

**DIGITAL DISCOURSE ANALYSIS OF COMMUNICATION  
STRATEGIES IN BUMBLE DATING APPS CONVERSATION**

**TERM PAPER PROPOSAL**



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**DARMA PERSADA UNIVERSITY**

**JAKARTA**

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**DIGITAL DISCOURSE ANALYSIS OF COMMUNICATION  
STRATEGIES IN BUMBLE DATING APPS CONVERSATION**

**TERM-PAPER**

Submitted part-fulfillment of requirements for obtaining

*Sarjana Linguistik (S.Li) degree*



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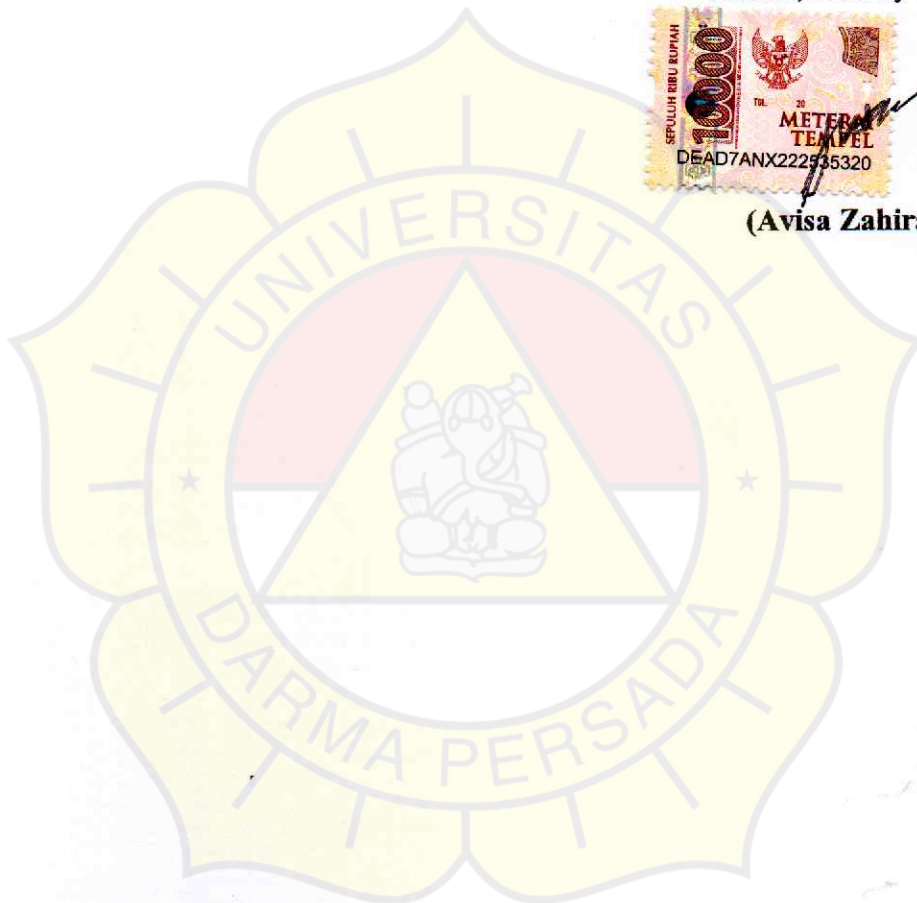
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I hereby acknowledge and declare that this term-paper is the result of my work and is not a plagiarism of other works, all its contents are under my responsibility. All sources that I quote or refer to have been correctly stated.

Jakarta, January 21, 2026






(Avisa Zahirah)



## LETTER OF APPROVAL

On recommendation of respective Supervisor, Academic Advisor, and Head of the Department, the term-paper submitted by Avisia Zahirah "Digital Discourse Analysis Of Communication Strategies In Bumble Dating Apps' Conversation" has been approved and forwarded to the English Language and Culture Department, Darma Persada University, for final evaluation before the thesis defense for obtaining Sarjana Linguistic (S.Li) degree to the respective candidate.

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FAKULTAS BAHASA DAN BUDAYA  
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Jakarta, January 21, 2026

Writer,



Avisia Zahirah

# **DIGITAL DISCOURSE ANALYSIS OF COMMUNICATION STRATEGIES IN BUMBLE DATING APPS CONVERSATION**

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## **ABSTRACT**

The study examines how digital technology, specifically dating apps like Bumble with a women-first messaging model, has transformed romantic communication. It focuses on the altered interaction dynamics in Bumble conversations through the lens of Digital Discourse Analysis. This research conducts a qualitative analysis of text-based interactions from Bumble, examining opening messages, user responses, and conversation dynamics. It investigates forms of digital discourse, strategies for self-presentation, politeness, and power relations, grounded in Digital Discourse Analysis, Goffman's self-presentation theory, Brown and Levinson's politeness theory, and theories on power and identity negotiation. The findings indicate that Bumble users favor casual discourse characterized by informal language, emojis, humor, and profile-centered references. Identity is expressed indirectly and through interest-based communication rather than direct disclosures. Key politeness strategies, particularly positive politeness, help maintain interaction and reduce social distance, while negative politeness addresses boundaries. The dynamics of power in conversations are influenced by topic initiation and framing strategies, with Bumble's women-first approach shaping early interactions. The study highlights the importance of language in identity negotiation, attraction, and relationships in online dating, stressing effective discourse strategies for meaningful interactions.

