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The Use of Dating Application and The Relationship Development (Phenomenological Approach On Tinder)

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ABSTRACT

In this study, the researcher intends to find out how the process of developing interpersonal relationships that are woven virtually but can be maintained to a serious level. Researching a relationship that started from an online meeting on the matchmaking application (Tinder), interacted, and then decided to get married. The purpose of this research is to find out how the process of developing interpersonal relationships that are carried out virtually through a matchmaking app until they both make it to the stage of marriage. In this study, the researcher used a qualitative descriptive study using a phenomenological approach that was initiated by Husserl. The results of this study found that there was social penetration or the process of exchanging information carried out by Tinder users with their partners around the layers of their respective personalities in-depth such as peeling the skins of onions (layers of an onion) during the relationship development process and the process of self-disclosure between users and their partners on Tinder. This study was written using the Van Kaam analysis technique. The results of this study found that there was a relationship development process in which there was a process of social penetration and self-disclosure between key informants and informants in this study during an online relationship on Tinder until they decided to get married.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana proses pengembangan hubungan interpersonal yang dilakukan secara virtual melalui aplikasi perjodohan hingga keduanya berhasil mencapai tahap pernikahan. Dalam penelitian ini, peneliti menggunakan penelitian deskriptif kualitatif dengan metode fenomenologi yang digagas oleh Husserl. Hasil penelitian ini menemukan adanya penetrasi sosial atau proses pertukaran informasi yang dilakukan oleh pengguna Tinder dengan pasangannya di sekitar lapisan kepribadian masing-masing secara mendalam seperti mengupas kulit bawang (layers of anion) selama proses pengembangan hubungan dan proses pengungkapan diri antara pengguna dan mitra mereka di Tinder. Penelitian ini menggunakan teknik analisis Van Kaam. Hasil penelitian ini menemukan bahwa terdapat proses pengembangan hubungan dimana terjadi proses penetrasi sosial dan pengungkapan diri antara informan kunci dan informan dalam penelitian ini selama menjalin hubungan melalui aplikasi Tinder hingga mereka memutuskan untuk menikah.

INTRODUCTION

Technological advances are growing rapidly. One of the proofs of its progress can be felt through the existence of social media. The benefits and uses offered by social media also vary. In addition to making friends online, looking for the latest news or information, sharing interesting moments of users, social media is now specifically designed to find a partner or soul mate that we know by the term "dating application" or soul mate search application. The emergence of a soul mate search application is now considered helpful for users, especially for individuals who have limited time and are open to interacting directly with the opposite sex is very facilitated with the dating search app, because it is considered practical, does not take too long and only requires an internet network (Loren, et al. 2007: 2).

In Indonesia, there are already several dating search application that have been used, including Tinder, Beetalk, Meowchat, Badoo, OkCupid, Skout, Wavoo, based on sources from id.techinasia.com that in Indonesia, the most popular and widely used dating search application is tinder. This is evidenced by the number of Tinder users in Indonesia who have exceeded around 4.1 million users based on official data in 2020 on the liputan6.com website. While based on data from the google play store, Tinder is the top-grossing application on the google play store, with 100M+ users who have downloaded the application (data in October 2019). This proves that Tinder is one of the most popular dating search apps and many enthusiasts.

Although many people still believe that Tinder is just an application used for seeking a friend, for people who need a partner for sexual needs, etc. Therefore Tinder has been connoted negatively but based on the social reality that researchers encountered, it turns out there are couples who have officially married, where their meeting started from the Tinder apps. Of course, it becomes a social phenomenon. Meetings that occur on a soul mate search application and end up in the mirror are a very rare thing, especially in Indonesian society. Similar to the information in this study who also a woman from who decided to marry a partner from Tinder. If we reflect at Indonesian women with their cultural heritage, such as the patrilineal family system that still believes that men are dominant and more independent than women are inferior in terms of marriage, women do not have full control in finding their life partners but sometime through the process of matchmaking by the family as known as matchmaking version of Indonesian. In addition, some Indonesians also think that the process of finding a partner is better done through face-to-face and direct communication compared to using a matchmaking application.

