

Student Motivation In Using The "Line People Nearby" Dating Application As An Effort To Build New Relationships

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Abstract. *Dating apps have significantly changed the dynamics of interpersonal interactions, and the reasons why people use these programs vary, including the desire to find a mate, expand their social circle, or simply satisfy their curiosity. The People Nearby feature in the Line app is specifically aimed at fostering deeper relationships and increasing social interaction. Motivational needs consist of five levels, namely basic needs, security needs, social needs, needs to be rewarded and finally the need to self-actualize. In this research, researchers used Abraham Maslow's theory of motivation to determine the motivation of Communication Science students at Muhammadiyah University of Sidoarjo to use the Line People Nearby dating application. The purpose of the research entitled student motivation in using the dating application "Line People Nearby" as an effort to build new relationships, namely researchers want to analyze the motivation of Communication Science students at Muhammadiyah Sidoarjo University in using the Line People Nearby dating application. The type of method used by researchers uses qualitative research methods. The researcher concluded that all informants had embraced Maslow's theory of needs, starting from basic needs, the need for security, social needs, taste needs, wanting to get a sense of reward. However, some informants fall into the category of social needs (a sense of love, affection, and ownership rights).*

Keywords: *Motivation, Student Satisfaction, People Nearby Application, Building Relationships*

I. INTRODUCTION

Humans are basically social creatures and are incapable of living on their own, so they need to depend on others. Besides that, communication is a basic need for human beings that cannot be ignored. Effective communication is essential for fostering strong relationships, as communication serves as a prerequisite for improving relationships, regardless of geographical differences or time constraints. Today, technology is developing rapidly making it easy to access and share knowledge without being hindered by geographical or time limitations. An example of a very rapid technological advancement is the emergence of social media. The proliferation of social media users has significantly changed the way individuals connect. With the advent of the internet, various activities can now be done online, including playing games, buying, researching, and engaging in conversations on popular platforms such as *WhatsApp, Instagram, Telegram, Twitter, and Line*. The increasing use of the internet has facilitated the emergence of several programs that serve a variety of purposes. One of these applications is designed for those who want to find a life partner who meets their criteria. One of the trends for young people now is to use matchmaking applications or also known as online dating apps which are available on various social media platforms. *Dating apps* first appeared in Indonesia in 2012 using an application called Tinder, starting in the form of personal ads in print and written. *Dating Apps* have gained a huge following due to their unique operating system that allows users to connect directly and forge friendships, and even more serious relationships with new individuals. This makes this Online dating platform an attractive forum for individuals looking for friendship and romantic partners. Nowadays, relationships that come from online connections on social media platforms are used to develop into romantic partnerships, although previously there was

no face-to-face interaction between the people involved (Indriyati, 2015). This has resulted in the emergence of a new word among the general public, namely virtual relationships. The term "virtual" refers to a situation when two individuals have not met physically and have only interacted through social media platforms.

Various new media platforms serve as intermediaries to form romantic relationships, specifically those designed to help users find their partners. This platform is sometimes referred to as an Online dating app. Dating apps have significantly changed the dynamics of interpersonal interactions, changing the way individuals interact with others (Homnack, 2015). The goals of a person using such a program are certainly different, including the desire to find a soul mate for a more committed relationship, expand the social circle, or simply satisfy their curiosity (Brym & Lenton, 2001). This media platform has been around for a long time, establishing a communication application called *LINE* in 2011 which came from a South Korean company. Line has a variety of excellent features and is very interesting for its users, such as digital wallet services or Line Bank, news streams such as Line Today, video on demand as Line TV, Line Game, Top-up, Line Manga or *Webtoon*, and *Line People Nearby*.

Line was introduced in Indonesia in 2013, and now has a user base of at least 90 million Indonesia netizens who use the South Korean media platform. Of these, 80% or equivalent to 72 million people are monthly active users or called *Monthly Active Users* (MAU). Of the total 72 million people who are active today, 55% are women and 45% are men. According to the data, most LINE users are between the ages of 18 and 22, accounting for 41% of the user base. The age group of 23-32 years has 21% followers. (Joenaufal, 2023).

