

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

The development of information and communication technology has fundamentally changed the landscape of human social interaction. Communication, which was once limited to physical spaces and face to face encounters, has now migrated to the digital realm. The existence of dating apps also provides example of the development of new skills needed to communicate clearly and purposefully in a virtual environment. Where everyone can search for a partner virtually with dating apps, it is important for users to maintain the interest of their conversation partners so that interactions remain productive and effective.

Bumble is an app that helps many users find and get a partner or relationship. Bumble is a unique platform for social and romantic exploration, based on match searches based on an individual's current location. Users can set city and radius for aggregated matches, and mobile device location settings are used for matching. The app has a simple setup process and easy upload of profile photos, unlike sites that use compatibility questions for detailed information. It offers features like chatting, video calling, and an intelligent matching system, allowing users to express themselves more deeply. The rise of dating apps has significantly transformed dating practices by introducing new forms of digital communication and reshaping how individuals initiate and develop romantic relationships.

The interviews frequently highlighted the "talking first" feature as a welcome addition of control and choice for women in the dating process. This rule serves not only as a technical feature, but also as a form of intervention in social dynamics and digital communication discourse. The user can choose someone they want to interact with by swiping the app, and if there is a match, the woman must initiate the conversation first (Holmes, 2017). If the woman does not initiate a conversation within 24 hours, the match will disappear. In this case, the man cannot

initiate the conversation first; all he can do is wait for the woman to start the conversation first. This feature was developed by Bumble to give women control in the relationship (Perdana, 2022).

However, when user introduce self, with different communication strategies, it's the challenges in how to communicate, establishing genuine connections, as individuals navigate complex dynamics of self-presentation, expectations, and attraction, primarily through written communication. By using a digital discourse that is usually used when first matching on dating apps, dating apps user have different communication to everyone. The way user get to know each other, asking about life is definitely different in every chat they do on Bumble, with the communication that occurs, there we can see different responses in each person. Users sometimes manipulate their identity by pretending to be friends to get to know others more easily. Usually manipulate in terms of age, activities or where he lives does not match with their life “guides the conversation in a different way” (Yashari, 2015, para. 15).

This study explores the impact of various communication styles on initial attraction in dating apps, focusing on text-based communication. It highlights the importance of understanding how people present themselves and interpret messages, which determines the success or failure of their initial connection. The research fills a gap in existing research by analyzing the effectiveness of Bumble, a popular social media platform, in building relationships among users. It focuses on casual style, a common language used in daily interactions, and provides insights into Bumble's effectiveness as a communication tool enhancing interpersonal skills.

1.2 Identification of the Problem

According to the background of the problem discussed above, the identification of the problem of this research is a follow:

This study examines the digital discourse strategies used by Bumble users to establish connections, understand how communication influences the interpretation and reception of messages, and evaluate how these strategies affect

attraction as well as the likelihood of progressing to in-person meetings, thereby assessing the effectiveness of communication styles in dating applications.

1.3 Limitation of the problem

The limitation of the problem research communication users Bumble. Dating apps Bumble have limitations due to the contextual difference between online and offline communication, making it difficult to generalize findings across diverse users with varying values, cultural backgrounds, and personality traits.

1.4 Formulation of the Problem

1. What forms of discourse emerge in communication between users on the Bumble app?
2. What the users construct self-presentation and interpersonal relations through digital discourse on Bumble?
3. How did the respond of the users when communicate and what discourse patterns emerged from the interaction?

1.5 Objective of the Research

1. To explain by using several discourses that can be used for communication between users.
2. Analysis of communication using bumble by including politeness strategies and digital discourse for interaction.
3. Identify the message using discourse that matches the language used in the message.

1.6 Benefit of Research

Benefit of this research to understanding the digital linguistic enhance user experiences in dating apps. With conversation topics, apps can build rapport and attraction, leading to higher satisfaction and engagement. By analyzing communication in Bumble, we can understand users' communication strategies by looking at the opening lines they use, self-presentation, flirting strategies, power and control, and politeness strategies used by users in Bumble. Practically, it offers strategies for effective online communication, aiding users in fostering meaningful interactions and improving self-presentation. Provides guidance on effective

communication, enhancing interaction efficiency. This research user Bumble practitioners in digital communication, language, and online interaction.

1.7 Systematic Organization of the Research

Chapter 1: Introduction

The research problem involves identifying, defining, addressing, formulating, achieving, maximizing, and organizing the problem in a systematic manner.

Chapter 2: Theoretical Framework

The theories study which the researcher users in accordance with the title of the research data, which are follows “Digital discourse Analysis, Self presentation, Politeness, Communication in dating apps, Relationship, Bumble dating apps”

Chapter 3: Research Method

This chapter details the research methods and analysis, including the time and location of data collection and analysis, the research approach, method, research object and data, data collection technique, and data analysis technique.

Chapter 4: “Digital Discourse Analysis Of Communication Strategies In Bumble Dating Apps Conversation”

This chapter analyzes research data with problems described in Chapter 1, focusing on the research object. It provides detailed answers to these problems and aims to solve them to achieve the research objectives. The chapter is a comprehensive analysis of the research data.

Chapter 5: Conclusion

This chapter provides a concise and clear explanation of the research analysis results on the research problems, which are detailed in chapter 4, and the answers to these problems are presented according to the research title.