Despite that, based on the early observations, researchers found one Indonesian woman who chose Tinder for her partner and even decided to get married after being in a relationship for approximately 5 years since 2015. Not only that, but according to data obtained from the site, statista.com 2020 also noted that of the approximately 4.1 million tinder dating apps users in Indonesia, 21.9% or about 987 thousand more are female

users. This is certainly a social phenomenon for researchers to further examine the existence of couples who initially met in the dating search application, then decided to get married, and how the relationship process was undertaken ranging from meeting in the application of soul mate seekers to daring to continue to the marriage level. Based on the introduction above, the focus of this research is to seek and identify the use of tinder apps and the process of developing relationships by one married couple who met on Tinder. The goal of this research is to (1) finding out the use of tinder apps and identifying the development of relationships from the couple on the dating search application and (2) finding out the process of openness in the context of the development of a reciprocal relationship by one married couple who met on the dating application Tinder.

METHOD

In this study, researchers used qualitative research. According to Denzin and Lincoln (Moleong J, 2010) research that uses qualitative methods is research that is used to understand phenomena about what is experienced by research subjects holistically, descriptively, in the form of words and language, in a special context that is natural and utilizes various scientific methods. Researchers chose this qualitative descriptive research method to focus on the phenomenon of tinder app usage and the process of developing relationships with Tinder users and their matches. In this study, researchers used the phenomenological study approach initiated by Edmund Husserl in reviewing the focus of the study. Phenomenological studies are a combination of psychology and logic through subjective activities, experiences, and conscious actions. In this study, researchers collected data from individuals who had experienced the phenomenon and developed a combined description of the essence of the experience for all those individuals. This description consists of the "what" they experienced and the "how" they experienced it (Moustakas in Creswell 2018:105).

In this study, researchers chose one married couple whose meeting started from the two matched on Tinder, communicated, and managed the relationship until the two decided to get married. The women are from the Batak tribe, Sumatra therefore, researchers choose the female side as the key informant and the male party as the Informant. Here's the data on the source: FB (Name disguised as requested by key informant), aged 26 years, female, born in Jayapura, February 28, 1995. The 2nd of three children. Recently graduated from bachelor degree from one of the private universities in west Jakarta. After marrying Informant, he now lives in South Jakarta. FB has been using tinder dating apps since mid-2015 when it first learned of the Tinder app while in conversation with church service colleagues. The reason FB installed the Tinder app was that she didn't have a partner from 2014 to mid-2015. Therefore, FB's intention to use the Tinder apps is basically to look for a boyfriend. Informant, G (Name disguised at informant's request), 28 years old Male, born in Jakarta, April 6, 1993. G Graduated from a private university in Tangerang region. The 1st of 2 children, living in west Jakarta. G works at a private TV

station. G has been told by his co-worker at the TV station where the informant works to install the application to find a girl since he has been single for a while back in 2014.

RESULT AND DISCUSSION

The concept of social penetration is intended to be social penetration in seeing how an interpersonal communication process occurs and seeing the development of relationships that occur from interpersonal communication built in the beginning. As well as the theory of social penetration is studied according to Irwin Altman & Dalmas Taylor (1973) which discusses how the process of interpersonal communication and relationship development. According to Altman & Taylor in the theory of social penetration, they quoted, " basically we will be able to be close to someone else, insofar as we can go through the process as described how in the process of connecting with others begins with the process of mutual exchange of information to reveal each other as well as the process of penetration on Tinder ".