Based on the results of *Business of Apps Research*, the number of monthly active users (MAU) of the Line Application in 2021 reached a total of 178 million. This number increased by 5.32% compared to the previous year (*year-on-year/yoy*), reaching the highest number ever recorded. In 2021, the main markets for the Line app were Indonesia, Japan, Taiwan, and Thailand, which represented more than 75% of its total monthly active users. In 2014, the Line app had a total of 83 million active users. Then in 2015 it slowly rose to (121) million users. Year after year, the users of the Line application increased again to (143) million users in 2016. The statistics of Line app users continued to increase in 2017, reaching a total of 169 million users. However, in 2018, the Line program experienced a decrease in the number of monthly active users to reach a total of 164 million users. In 2019, the Line app remained unchanged in terms of user data, with no noticeable growth or decline. In 2020, the number of active users of the Line application began to increase and reached a peak of 169 million users.

The Line People Nearby feature appeared on August 1, 2016, this feature is specifically intended to facilitate the development of deeper and more meaningful interactions, as well as increase one's connection in the social community. The *Line People Nearby* feature differentiates itself from other dating programs by offering simple features that facilitate closeness between users, making it more convenient to find and connect with other users, especially those who are in close proximity.

In using this application, users need to go through several stages, including: First, register for the Line application by entering a phone number. Then, select the Nearby People feature and enable location/GPS access. After that, you will be directed to the main page where you can browse the profiles of other Nearby People users.



Figure 1.

There is a (+) symbol on the top right on the main page, which displays people who have *added* or added a user's Line id through *People Nearby* and people who have been added as friends. Users can select the people they add as friends by accepting and then pressing agree or ignore them.

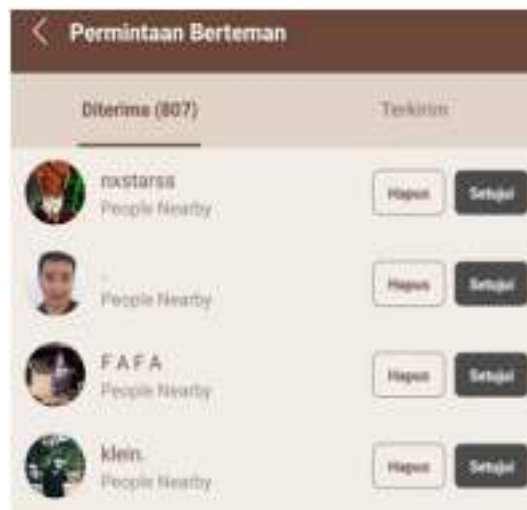


Figure 2.

A person has the freedom to choose a romantic partner that he likes. Other dating apps allow users to choose the location, age range, biodata, and zodiac sign of the potential matchmaker. Unfortunately, *the People Nearby App* does not have this special capability. The *People Nearby app* only displays names, faces, and distances, which sets it apart from other dating apps that impose restrictions on the number of people that can be added. In contrast, *People Nearby* has no restrictions on adding someone (Siti, 2023).

To find out the urgency of research on this application, researchers have conducted pre-research by spreading *google form* to the 2021 UMSIDA Communication Ilmu Students as many as 28 students. The result of this pre-study was that 42.3% had used a dating app *Line People Nearby*. 5 of them have been using it for approximately 1 year, followed by 4 others have used dating

applications *Line People Nearby* for 3 years since the Covid-19 period, and the rest only used for a few months. There are 53.6% of students who use dating apps *Line People Nearby* have a reason for wanting to have a partner, and the remaining 46.4% choose only to add friends.



Figure 3.

The purpose of this study is to find out the Motivation and Satisfaction of Students in using the dating application "Line People Nearby" as an effort to build new relationships. The students in this study are study program students. Communication Sciences of the University of Muhammadiyah Sidoarjo, especially the class of 2021.