Keywords: Bumble, Communication Strategies, Digital Discourse Analysis, Politeness, Self-Presentation,

# ANALISIS WACANA BAHASA DIGITAL STRATEGI KOMUNIKASI DALAM PERCAKAPAN APLIKASI KENCAN BUMBLE

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## ABSTRAK

*Penelitian ini mengkaji bagaimana teknologi digital, khususnya aplikasi kencan seperti Bumble dengan model pesan yang mengutamakan perempuan, telah mengubah komunikasi romantis. Penelitian ini fokus pada dinamika interaksi yang berubah dalam percakapan Bumble melalui lensa Analisis Diskursus Digital. Penelitian ini melakukan analisis kualitatif terhadap interaksi berbasis teks dari Bumble, mengkaji pesan pembuka, respons pengguna, dan dinamika percakapan. Penelitian ini menyelidiki bentuk-bentuk diskursus digital, strategi presentasi diri, kesopanan, dan hubungan kekuasaan, yang didasarkan pada Analisis Diskursus Digital, teori presentasi diri Goffman, teori kesopanan Brown dan Levinson, serta teori tentang negosiasi kekuasaan dan identitas. Temuan menunjukkan bahwa pengguna Bumble lebih menyukai diskursus kasual yang ditandai dengan bahasa informal, emoji, humor, dan referensi yang berpusat pada profil. Identitas diekspresikan secara tidak langsung dan melalui komunikasi berbasis minat daripada pengungkapan langsung. Strategi kesopanan, terutama kesopanan positif, membantu mempertahankan interaksi dan mengurangi jarak sosial, sementara kesopanan negatif menangani batas-batas. Dinamika kekuasaan dalam percakapan dipengaruhi oleh inisiasi topik dan strategi pengemasan, dengan pendekatan “wanita terlebih dahulu” Bumble membentuk interaksi awal. Studi ini menyoroti pentingnya bahasa dalam negosiasi identitas, daya tarik, dan hubungan dalam kencan online, menekankan strategi wacana yang efektif untuk interaksi yang bermakna.*

*Kata kunci: Bumble, Strategi Komunikasi, Analisis Wacana Digital, Kesopanan, Presentasi Diri,*

# TABLE OF CONTENT

<b>INTELLECTUAL PROPERTY STATEMENT</b> .....	<b>iii</b>
<b>LETTER OF APPROVAL</b> .....	<b>iv</b>
<b>TERM PAPER VALIDATION</b> .....	<b>v</b>
<b>ACKNOWLEDGEMENT</b> .....	<b>vi</b>
<b>ABSTRACT</b> .....	<b>viii</b>
<b>ABSTRAK</b> .....	<b>ix</b>
<b>CHAPTER 1 INTRODUCTION</b> .....	<b>1</b>
1.1 Background of the Problem.....	1
1.2 Identification of the Problem.....	2
1.3 Limitation of the problem .....	3
1.4 Formulation of the Problem .....	3
1.5 Objective of the Research .....	3
1.6 Benefit of Research.....	3
1.7 Systematic Organization of the Research.....	4
<b>CHAPTER 2 THEORETICAL FRAMEWORK</b> .....	<b>5</b>
2.1 Digital Discourse Analysis.....	5
2.2 Interactional Discourse.....	6
2.3 Politeness .....	6
2.3.1 Positive Politeness and Positive Face .....	7
2.3.2 Negative politeness and Negative Face .....	7
2.4 Self Presentation.....	8
2.5 Personal Branding.....	8
2.6 Flirting .....	9
2.7 Power and Control.....	9
2.8 Identity Negotiation.....	9
2.9 Communication in Dating Apps.....	10
2.10 Relationship .....	10
2.11 Bumble Dating Apps.....	11
2.12 Previous Study .....	11
<b>CHAPTER 3 RESEARCH METHOD</b> .....	<b>13</b>
3.1 Time and Locations.....	13
3.2 Research Approach and Method.....	13
3.4 Data Collection Technique.....	14
3.5 Data Analysis Technique.....	15

<b>CHAPTER 4 DIGITAL DISCOURSE ANALYSIS OF COMMUNICATION STRATEGIES IN BUMBLE DATING APPS CONVERSATION .....</b>	<b>16</b>
4.1 Analysis Of Discourse First Conversation In Bumble.....	16
Analysis Data 1 .....	16
Analysis Data 2.....	20
Analysis Data 3.....	22
Analysis Data 4.....	26
Analysis Data 5.....	28
Analysis Data 6.....	31
Analysis Data 7.....	33
Analysis Data 8.....	36
Analysis Data 9.....	39
Analysis Data 10.....	41
Analysis Data 11.....	43
Analysis Data 12.....	46
Analysis Data 13.....	49
Analysis Data 14.....	52
Analysis Data 15.....	55
<b>CHAPTER 5 CONCLUSION .....</b>	<b>58</b>
<b>REFERENCES.....</b>	<b>60</b>
<b>APPENDIX 1 SCHEME OF THE RESEARCH .....</b>	<b>62</b>
<b>APPENDIX 2 POSTER OF THE RESEARCH.....</b>	<b>63</b>
<b>APPENDIX 3 PRESENTATION SLIDES .....</b>	<b>64</b>
<b>APPENDIX 4 TOEIC CERTIFICATE.....</b>	<b>66</b>
<b>APPENDIX 5 CERTIFICATE.....</b>	<b>67</b>
<b>APPENDIX 6 TERM PAPER COUNSELLING FORM.....</b>	<b>69</b>
<b>APPENDIX 7 TURNITIN RESULT.....</b>	<b>71</b>
<b>APPENDIX 8 BUMBLE CHAT ATTACHMENT .....</b>	<b>72</b>
<b>APPENDIX 9 CURRICULUM VITAE.....</b>	<b>76</b>