Tinder comes as a dating application that certainly starts from the meeting process or is called match so that it continues with interaction. Following the theory of social penetration by Altman &Taylor, that we can be close to someone and able to develop our relationship with them when we can go through certain processes, one of which is the process of adapting to others as well as tinder. Therefore, the concept of social penetration plays a role in the communication process using Tinder. for example, one match from Tinder that we also like, then the next stage is that we start to approach them through communication by giving initial questions and start to learn about that person that matched with us. According to Altman and Taylor, there is a certain closeness that can naturally happen because we know very well the extent of the process of social penetration that we do towards the layers of the personality of the match users or ours. This concept is called layers of the onion.

The interview result about the relationship development process with informant FB which was conducted by the researcher, researcher then compiled several categories of interview questions, which consists of the dating apps usage, the process of self-disclosure throughout the relationship development with the match. Here are some textural descriptions of key informants during the in-depth interview process.. Based on Indonesia culture, is the search for a partner/soul mate through Tinder is contradictory or not? According to FB, In Indonesia, currently looking for a partner through a matchmaking application is a common thing. Many people use this application to make friends, partners and even husbands or wives. Considerations for key informants to swipe right on informants (match). According to (FB), because of (G) profile has been connected to the user's social media Instagram, as well as the profile info about the user who made (FB) interested and decided to swipe right. What are the personal questions often asked by match parties? According to FB, several questions are often asked by G which quite

personal, such as: how many siblings do you have, about work, the college life, and what irritates FB a little is that he often asked FB to meet but indirectly by giving some sign when they texted each other on tinder. What convinced the key informant to meet on the first date? when FB was talking to her junior in high school at a meeting and her junior accidentally saw the conversation between FB and G through FB's screen phone and her junior spontaneously asked FB, did you text with G (mentioning his full name) because he is my cousin, then FB said yes. Her junior then talk to her about G and even describes G as a good person, and very friendly to her.

What makes the key informant (FB) interested in the match (G) and decide to proceed to a more serious relationship (dating)? FB liked the way G talks every time they both in a conversation, the way G dress up, FB also believe that G is a hardworking man that makes FB wants to continue their relationship to a more serious level. How is the dynamics of the relationship that the key informant has with the informant for approximately 5 years? According to FB, the relationship period that is long enough for up to 5 years has even been broken up once but it's not caused by the third person, but the work schedule from G that makes it difficult for G to meet up with B, so G was at the time asked FB to break up for a couple of weeks, and then getting back afterward.

According to FB, her consideration to continue their relationship was the moment when G asked FB to meet his parents and introduced her to his family. She added, the figure of G is more or less by the type of guy that FB wants to be which is two years older than FB, also G is the type of guy who dares to introduce his girlfriend to his parents and FB also think that G is the type of child who is very devoted to his parents. Altman and Taylor likened humans to onions, the layers of personality that we have will be released one by one, gradually so that other people know us more deeply instead of the penetration process we do by asking layers of personality about others. This is what is called the concept of penetration "Layer of Onion" or by the term "peeling onion" put forward by Altman &Taylor. In essence, humans have several layers of personality. If we peel the outer shell of the onion, then we will find another layer of skin. So does human personality.

According to Altman &Taylor, the outermost layer of human personality is what is open to the public, what we used to show to others in general, not covered up. Next is the layer that can be seen only by those closest to you, this layer is in the semiprivate area, while the innermost layer is the private area, where there are values, self-concepts, unresolved conflicts, pent-up emotions, etc. This layer is invisible to the outside world, by anyone, even from lovers.

Similarly, the relationship between Key Informant (FB) and Infomant (G) begins with the process of social penetration, where both parties ask each other questions oriented to get to know the other person better. Here's the social penetration process that took place on

Tinder when FB and G first matched and started interacting. The layers of personality (Layers of Onions) according to Altman & Taylor:

Following Altman and Taylor's statement above in the development of a relationship is likened to a layer of onion skin or called by outer Layer of onion. The analogy is how FB and G begin the interaction by peeling each other's layers of onions through communication, asking for information about each other. In the first or outermost layer of onion skin (first stage), the information is superficial. Such as Biographical Data, name, address, age, tribe, and others. The same thing was done by the Key informant (FB) by asking (G): " Hi, Nice to meet you, nice picture ", "where you stay?, "then G answered and further he asked the same type of question to FB: "where you stay? how old are you? where do you come from? etc. At this stage, both of them have asked things that are general with several questions. it can be said to be the orientation stage where both users give each other information in general about themselves.