This study uses motivation theory according to Maslow's Hierarchy of Needs. According to Maslow, humans will try to prioritize the satisfaction of basic needs before considering the fulfillment of demands at a higher level. Once basic needs are met, one will be driven to achieve higher goals. (Maslow, 1954). Maslow's theory of needs is divided into 5 levels. Basic Needs, Needs for Security, Needs for Social Feelings, Needs to Get Awards and finally the Need to Actualize Yourself. The following is related to the meaning of Maslow's theory of needs:

1. Basic needs include basic human needs such as clothing, food, shelter and sex. This need is seen as a basic need, because everyone needs it continuously from birth to death. However, if there is no effort to satisfy various needs or the fulfillment of these needs, then a person cannot be said to live normally.
2. The need for security includes physical security and psychological security. Physical security includes security at home, in social environments, at work and security from and to work. Meanwhile, psychological security is humane treatment and fair treatment in one's family, society and work. Aman can also be said that a person is free from physical disorders, free from psychological disorders, free from uncertainty and peaceful inner birth.
3. In organizational life, human beings as social beings have various needs that revolve around the recognition of a person's existence and appreciation for his dignity and dignity. These social needs are reflected in four forms of feelings, namely: a. The feeling of being accepted by others with whom he associates and interacts in the organization (sense of belonging). b. The feeling is accepted as the fact that everyone has a distinctive

identity with all its advantages and disadvantages, 19 c. The feeling of progress, categorically that people are generally unhappy when faced with failure, and d. a sense of participation

4. The need for identity and status (self-esteem) The need for human beings to have self-esteem and require recognition of their existence and status by others. Existence and status are reflected in the user's emblem, often seen as a person's right inside and outside the organization.
5. The need for self-actualization The essential needs of human beings, both individually and in groups, require guarantees or certainty to not lose (inside and out), physical and non-physical, and conditions free from various threats.

Based on Previous Research conducted by Alyssa Melita Rahmat, Irwansyah entitled "The Use of Uncertainty Reduction When Starting a Relationship in Online Dating Applications in Indonesia" (2021). This research uses qualitative methods, especially using literature review techniques. This method requires the establishment and application of consistent criteria to filter out high-quality research related to a particular topic. The findings of this study show that relationships formed through online dating programs show a greater level of uncertainty than relationships built in person. The difference of this research lies in the goals of each. The research mentioned above aims to find out the extent to which uncertainty can be minimized in the use of Dating apps online in Indonesia.

The next research was conducted by Siti Lu'lu'ul Khobir, entitled "The Effect of *Self Disclosure* on the Loneliness of *People Nearby (Line)* Users on Students in Malang" (2023). This study uses a quantitative methodology, with axial sampling as the data collection strategy. The findings of this study show that, overall, students in Malang who use this program tend to have difficulty in solitude, so they use this application as a means to find friends. In general, Malang students who use this application have a tendency to establish effective relationships with online acquaintances, thus showing a high level of openness. The difference in the research is that in terms of the research objectives, the method of the above research is quantitative by using sampling as data collection. Meanwhile, this study uses a qualitative method by conducting interview sessions with several informants.

The next research was conducted by Ferdeo, Aliffiati, I Gusti Putu Sudiarna, entitled "Driving Factors for Urban People in Denpasar City to Use Bumble to Find a Match" (2022). This study uses a qualitative methodology, with data collection approaches such as descriptive recording of observation results, in-depth interviews, open interviews, and analysis of written materials. The findings of this study show that, based on data collected through interviews with several users of this program, they report that this program is efficacious in facilitating the discovery of couples in the midst of their busy daily routines. Efficiency refers to the optimal method of performing a task without wasting time, energy, or financial resources. The difference in the research is in terms of the research objectives, the above research uses the online dating application "Buble" while this research uses the Line application.

The next research was conducted by Mochamad Bayu Wishnu Murti, Martinus Legowo,

entitled "Habitus of Using Online Dating Applications in Efforts to Find a Partner" (2023). The research uses library-based research methods, as well as data collection approaches such as consultation books, journals, and previous research that are considered relevant to the topic of discussion. The findings of this study show that the existence of technology does not consistently provide positive results. In addition to its convenience, internet dating programs can have a bad impact as a result of their use. As a result, the dominant socialization process is gradually decreasing, with many people choosing to use smartphones to communicate. The difference in the research is in terms of research methods, the above research uses a library-based method with the collection of consultation book data. Meanwhile, this study uses a qualitative method

The next research was conducted by Cahyani Alfi Sahrin, Typhoon Rahmatul Iman which was titled "Stages of Interpersonal Communication in Users of the Bumble Online Dating Application in an Effort to Establish Relationships" (2023). This study uses a qualitative method using narrative data collection techniques. In addition, qualitative research focuses on descriptive studies that often use analysis. The results of this study show that some of the informants in this study are only up to the orientation stage for their match friends in the Bumble application, not all Bumble users can pass the stage in social penetration. So that in establishing relationships through the Bumble application, it depends on the openness of each individual in going through each phase of social penetration to establish more relationships. The difference between the above research and this study is in terms of the research objectives, the above research uses the "Bumble" application while the author uses the "Line" application. And the author above applies the stages of interpersonal communication.

