SELF-DISCLOSURE USERS OF BUMBLE ONLINE DATING APP

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ABSTRACT

The phenomenon of using online dating applications is well-known in today's society, especially among students. The online dating app that is currently used is Bumble dating apps. To exchange messages on the Bumble dating app, you must use a method of communication known as interpersonal communication or chatting activity. This comes in the form of CMC (Computer Mediated Communication). The researcher aims to find out how the self-disclosure of Bumble users utilizes the theory of self-disclosure in this study. The constructivism paradigm is used in conjunction with phenomenological research methods and descriptive qualitative methodologies in this study. The result of this research shows that the first information they share with their partner will vary according to the level of intimacy in the relationship. At first, they limit their self-disclosure to the extensive information about themselves. The size or amount of self-disclosure made by online dating program users will run or develop along with the magnitude or magnitude of the self-disclosure.

Keywords: CMC, self-disclosure, online dating, bumble

1. INTRODUCTION

Technology is a way to meet information needs and make life easier. Messages that want to be conveyed easily can be conveyed easily and quickly (Sumartono & Astuti, 2020). Today, information and communication technology have changed the way people communicate. (Rhani, 2020). Communication is an activity that cannot be avoided by every human being. Communication can be interpreted as a process of delivering messages from the communicator (the person who delivers the message) to the communicant (the recipient of the message) either directly or through media/channels to change or influence their behavior (Mulachela, 2022).

The technological tools used today are also increasingly sophisticated, for example, smartphones. Smartphones are cellular phones with more capabilities, ranging from resolution, and features, to computing including the presence of a mobile operating system in it (Daeng et al., 2017). Smartphones are part of CMC (Computer Mediated Communication). In the context of CMC, the computer referred to is all computer-based devices such as personal computers and laptops, PDAs, smartphones, and tablets. Meanwhile, this device is called a new communication medium (Arnus, 2015). Now communication activities can be done through chat-based application media. This activity has certainly become a daily activity or habit that is carried out by the community at this time. This is because chatting is part of the interaction. Chatting is not only exchanging messages through text but all activities of exchanging messages through online media can be said to be chatting, such as sending audio messages, video messages, and others (Putri, 2021). In this case, it is also included in interpersonal communication activities, Onong Uchjana Effendy said that interpersonal communication is the most effective communication to change attitudes, beliefs, opinions, and behavior (Azhar, 2017). Chat activities cannot be separated by the presence of the internet. The internet is often used to make it easier for us to communicate, find information, and many others (Saifullah, 2020).

The increase in internet use in Indonesia is also accompanied by an increase in the number of active social media users in Indonesia. Social media is one form of new media (New Media). One of the social media that is currently being used is the emergence of online dating applications. Nowadays, finding a new partner or friend is no longer as difficult as it used to be. Online dating applications are indeed being loved by many people today. Especially during a pandemic situation like today, online dating applications are used as an alternative place or space to be able to socialize in finding a partner (Sarah, 2019). Reporting from the website parapuan.co Lately, Bumble has become one of the online dating applications that continues to skyrocket. Bumble provides a friendly service for women. Bumble can be said to be unlike any other online dating app. Bumble provides an opportunity for women to start a conversation or invite acquaintances first (Arintya, 2021).

Not long ago, Indonesia was also shocked by a fraud case from online dating which is also said to be the Indonesian version of "The Tinder Swindler". The case occurred in a woman from the city of Magelang, Central Java. The victim reported her lover to the Magelang Resort Police for allegedly deceiving her. The victim suffered a loss of around Rp. 462 million. The victim admitted that he met through an online dating application. And the two then often communicated via Whatsapp until they finally started dating. The perpetrator admitted to the victim that he was a doctor. Then the perpetrator admitted that he needed money to treat his sick mother. Feeling trusting with the perpetrator, the victim transferred or sent money as much as Rp. 45 million to the perpetrator. After that, the perpetrator

promised to marry the victim. After a few months, wedding invitations and souvenirs have also been prepared. However, the marriage failed and the suspect left the victim just like that (Kompas.com, 2022).

With the presence of online dating applications, there is a need for self-disclosure or self-disclosure. This is done so that the conversation or communication runs more intimately and comfortably. Because for some people self-disclosure also requires self-disclosure in exchanging self-information for the relationship development process (Wibowo et al., 2021). The theory used in this study is the self-disclosure theory from DeVito (Nolanda et al., 2021) self-disclosure, namely information from someone related to oneself, thoughts, feelings, and behavior or about other people.

