purposes. In operating this application, of course, you must be careful, because crimes can be committed by users if they feel obsessed with the opposite partner. This can happen if both parties agree to meet in person, but they do not yet know the ins and outs of each other so something untoward happens. Cases that often occur include murder, rape, sexual harassment, and so on.

Stages of Starting an online dating apps

Selecting another user's profile

Search and contact the selected profile. Initially, users will look for friends or partners in the search field or on the application page. They will choose from many profiles and then choose them to communicate with. When using online dating apps, users can choose the criteria according to the desired one. Users can see from biographies written by other users through the photos, hobbies, and occupations displayed. During the interpersonal communication phase, physical contact can occur in the form of an initial interest in online dating apps. That is by looking at the photos that other users have seen.

Start a Dialogue

Looking for a topic of conversation. This stage needs to be considered so that communication is not awkward and more pleasant. They can discuss hot topics on social media or their respective hobbies. With this they will feel closer and more comfortable with each other. Engagement with Match Partners is introduced through tinder's app chat feature. The user starts a dialogue and opens a chat with the prefix "Hello" or greeting. Furthermore, interpersonal questions and provide general information in the form of name,

residence, activities carried out and personal information of informants who have not been listed in the profile. At this stage, the interaction between matching users begins to intertwine. Influencing factors include alternating speech or chat styles, as well as jokes between users. In addition, the informant explained that the initial launch of this application did not focus on just one user, but many random users.

Sharing Social Media Accounts

Share one of the social media accounts. After mambahas a wide variety of topics, curiosity towards the interlocutor increases. This is the main factor in their closer relationship.

Committed

Make a commitment. If they find a match with each other, the chat will continue. They will also be more open such as making a video call or meeting in person. The purpose of users moving to other applications is to help each other more personally. Other social media apps like Line and Whatsapp have voice and video calling capabilities that allow for a more in-depth approach. Unlike Tinder and other similar online dating apps, the app focuses on partner search functionality and only displays post-match chats between users. After migrating to social media apps, they will meet next. After knowing what happens next in the relationship, they have the option of starting the relationship or ending the interaction and looking for another partner.

Disconnection

Disconnection. At this stage the user begins to decide whether to continue the relationship in a more serious direction or not. Because most of them want to find out more or just for fun like dating. If at this stage of dating it works, then they will be in a relationship towards a more serious direction, namely marriage. Users naturally post their best photos to use as profiles on social media. Similarly, it also happens on similar online dating-based apps where users post some of the best photos to show to other users. However, this is a mistake and the photo shown is an old photo that was a photo a few years ago and the user has undergone physical changes. In addition, the reason they do not continue the relationship with the user's opponent is that the attitude taken is too hasty. In long-distance relationships that users do in this online application, it is also a factor that a relationship does not last long because of the limited space and time.

The other side of online dating apps

Online dating apps are indeed famous among teenagers today. Many advanced features are displayed thus attracting the attention of its users. However, on the other hand, the profiles displayed are different from those in the real world due to the self-distrust factor of the users. Because the appearance of profiles on online dating apps has an effect on the user's decision to switch to a more personal social media and be able to meet in person. Online dating apps are more common so if you want to know or get to know more closely, you can turn to social media. This application is also somewhat different from communicating on social media. As we know that the social media we have is indeed almost the same as online dating apps. But the difference is that dating apps are more widely reached in doing friends or partners in communicating. In the featured dating apps, the chat friends we meet are random or can also choose their own.

Usually, what attracts them to potential interlocutors is the physique displayed in the profile photo and the similarity of hobbies. Once they exchange messages with each other, users will feel a match in the topic of conversation. Even users are interested in terms of the style of speech and personality of their interlocutor.

Personal Layer

The individual, the individual layer consisting of the existence of the self in social situations, identity is divided into the existence of the self and identity. Self-presence means that a person often uses social media, self-presence appears in his life. From this self-presence, users look more active on social media and users feel more comfortable on social media. It allows users to post activities that create their own lifestyle and show others.

Enactmen Layer

The activation layer is the second concept in Hecht's theory of identity communication. It is the knowledge of others about themselves based on what they do, what they have, and how they act. Our appearance is a symbol of a deeper aspect of identity, and through this appearance others define and understand us.

Rational

This is the third concept in Hecht's theory of identity communication than in relation to others. Identity is formed through interaction with them. We can very clearly ascertain the identity of the relationship by explicitly identifying ourselves as connection partners, as follows: Examples: father, husband, mother, and co-workers.

SUMMARY

In the digital era, the means of communication are not only obtained from social media but can also be obtained from online dating applications. Communicating with dating apps is likely to be more fun because what we communicate with is not from close friends but from strangers. From the results of research that we have conducted with the questionnaire dissemination method, it was concluded that online dating applications have a positive impact as well as a negative impact. The positive impact of this application includes providing an experience to socialize with others, filling free time that we don't know what to do, honing foreign language skills to users from abroad, adding online friends, providing broader insight into the background of other users, and providing temporary fun and comfort. In addition, the negative impacts of online dating applications are lack of self-confidence from users, abuse of applications that fall in a negative direction such as sexual harassment, lack of knowledge of the real personality of the interlocutor, disrupting real-life activities because they only spend time on online dating applications, and identity forgery because users exaggerate or only show their positive side to other users. As we know, the development of this digital era makes people busy with their own interests by staring at the cellphone screen alone. Online dating apps may be able to make us communicate with others more broadly, but this also causes people to live individualistly. The lack of direct interaction and socialization in the real world is also not good because it can cause problems for oneself. It is okay to communicate on dating apps but it must be balanced with communicating in the real world in order to establish a good relationship and get along well. In addition, we as the next generation of the nation must be able to sort and select the various impacts of the internet that are generated just like online dating applications. Not everything the internet provides has a positive but also a negative influence. We need to pay attention to how we can all make good use of online dating apps and not overdo it.

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