

# Analysis of Interpersonal Communication in Online Dating-Based Couples Using the Application "Bumble"

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## ABSTRACT

There are different types of applications that can be used by smartphone users. Like online transportation, online magazine, online shop or find the latest information. Even dating needs are now available in the application. With the development of technology that supports the internet, online dating application-based partner search began to be known, downloaded and used by smartphone users. Users of online dating applications who want to find a partner do not have to meet directly with other users, but interact like exchanging messages through applications using smartphones, ranging from finding a partner to dating. Smartphone users can download online dating apps and find a partner more easily by first getting to know each other online. One of the online dating apps that is the focus of this research is the Bumble application. This study discusses the process of interpersonal communication in couples using the online dating application Bumble. This study used qualitative methods by conducting interviews with informant pairs. Based on the results of the study, it can be seen that interpersonal communication occurs in couples who use the Bumble application from the process of interpersonal penetration and the effectiveness of communication formed, then after going through the relationship will continue the process in maintaining the relationship to become a stable relationship.

**Keywords:** *Interpersonal Communication, Online Dating, Bumble App*

## I. BACKGROUND

Interpersonal communication is a communication process that takes place between two or more people directly or indirectly, where the communicator can convey messages and communicants can receive and respond to messages (Cangara, 2010). According to West and Turner (2008), interpersonal communication refers to communication that occurs directly between two people. Interpersonal communication is communication carried out by individuals to exchange ideas or thoughts with other individuals (Hanani, 2017).

Some communication experts explain what interpersonal communication is, one of which is Deddy Mulyana in the book "Communication Science: An introduction" as follows: Mulyana (2000: 73) explains that Interpersonal communication is communication between people through face-to-face media, allowing each participant to capture the reactions of others directly, either verbally or non-verbally. This interpersonal communication is communication that involves only two people such as husband and

wife, lovers, two close friends, teacher-student and so on.

According to Tubbs & Moss (1996), interpersonal communication is a two-person communication event, encompassing almost all informal communication and pleasantries, the daily conversations we have from the moment we wake up in the morning until we get back to bed. Dyadic communication is also communication that includes the closest relationships between people, for example communication between two people who love each other. The characteristics of interpersonal communication are; The language used can be formal or informal, using certain media such as telephone, mobile phones, and e-mail, wheretwo or more people are open, and communicative.

The objectives of interpersonal communication according to De Vito (1997) are; to think, reason, analyze, and reflect. Quoting from the journal "Interpersonal Communication between Librarians and Users in Providing Services in the Library" made by Daryono, the purpose of interpersonal

communication is; Influencing the attitudes and behavior of others, helping others, helping others, brainstorming, solving problems, conveying information, developing relationships, influencing and playing, get to know yourself and others, share experiences, grow motivation, work together.<sup>1</sup>

The digital age has changed the way humans communicate from requiring individuals to meet face to face and then exchange news via mail to communication entering the digital age. Where currently communication can immediately get a reply quickly regardless of distance and time through the internet network. The transformation of interpersonal communication in the digital era has undergone major changes in the way of communication, making it easier for someone to find a partner. An era where someone can find a partner according to the desired criteria by looking at photos and self-descriptions on online dating applications such as Bumble.

This research focuses on one of the online dating applications, namely Bumble. The Bumble app has a rating of 4.8 and the number of users reaches more than 100 million. The Bumble app was created in 2014 by Whitney Wolfe Herd from the United States. As many as 75 percent of its users are under 35 years old. Bumble has paired 850 million couples and around 5000 weddings have been held through introductions through Bumble. In addition to finding a partner, the Bumble application can also be used to expand networks or friendships.

On the Bumble online dating application, self-disclosure is first on the Bumble account profile that shows photos, age, interests, work/education, favorite songs, and others which is the initial stage in determining a suitable partner. Bumble's use in

finding a partner is because of self-disclosure which is one of the processes to make it easier for someone to get a partner because they can get to know each other. Self-disclosure embraces love and trust. If you like someone, don't just try to know about them. But also, letting him know about the individual self as a sign of affection (Jourard, 1971).

There are some negative impacts in the use of online dating apps. This results in the misuse of online dating applications and has a negative impact on their users. This is supported by the Clinical Director of Mental Health at Bupa UK, Pablo V and Enabeele who said that there are many negative impacts of dating apps if not used in the right way and healthy (Asrianti, 2020).