According to Devito, the inner dimension (Nurjanis, 2018) self-disclosure is divided into 5 parts:
a. Size or amount of self-disclosure (Amount). The measure of self-disclosure is determined from the frequency of a person doing self-disclosure and the duration of messages that are self-disclosure or the time it takes to express the self-disclosure.
b. Self-disclosure valence (Valance). Valence is a positive and negative quality of self-disclosure. Individuals can express themselves well and pleasantly (positive), or unfavorably and unpleasantly (negative), this quality will have a different impact, both on the person who reveals himself and on the listener.
c. Accuracy and honesty (Accuracy / Honesty). Accuracy or accuracy of self-disclosure will be limited by the extent to which the individual knows or knows himself. Furthermore self-disclosure will differ depending on honesty. Individuals can be totally honest or can exaggerate, or lie.
d. Purpose and intent (Intention). Individuals will disclose what is intended to be disclosed, so that the individual can consciously control self-disclosure.
e. Intimacy. Individuals can reveal things that are intimate in their lives or things that are considered to be ferferal or impersonal or things that lie between the ferferal or impersonal. (Nurjanis, 2018)

CMC As stated by Andrew F. Wood and Matthew J. Smith (Suparno et al., 2012) CMC (Computer-Mediated Communication) is the integration of computer technology into everyday life. CMC is anti-hierarchical because individual identities in cyberspace (virtual world) do not fully describe the hierarchy in an offline state (the actual situation in the real world) (Saifulloh & Siregar, 2019). The pattern in CMC has a significant impact on communication between two or more people who exchange private messages and it is also known as interpersonal communication or interpersonal communication. There is a physical closeness between the communicator and also the communicant (face to face) or face to face. Along with the development of technology, especially CMC communication technology, in this case the use of the Internet, has changed the nature of human interaction which was previously done physically and psychologically, into virtual interaction (Arnus, 2015)

(Joinson, 2004) revealed that the level of importance of self-disclosure is higher in communicating through computerized devices or CMC than direct communication, including with social networks (Prawesti et al., 2016). Based on the results of the study (Affandi & Setiadi, 2020) concluded that the Computer Mediated Communication (CMC) pattern, currently used to overcome difficulties in expressing emotions through face-to-face communication, can be a communicator for psychological reasons. However, it is different from what is said in (Saifulloh & Siregar, 2019) CMC is basically anti-hierarchical because individual identity in cyberspace (virtual world) does not fully describe the hierarchy in an offline state (actual situation in the real world). New media has now become an inseparable part of everyday life. Younger users use it more because new media provide easy access and have become a way of life. Young people in question include teenagers and students. Categorization is the ability of media users to choose from a large menu. Unlike traditional media, new media such as the Internet offer selective features that allow people to tailor messages to their needs. New media has now become an inseparable part of everyday life. Young users use it more because new media offers easy access and has become a lifestyle. The young age in question includes teenagers and students. Demassification is the ability of media users to choose from a wide menu. Unlike traditional media, new media such as the internet offer selectivity characteristics that allow people to adapt messages to their needs (Norhabiba & Putri, 2018).

The Bumble application is also an application that provides a sense of security in its use. This application has a photo verification feature, where we can ensure that the matched person does not steal other people's personal data including their profile photo. The Bumble application also uses a private detector technology that will function to automatically blur photos of inappropriate match pairs. We can also use the Block and Report features if we feel uncomfortable with the match pair (Pamujiningtyas, 2021). In addition to functioning for dating, the Bumble application also provides a "BFF" feature where users who just want to make friends can find new friends on the application. Reporting from techno.okezone.com, because the Bumble application is a friendly application for women, Bumble collaborates with Bloom to provide free therapy service features to users who experience sexual harassment. This therapy takes the form of daily messages, video recordings twice a week and "grounding exercises", as well as activities that users can do in their daily lives. In addition, there is a live chat service available on WhatsApp, where users can send messages to the therapist. The message will receive a response in less than 24 hours (Novia, 2021).

Based on this, the researchers wanted to find out how self-disclosure was carried out by users of the online dating application Bumble with their match partners.