According to Altman &Taylor (Griffin, 2007) calls this second layer or closeness through self-disclosure layer, "The depth of penetration represents the degree of personal disclosure" is the depth of penetration that represents the personal level of disclosure. This is the exploratory affective exchange layer, as well as the initial expansion layer of information and the transfer to a deeper level of disclosure from the first stage. In this stage, key informant (FB) and informant (G) begin to communicate and explore information that seeks to ask what each other's pleasure is. For example pleasure in terms of hobbies, music, interests, and the like. But the layer of closeness between FB and G seems to have been much deeper than just asking about hobbies or interests, based on the results of interviews obtained by researchers, at this layer, G has asked about each other's work, each hobby to ministry activities in the church such as singing in church to asking each other about worship activities in the Church both G and FB. Not only that, according to G, FB also likes to talk about celebrities with G, because G works at one of the National TV Stations that have to deal with celebrities and entertainment media that makes FB interested in discussing G's activities in his work environment as well. Also, after knowing FB and her family are Christian and have an interest in Ecclesiastical activities, G started to ask a question regarding that, such as "have you prayed not yet? And interspersed with frequently asked questions such as having eaten or not, have been to the office or not, and the such.

At this layer in the depth and breadth of self-disclosure layer, there is an increase in deeper and more private information about each other's personal experiences. In this layer, FB and G have begun to open up and have dared to share private information. Exchange information and build a deeper conversation. G has started asking the following things to FB, "Stay with family huh?" / "How many brothers"?/ then G asks about FB work such as "How is his work?" until continued with more personal questions such as, "Have you had a girlfriend yet"?/What kind of guy criteria?. The same thing is also done by FB in addition to providing related information asked, FB began asking about church

ministries, spiritual songs that like to be performed during ministry, even G has asked about the background of FB families such as race and cultural background and vice versa. In this layer as well, FB and G have honestly asked each other why they use Tinder. Even dare to ask each other's status of the relationship. It can be seen that, at this layer, FB and G have entered the stage of understanding. This is a good penetration process because both have trusted and dared to open themselves more deeply about each other's personal information or experiences that will have a good impact on the development of their relationship.

At this layer or called by closeness & stable exchange layer, the communication and closeness built by FB and G become increasingly intimate and even both can predict their actions and responses well. The information being talked about became more private which was the core of their encounter on Tinder, which was about feelings, deepest emotions, and affection. At this layer, FB and G have given each other compliments for what is felt and seen, for example, G compliments FB's beautiful face which he likes it, also both have received signals of interest from each other, even have dared to discuss the kind of the relationship they wanted to have if they wanted to date each other.

Based on the results of the interview, in this fourth layer, FB and G have decided to exchange personal contacts, so that their communication can continue, at that time, G and FB exchanged each other's LINE contact which is similar to social media platform "whats app" and continued to communicate on LINE even though the two still communicated also on Tinder. At this layer, G has begun to dare to give a signal or romantic code to invite FB to meet by asking such as "what time will you finish and heading back?"/ "do you need a ride?" these types of questions are often asked by G to FB, interestingly, at this stage of the relationship, the other reason for FB to give it a try is also because of the external parties, in this case, the high school junior that is FB's friend where she accidentally caught FB when texting with G and she did describe who G is and what she likes about G to FB, it somehow gives more consideration and a little expectation for FB to carry on their relationship. it can be seen that there is already a stable closeness and exchange between FB and G in this layer.

Self-Disclosure moves from small stages, self-disclosure in this stage include the exchange of general information about biographical data as done by FB and G, after matching each other on Tinder, both exchanged information with questions such "Hey, nice to know you", "where you stay", "how old are you" not only that, at this stage, G has even dared to compliment FB Tinder profile with a statement such "nice pictures". this self-disclosure process is important and pretty much decides whether the conversation continued or not.