Although there are many negative impacts when using online dating applications, there are also some positive impacts on its users. For people who are shy and awkward when they have to meet face to face with their crush, self-introductions and online dating can help to overcome the awkwardness. Those with shy or insecure personalities can feel brave and more confident when they communicate through chat rooms (Ningrum, 2016). Therefore, the existence of online dating applications can be used for those who tend to be difficult to get acquainted and communicate face-to-face, this is tailored to how the Bumble app works.<sup>2</sup>

## 2. RESEARCH METHODS

In this study using qualitative descriptive research method which is a method used in describing and analyzing a research result but not used in making broad conclusions (Sugiono, 2005). Qualitative descriptive research focuses more on what a problem is when it comes to research. This study aims, among others, to determine the process of interpersonal

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<sup>1</sup> Image AnggrainiDenny Hermawan Ritonga, Lina Kristina, Muhammad Sham, Winda Kustiawan; *Communication Interpersonal* (2022).  
<https://jurnal.unived.ac.id/index.php/mude/article/download/2611/2124>

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communication that occurs in couples through the Bumble application.<sup>3</sup>

## **II. RESULTS AND DISCUSSION**

The operating system in the Bumble application is the same as online dating applications in general, namely by looking at the profile photo and description listed, users can choose a partner according to their own criteria, if it doesn't match they can swipe left or if interesting can swipe right. Later, female users can start exchanging messages or start chatting when they are "matched". *This match can occur when a woman likes a man's profile and then a male user likes a woman's profile.*

### ***1. Stages of Interpersonal Communication Through the Bumble Application***

#### **1.1 Contact**

***Find a partner online by looking at the photo and bio displayed on the Bumble app.***

In terms of using online dating applications, users can choose criteria that suit their wants both in terms of physical through photos displayed, hobbies, jobs and others in the bio written by the user. In the stages of interpersonal communication, physical contact in the form of initial interest can occur in the Bumble application, namely seeing photos displayed by other users.

#### ***1.2 Involvement with the spouse match***

***Introduction through the chat feature in the Bumble application.***

Such as starting the interaction with a chat starter such as greeting "hello, nice to meet you" and then by asking each other and providing general information in the form of names, residences, and activities that are being done. At this stage, an engagement between match pairs begins to occur in the form of interaction and interest between users can be formed through speech style or "typing" that occurs between users alternately, and by joking between users. In addition, users can not only focus on one user, but also several other users who have matched.

#### **1.3 Familiarity**

***Move on to other social media applications and continue to a deeper***

***introductory stage with voice call and video call features.***

The purpose of moving users to other applications is to know each other more deeply about the person of their match partner, such as other social media applications such as Line and Whatsapp have voice call and video call features that are useful for a more intense approach. Unlike Bumble and other similar online dating applications that focus on finding a partner and only have a chat feature between users after a match. Next they will plan to meet. After meeting each other, what happens next is that in the relationship they have several possibilities, namely establishing a relationship or ending their interaction and returning to search for another partner.

#### ***1.4 Termination Stage***

***Terminating the relationship because it is different from what is shown on the application.***

Users certainly put their best photos to be used as profile photos on social media that aim to be praised or to be interesting to see. The same is true for similar online dating-based apps where users put up some of their best photos to show to other users. But this is a mistake where the photo displayed is an old photo in the form of photos from several years before and the user has undergone physical changes.

### ***2. Effectiveness of Communication That's Runs Well Between Individuals***

There is a stage of approaching each other, communication runs effectively and is maintained. Users have good interpersonal relationships and the occurrence of positive relationships and interact with each other and feel the benefits of communication. Here are some things that couples do before they get into a relationship between the two.

#### ***2.1 Be open in disclosing his/her information.***

At the beginning of the interaction between users, it is recommended to open up to each other and be able to start a conversation. It is known that being open to each other in conveying information can lead to mutual trust and comfort between the two both in the introduction process and before and after establishing a relationship.

#### ***2.2 Be empathetic in understanding the interlocutor.***

In a way such as understanding each other's nature, feelings and character, then try to

be a good listener if the other person wants to convey complaints or tell about their daily activities.

### ***2.3 Create a positive atmosphere so that communication is well established.***

Furthermore, try to be positive between the two in order to form effective and comfortable communication. If a problem occurs then one will relent and stay for a while waiting for some time for the atmosphere to improve between the two, then choose to talk directly with his partner so that the problem can be resolved properly.

### ***2.4 Respect and judge each other favorably.***

Judge positively to the partner and forgive the mistakes and carelessness of his partner, and do not ask and offend the privacy of the partner before he will go to a more serious stage, namely the stage of marriage with his partner.

## ***3. Stages of Social Penetration formed***

### ***2.1 Orientation Stage***

The data obtained explains that at this stage each of the users starts the interaction with chat starter greetings such as greetings "hi, nice to meet you", and time-based greetings. Furthermore, in the process of introduction, as well as before and after establishing a relationship.

### ***3.2 Exploratory Affective Exchange Stage***

At this stage the informant spouse begins to be a little open in asking questions and providing information with his match partners. Then they began to select other matching users to choose from and so focused on a deeper approach process. After selecting and selecting, then the user with the match partner moves to another social media application.

### ***3.3. Affective Exchange (Exploratory Exchange Stage)***

Data obtained by researchers from pairs of users after switching applications is known that they began to actively ask and answer and some of them used the features contained in the application in the form of voice calls and video calls, so that a sense of comfort began to form between users before becoming a couple. Then they meet to make a choice and begin to express their feelings and live the relationship between the two.