The next research conducted by Sri Handayani, Siswoyo Haryono, Fauziah entitled "Efforts to increase work motivation in construction service companies through the maslow needs theory approach" (2020). The research method used is qualitative descriptive research using Likert Scale instrument analysis measurements using SPSS version 22.0 computer program aids. This study uses Maslow's theory of motivation for needs which includes physiological needs, sense of security, social, appreciation, and self-actualization that affect employee performance. The results of this study show that the work motivation of GAPENSI Kebumen Regency employees which is the main priority is social needs, GAPENSI Kebumen Regency needs to pay more attention to activities that support social needs including the availability of communication forums and meetings, increasing the effectiveness of institutional communication at the national level, and increasing brotherhood for employees. The difference between the above research and this study is that in terms of data collection, the researcher above uses the SPSS computer program tool version 22.0, while the author uses interviews and has several criteria such as UMSIDA communication science students Class of 2021 and using the Line *People Nearby dating application*.

II. RESEARCH METHODS

The method used in this study is qualitative research. Moleong (2017:6) defines qualitative research as a method that aims to comprehensively understand the phenomena experienced by the research subject, including their behavior, perception, motivation, and actions. In the realm of qualitative research, the appearance of a phenomenon can be seen as its existence and appearance in the consciousness of the researcher, using a certain methodology and explaining the process by which something becomes real and real. Qualitative research is classified as purely qualitative research

because it focuses on understanding and describing the traits inherent in the events experienced by individuals. (Eko Sugianto, 2015:13).

The object of research here is the Line People Nearby feature in the Line application. Meanwhile, the subjects of this study are Communication Science students of the University of Muhammadiyah Sidoarjo who have used or are currently using the Line People Nearby application.

The data collection technique carried out in this study uses interviews and has several criteria such as UMSIDA communication science students Class of 2021 and using the *Line People Nearby* dating application. In this study, the researcher only selected 10 UMSIDA Communication Science students of the class of 2021, based on the results of the interviews showing the following results:

List of Resource Persons

It	Name	Class
1	Reyhan	A2
2	Risma	A2
3	Laila	A2
4	Agim	A2
5	Icho	A3
6	Sapphira	A2
7	Alifia	A2
8	Beautiful	A2
9	Ilus	A2
10	Aninda	A2

In this study, the Miles and Huberman model data analysis technique was used which included 3 stages of research.

- 1) The first stage is the Planning Stage. Planning is carried out to ensure the subject matter to be investigated. Once the research subject has been identified, the next step is to carry out planning to determine the research objectives. Furthermore, previously identified research subjects are examined to identify contactable individuals and are asked about their desire to participate in interviews. Furthermore, the research planning stage involves the creation of research tools, such as interview guides and questionnaires, which will serve as a framework for conducting interviews with selected research subjects.
- 2) The next stage is the Implementation Stage. The main activity of the research is the systematic collection of data from a pre-selected sample. Information is obtained through the process of conducting interviews with instructors. In addition to conducting interviews with instructors, researchers also collect data through the collection of supporting papers. These documents serve as additional data and include evidence of assignment documentation, learning instructions, and records of student work outcomes. In addition, questionnaires are given to students through their classroom teachers, through an online medium called *Google Form*.
- 3) The last stage is the Reporting Stage. Check the data obtained from the interview. The data obtained from the interview was analyzed through a series of data processing stages which included data reduction, data presentation, and conclusion drawn.