Self-disclosure is reciprocal, especially when in the early stages of relationship development. The same thing with FB and G which both have started giving personal information one level deeper than the previous stage. This happens when G starts asking

about FB backgrounds such as "how many brothers are you", "stay with family huh?", "where you go to college?" not only that, FB and G have also talked about their favorites in church services since they both are Christian and love Sunday services, talking about their favorite church songs that like to be sung, and another type of questions such as "how was work today", Or "how was the school today? and mutually answered it.

Self-disclosure involves risk, in this kind of self-disclosure, there are some references or comments that we give to others that can cause conflict. For example, when the informant (G) provides some of the following information that according to the key informant (FB) is considered very personal such as; "What time will you come home?", also when G a few times asked FB to meet face to face after they have matched on Tinder and talked quite a while on it. It somehow could be a risk for the relationship if FB does not feel comfortable doing that.

In addition, G also explained that he has a younger brother who suffers from a serious illness, and also explained that his family came from area X, both of these information were quite risky for G himself, the fact that FB's family came from tribe Y where several people in the tribe is stereotypical strongly objected to pairing with tribe X because it is considered unsuitable for family life. But in fact FB responded well to the condition of G's brother who has this condition and still decided to continue the relationship regardless of the ethnicity where G and his family came from.

Self-disclosure involves trust, trust that we build takes a short time but only takes an instant to damage trust. Therefore, in the process of self-disclosure, both FB and G open to each other and provide true personal information, which means that both of them trust each other. At this stage, the form of self-disclosure carried out among them, G has revealed his family background, in this case, his younger brother who suffers from a serious illness, G also explained the background of his family who became servants of God, doing ministry in the church even his work was explained also to FB as one of the marketing staff on National TV Instead, FB revealed deeper personal information about him, Among them his study, the original origin of his family which is from the Y tribe.

CONCLUSION

Based on the research findings of the use of the tinder app and the development of relationships from the couple which studied with the phenomenological approach by the theory of social penetration and self-disclosure, it can be concluded as follows:

Successful relationship development on Tinder that continues to the more serious level requires takes a long time-taking process and commitment. In the process of building relationships with others, the couple has to go through the process of exchanging

information and personal experiences to get to know each other's personalities, as is called social penetration.

Layer of onions or Peel onion process is part of the process of development of relationships undertaken by FB and G where both give and exchange the information of themselves gradually from the outer to the deepest layer (private area). Those personality layers consist of: Outer Layer which exchange information – general information that is superficial. Such as information about Biographical Data. (Name, age, place of residence, occupation, and so on). Closeness Through Self-Disclosure Layer which is exploring each other in the effective area of personalities such as hobbies, music, interests, and the like. The Depth and Breadth of Self-Disclosure Layer which in this layer, the couple is asking each other about their family, work-life, even their ideas about their partner criteria in dating. Closeness & stable Exchange layer which is the couple has expressed mutual interests, the couple has also dared to ask for personal contacts or other social media to keep in touch and continue the communication.

Self-Disclosure is needed during the social penetration process on Tinder. This is intended to make it easier to get to know each other personalities especially when the communication happens virtually like the dating application Tinder.

As for the recommendations or academic advice for future research that will be similar to this research is that the study can examine more comprehensively the process of developing relationships that occur on Tinder not only in one partner but can be from two or a few couples, so we can see the difference in the relationship development process of each couple. As for the researcher's suggestion specifically for Tinder users: Tinder users should be able to explore and learn the personalities of other users by communicating with each other consistently, and dare to do self-disclosure so that the relationship development process takes place to the fullest. The process of face-to-face communication is needed despite the virtual communication through Tinder if the user wants to get to know more about the partner (match) and to help the user to decide whether to continue the relationship to a higher level.

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