### ***3.4 Stable Exchange Stage***

At this stage users express feelings, thoughts, and behaviors that are intimate and more open than before. Through the information the user explained that they have mutual interest in the form of feelings of liking and comfort between the two. Some of them revealed this to each other when they met and decided to get into a relationship.

## ***4. Relational Maintenance between spouses***

### ***4.1 Positivity between couples***

Some couples explain that they give each other compliments in the form of appreciation by giving gifts to their partners such as completing thesis or other assignments, and celebrating the anniversary of the relationship once a month to strengthen the relationship. Praise by saying a word of gratitude every time together and when doing activities with your partner, including when picked up and dropped off to campus or other places, and when couples take free time to meet. Some couples also praise from calling nicknames that they think are enough as a couple and praise them appropriately and give gifts when successful either at work or college graduation and their partner's birthday.

### ***4.2 Openness by being open between partners***

Users in a relationship are mutually open with their partners, listen to each other and talk if there is something to say. Users will tell you if they have something they want to say and if they have a problem they will wait for the right time to be conveyed or told to their partner.

### ***4.3 Assurance attitude between spouses***

Users have mutual commitment in a couple and provide guarantees in the form of comfort in a relationship. Users are committed to keeping each other informed in order to know each other's condition and news from the couple. There are also couples who are committed in the form of avoiding each other to communicate with certain people around the couple if there is no important need to do, and put cell phones if they meet and chat with the aim of focusing on talking and no one disturbs their meeting.

### ***4.4 Giving free time to be with your partner***

The user's partner spends free time to use with his partner both in walking together and approaching his partner. Especially for couples of users who are already working they cannot meet their spouses because of their busy work so they will be replaced by making voice calls or video calls with their partners, this is also done by other couples.

#### ***4.5 Joking and telling funny things to your partner that make the atmosphere better***

User couples try to be humorous in making and telling funny experiences with their partners. As well as joking with each other when meeting each other or when through chat, telephone, and video calls to create a cheerful and pleasant atmosphere in maintaining a better relationship.

#### ***4.6 Make friends and get to know people around your partner's environment***

User couples said that they did get to know each other and make friends with people who were around the couple's scope including friends, co-workers, friends, and family of the couple. This aims to make it known by the scope of partner friends and can ask and know about the nature and habits of the couple through the network of friends around their partner.

#### ***4.7 Help each other and offer themselves in partner activities if needed***

The user's spouse agrees to improve his relationship by trying to offer himself if necessary to ease their partner's duties or work. Some couples help each other if there are assignments from their campus or organization, and accompany the couple in working on their thesis.

#### ***4.8 Refrain from being involved in certain situations***

A relationship does need to be open between partners, but it certainly has limits, especially in personal matters. In this case, the user's spouses explained that they have restrictions on not being involved in certain situations such as when revealing something private, or if the partner is not comfortable talking and chooses to keep quiet and not to get involved in it.

#### ***4.9 Being unfriendly towards if your partner is guilty***

In a relationship certainly does not always go well, in some cases it also requires an unfriendly attitude towards the partner which aims when the partner makes a mistake and shows an unfriendly attitude so that the partner feels guilty, and to show that they need attention from the partner.

#### ***4.10 Focusing on specific social media applications in communicating with your partner***

Couples who use interaction in the form of introductions and communication that are formal on Bumble through the chat feature provided, then move to other social media applications such as

Whatsapp to deepen the relationship. Users focus on switching to other applications such as Whatsapp to communicate with each other either through voice call features, or video calls.

### ***5. The Positive Impact of Using Bumble***

Reporting from Kumparan (2019), the positive impact of online dating applications is to become a user platform in meeting couples. Online dating apps are helpful in making it easier for them to find their ideal match. Like the love story experienced by some users of Coil where they have managed to meet their partners on Bumble to the aisle stage.

### ***6. Negative Impact of Using Bumble***

In research, users stated that they have not felt any negative impacts from the Bumble application or negative impacts from family or the environment while they use the Bumble application. However, the experience of wearing less has been felt by both users during the advanced stage process, namely the face-to-face stage. Users experience an incident where they have arrived at the promised place with their Bumble partner but the couple does not attend. From this experience, users say they need to be more careful when making appointments to meet their matches from Bumble.

## ***III. Conclusions and advice***

### ***4.1 Conclusion***

Based on the results of the discussion and the results of research using the Bumble application, a conclusion can be drawn that interpersonal communication that occurs in couples based on online dating applications can occur from how the process of approach is carried out by individuals in their interactions with match partners-his. Judging from how effective interpersonal communication that occurs between couples, effective communication will be characterized by good interpersonal relationships. After undergoing a relationship, it continues to the process of relationship repair which aims to keep the relationship stable and maintained. With the existence of online dating applications can make someone communicate, can exchange ideas, knowledge and can add friends.

### ***4.2 Advice***

For readers and individuals who just know or have used similar online dating applications if they want to find a partner online on the application are expected to be more selective and

careful in sorting out match couples and taking the stages described in this study. For the next researchers, it is expected to better describe and analyze some of the points described in previous studies, or look for other related factors and variables.

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