III.RESULTS AND DISCUSSION

In the discussion of this research, we will find out the motivation and satisfaction of UMSIDA Communication Science students who have used the Line People Nearby feature. The results of this

interview used 5 stages of Maslow's theory, namely Basic Needs, Needs for Security, Needs for Social Feelings, Needs to Get Awards and finally the Need to Self-Actualize. By showing the results of interviews with 10 informants as follows:

Basic Needs Of Individuals When Using The Dating Line People Nearby App

In the initial question, the researcher asked about what are the basic needs of using the Line People Nearby application, as explained by our first informant named (Laila) during the interview, namely: "If you ask me if I need to use this application, I have always used the Line People Nearby application to find a girlfriend or partner, it is suitable for this application if you want to find a girlfriend, the use of the application is also not complicated, the application is good without ads, so it makes it easier for users and does not interfere with the time of using the Line People Nearby application. I also use this Line People Nearby dating application quite often in my daily life, I like to scroll the People Nearby homepage scroll which shows a lot of choices for women and men".

Laila said that her need to use the Line People Nearby dating application is to make it easier to find a boyfriend or partner, Laila trusts the People Nearby application because it is easy to use and does not contain many ads. Just like with our second informant named (Risma), who said that the basic needs of informants using the Line People Nearby application only add partners, as the results of the following interview: "My need to use the People Nearby application is just to find friends close to you, it's good to be able to hang out together, right on Line People Nearby it's close to home so if you want to find a good and easy friend. I also happened to be migrating here, so I wanted to find friends from Sidoarjo. I've often been looking for friends to play with on People Nearby from 2022 until now, sometimes some have become girlfriends, some have become friends until now."

The difference between Laila and Risma's informants is that they actually play the Line People Nearby application only looking for playmates or hangout friends. Indeed, in the Line Nearby Application we can find friends or partners who are close to our homes.

In the first stage of Maslow's theory, namely basic needs, informants Laila and Risma can meet basic sexual needs through the Line People Nearby application. Basic needs for sex have a wide range of meanings and meanings, Laila and Risma are included in the basic needs of sex for romance, dating and others. According to Larose (1987: 11), sex is not just a matter of the glands, sometimes sex is interpreted as a reflection of love. Therefore, sex often occurs between two people who love each other. Gradually, it will be realized that sexuality in a broad sense is something broad and very complex.

Feel Safe And Comfortable When Using The Line People Nearby Application

Given that verbal and non-verbal crimes are now rampant, whether it is direct or online crimes on social media. There have been many cases of online crimes on social media regarding the use of dating applications, looking for a legal and safe application is a form of self-protection. As per the results of interviews with informant safira, the researcher stated that he felt safe using the Line People Nearby dating application, as shown in the following interviews:

"I've been using the Line People Nearby application for a long time and thank God I've never gotten anything weird. I've also gone out with guys a few times from the Line People Nearby app and the people are comfortable and nothing scares me."

Safira said that she likes to use the Line People Nearby application, Safira said that if she feels

comfortable when interacting with men on the Line People Nearby application, they are different from men on other dating applications who are mostly perverted and naughty. Likewise, Aninda's statement is not much different from Safira, in the following interview results:

"So far, I haven't met the strange child on Line People Nearby, I think if there is a chat that leads to perverts or things that

Ugly, ugly, I don't reply to the chat anymore, I prefer to avoid children whose appearance on the profile is naughty or wild, so that nothing happens. So while using the Line People Nearby application, I feel safe and comfortable and never worry about my children."

Safira and Aninda's opinions are not much different, they rarely find intrusive or mischievous people on the Line People Nearby application. Aninda's statement is more careful by avoiding or not replying to messages if they look suspicious.

It can be interpreted that Safira and Aninda have a need for a sense of psychological security that is free from physical disorders, free from psychological disorders, free from uncertainty and inner peace. Because the two only interact through Line social media.

Social Needs (Love, Affection, And Ownership Rights) Using The Line People Nearby Application

The third level in Abraham Maslow's theory is the need for social aspects in society. The levels in this theory have several points, one of which is love and affection, not much different from the theme of this study. (Reyhan) said that he needs and wants to pour out his heart, in the interview results as follows: "Actually, I'm a child who really likes to talk about anything, so I use the Line People Nearby dating application to vent my sadness or anxiety with online friends on the Line People Nearby Application through stories, I rarely can keep a feeling of being alone, I need other people to listen to my story so that it doesn't feel heavy, sometimes I also ask for advice so that my problems are solved quickly" Reyhan said that he needs social needs, including wanting to share joy, anxiety or sadness.