2.   RESEARCH METHODOLOGY

This study uses a qualitative approach using the constructivist paradigm, namely the constructivist paradigm which states that the relationship between the observer and an object is unitary, subjective, and is the result of a combination of interactions between the two objects. This school asserts that reality exists as a different mental construction, based on social experience, local, specific, and dependent on the person doing it (Safa'at, 2013). The method used is the phenomenological method, Kahija formulates that phenomenology is the study of human subjective experience (Zaluchu, 2021). Phenomenology is used because the researcher wants to get results from the experience of users of the online dating application Bumble doing self-disclosure. Data were obtained by interviewing informants and observing the behavior of users of the online dating application Bumble, then documentation was also used in collecting the data for this research. The informants in this study were six people, namely three women and three men who were users of the online dating application Bumble. By using the validity of source triangulation data by comparing the six informants (Pratiwi, 2017).

3.   RESULTS AND DISCUSSION

Based on interviews with six informants who use the online dating application Bumble who are students, on average they use Bumble with different purposes, topics, and intensity of the conversation. The five dimensions of self-disclosure described by DeVito are used as the basis for this study. Furthermore, we have describe several concepts and theories that can be related to the results found by the researchers through six informants. First of all, it can be seen from interpersonal communication, in using the Bumble application, of course, the users of the Bumble application carry out interpersonal communication in exchanging messages with their interlocutor or match partner on the application. The second is the concept of new media where the Bumble application itself is a medium that users can use to find new people they did not know before or even they can easily find a partner through the Bumble application. With online dating applications such as Bumble, it is included as a new media category because in the past it was quite difficult to find new people or partners, where we had to meet or go through an intermediary of friends who were usually called matchmakers, then through families who introduced new people. to be a partner and so on. It can be said that the method of finding new people or partners has evolved more easily with the advent of online dating apps like the Bumble app.

The conclusion that can be drawn from the six informants who use the online dating application Bumble through the dimension of self-disclosure is that there are two informants who continue to be lovers because they carry out more self-disclosure compared to the other four informants. This happened because these two informants did a deeper disclosure and because their goal was to do this self-disclosure to get a lover.

The two informants namely informant 1 and informant 4 carried out intimacy in their self-disclosure where they revealed things they considered important when starting a relationship between lovers. Hel is included in a detail in his life. The two informants opened up to get to know each other. They assume that if there is a match from the openness, then they can continue their relationship until they become lovers. The things or information shared with their match partners are also quite intimate matters where it is related to the religious side which for couples with different cultures is quite important to disclose. Then the fourth informant also said that openness is also very necessary to be carried out to an intimate or deep stage because from something intimate, we can see that whether it matches the match partner, if it matches later, the relationship can continue to become a pair of lovers like herself with her partner.

In contrast to the other four informants who only did a fairly shallow disclosure where the information shared was only about their daily activities without making any disclosures about themselves. They do not want to share information about each other. Therefore they cannot establish a relationship that is intimate enough to reach a lover's relationship. This is because they do not want to open themselves deeper to their match partner. However, overall, they revealed that they would do self-disclosure depending on the amount dimension or how often the six informants exchanged messages with their match partners. Most of them said that they would open up depending on how often they exchanged messages with their match partners. If they feel that the duration or time they exchange messages with their match partners is long enough and have known how the match pairs are, the six informants will start to open up to each other.

Furthermore, it can also be concluded that the valence of users of the online dating application Bumble is different but most of them will show the positive side first to their match partner. They will first see how the character of each match pair is. If they feel they are familiar enough and have a character that they feel can reveal the negative side of them then they will begin to reveal the negative side of themselves.

Research shows that users of the online dating app Bumble can offer a variety of self-disclosures. They open up in different ways. A place that creates a sense of openness on every stage. Start with the early stages to find the intimate stage.

Size/Amount. The measure of self-disclosure is determined by the frequency of a person doing self-disclosure and the duration of messages that are self-disclosure or the time it takes to declare the disclosure. (Nurjanis, 2018). Six informants from this study who are users of the Bumble dating application said that in the early stages they only did self-disclosure related to general information about themselves such as name, age, hobbies, interests, interests, and occupation. But at this stage, they do not do much openness with their partner or interlocutor. This is also in line with previous research which said that when exchanging messages with their interlocutor, the informants set certain limits that they thought they did not want to discuss such as family problems, unpleasant past experiences, and sexual activities. The topic of conversation related to family problems or circumstances is not an important thing that can be discussed with other people through dating applications. (Andra, 2019)

Valence/Valence. Individuals can express themselves well and pleasantly positively or with unfavorable and unpleasant negative, (Nurjanis, 2018). In terms of valence, users of the online dating application Bumble more often express something positive about themselves to their match partner. But later when they get to know the matching partner more deeply, they will slowly reveal negative things related to themselves. The same thing is said by the results of the research revealed by (Nadine & Ramdhana, 2021) which states that the degree of self-disclosure, the process of selecting information has positive or negative values self-disclosure. In this aspect, communicators have the right to disclose information of good or bad value contained within them.