He explained that he couldn't keep the feeling that he thought was too difficult to suppress. The next informant named (Icho) will explain his opinion on social needs in using the Line People Nearby dating application as follows: "Incidentally, I am a child who really needs friends, and wants to find as many friends as possible in real life or on social media. I don't like to look for enemies, so I embrace everyone who knows me and give each other good feedback as much as possible."

Icho explained that if he needs social needs whether in his immediate life or on social media, Icho explained that he does not like to look for enemies and wants to embrace all his friends. What can be interpreted is that Icho needs social needs in the aspect of affection among friends. Not much different from our informant named (Alifia) who will explain his opinion on social needs as follows:

"I used to be traumatized by men in real life, so now I prefer virtual ones, for example looking for the Line People Nearby dating application. I would rather be appreciated via chat than meet. You see, my love language *Words Of Affirmation*"

Alifia said that she prefers to find a partner through social media, she prefers to get compliments, enthusiasm or small appreciation from her partner through chat. It can be interpreted that Alifa needs social needs in terms of love and affection.

From the statements of three informants regarding social needs, Therefore, the researcher

concludes that Raihan and Alifia belong to a form of social need (sense of belonging), a feeling of being accepted by others with whom they associate and interact in the organization. While Icho is classified as a form of social need, Icho explained that he really likes to add friends and relationships anywhere and anytime.

There is previous research which is related to Maslow's theory of motivation, namely about social needs (love, affection, and property rights). The results of previous research concluded that the work motivation of GAPENSI Kebumen Regency employees which is the main priority is social needs, GAPENSI Kebumen Regency needs to pay more attention to activities that support social needs including the availability of communication forums and meetings, increasing the effectiveness of institutional communication at the national level, and increasing the bond of brotherhood for employees.

Feeling Rewarded For Using The Line People Nearby Application

The next need is the desire to get an award, the meaning of the award here is a form of self-respect and a form of appreciation from others. Our informant named agim will explain as follows: "In addition to looking for a girlfriend, I also want to feel praised by this application. I'm a child quite often like to feel insecure with myself, feel less in shape or anything else in me, so if for example there are a lot of people who like my profile on the Line People Nearby application, I feel a little sad, especially if I am praised by women on Line People Nearby". It is undeniable that Agim uses the Line People Nearby dating application in addition to wanting to have a partner, he also hopes to get praise from women who also use the Line People Nearby application. But it is different from the opinion of our informant named Ilus as follows:

"I use the Line People Nearby dating application just to fill my free time or just excite calls. I also didn't find out what was in the app." Ilus explained that he didn't want to get an award when playing the Line People Nearby dating application because he only played in his spare time and only considered the app to be exciting. In the statement above, it is said that Agim informants meet the need for a sense of appreciation, the need that human beings have self-esteem and require recognition of their existence and status by others. It is often also seen as a person's right inside and outside the organization. Meanwhile, informant Ilus stated that he did not need an award from the Line People Nearby application, because Ilus, chose this application to meet the needs of social sense.

The Need To Actualize Yourself In Using The Line People Nearby Application

The last level of need is the need to actualize oneself, the peak of one's maturity and self-maturity which is characterized by utilizing some of the potential that exists in oneself to achieve a goal in life. Our informant named (Indah) will explain as follows:

"I'm a child who is not shy to start first, whether it's asking for friends on the Line People Nearby application or starting a chat. So many men appreciate me more and don't think I'm arrogant or prestigious. And from that I also got a partner through Line People Nearby which has survived until now" Indah explained that she needs to actualize herself to start a friendship and find a partner, she believes that such a way will be easier to establish a relationship.

IV.CONCLUSION

The conclusion of this study is that Communication Science students of the University of Muhammadiyah Sidoarjo (UMSIDA) have various motivations in using the "Line People Nearby" application. This research refers to Abraham Maslow's theory of motivation which includes five levels of needs: basic needs, security, social, reward, and self-actualization. In the results and discussions, several informants are included in the category of social needs (love, affection, and property rights)

The results of the study show that informants not only use this application to find a partner, but also to increase relationships and increase friends. Most of the college students who participated in the study had been using the app for varying periods of time, and their main motivation was to get a partner and expand their social circle.

This research emphasizes the importance of the role of dating apps in meeting the social needs of students, as well as providing insights into how technology can facilitate social interaction and the formation of new relationships.

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