Honesty/Honesty (self-disclosure will differ depending on honesty. Individuals can be totally honest or can exaggerate, or lie (Nurjanis, 2018). The six informants said that they did honest in their openness to their interlocutor partners. From the explanations explained by the informants, they consider that honesty is one of the important things that must be done when using online dating applications. They assume that honesty can shape self-concept which will have an impact on individual social relationships. This shows that there is a harmony between the meaning of honesty with research (Nadya et al., 2016) which states that an honest attitude is defined as an act or word that is expressed by reality and the truth.

Purpose and Intent/Intention. Individuals will disclose what is intended to be disclosed so that the individual can consciously control self-disclosure (Nurjanis, 2018).

They understand about what must be disclosed at this stage depending on their respective goals. If their goal in using the Bumble dating app is to find a partner, then they will open up more deeply, for example, about the things they consider important in their lives. As did the two informants, namely informant 1 and informant 5, said that they did self-disclosure with the aim that the partner or interlocutor could get to know them more deeply and they hoped that with this they could find a match that would continue to become lovers like their purpose in using this Bumble dating app. This is also proven in research conducted by (Faturochman & Armando, 2014) which shows that a relationship goal of a Tinder user is the dominant thing that can shape how they use this application.

Intimacy/Intimacy. Individuals can reveal intimate things in their lives (Nurjanis, 2018).

The intimacy stage itself is carried out based on the wishes of the informants to their partners or interlocutors on the Bumble dating application. In this case, only two informants, namely informants 1 and 4, carried out the stages up to the intimacy stage, namely informants one and informants four. This is evidenced by their openness to find their partners through the Bumble dating app. This is also revealed in a study conducted by (Wibowo et al., 2021) after being convinced and there is a sense of interest in the interlocutor, they will begin to share more private things, especially if they are dating.

Users of online dating applications will be self-disclosure in exchanging messages with their respective match partners. The self-disclosure carried out by the 6 (six) informants was very diverse. However, they said that in carrying out their own self-disclosure, they did it by taking time. Where they will open themselves when they feel trust and believe in their match partner. They said that for the initial introduction stage they only carried out self-disclosure to the extent of general information about themselves such as their name, age, occupation and daily life. Then, if they already know their match partner further and feel confident about the match partner, then they will open themselves more deeply about their family, religion, and also the nature and characteristics of them. In this case, they have carried out interpersonal communication between themselves, namely the informants and their match partners on the online dating application Bumble.

Six informants did their self-disclosure when doing interpersonal communication with their match partners. With internet-based media, namely the online dating application Bumble, they can easily disclose themselves to their match partners to get to know each other. Not only, they are self-disclosure on the Bumble dating application media, but they

are also encouraged by the desire to get topics of conversation or conversation material with each other when they exchange messages. Disclosed research which says that online dating applications are a form of communication that is mediated through a computer which is intended in the sense of CMC where users do not need to meet each other face to face to communicate. Even in this study, it is said that users of online dating applications have the opportunity to open themselves, even if they can do this more freely because they do not meet directly with the interlocutor (Sari & Kusuma, 2018).

4.   CONCLUSION

We conclude that users of the Bumble online dating application can disclose themselves to the Bumble online dating application. This self-disclosure can be based on how interpersonal communication or interaction between the two parties or each user of the Bumble online dating application. This is one of the factors that allows users of the online dating application Bumble to open up to each other. Bumble online dating application users do self-disclosure depending on the intensity of how intense they exchange messages with their match partners. The dating application Bumble is a medium that can make its users do self-disclosure. This is a medium for their initial stage of self-disclosure with the encouragement of interpersonal communication between each user of the Bumble dating application. It is possible that the Bumble dating application can make its users find a lover even with someone from a different culture and country. Researchers suggest users of online dating applications be more careful in spreading information about themselves. Because in this dating application we don't know and know each of the interlocutors or match partners.

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