

CHAPTER 2

THEORETICAL FRAMEWORK

This chapter presents definitions of some relevant related literature, several supporting theories and previous studies that are used to guide the process of this research. The researcher focuses on "Digital Discourse Analysis Of Communication Strategies In Bumble Dating Apps Conversation". This research aims to discuss communication patterns on the dating app Bumble using a Digital Discourse.

2.1 Digital Discourse Analysis

DDA (Digital Discourse Analysis) is a research field focused on how individuals utilize language to shape their identities, establish relationships, and navigate power dynamics in online environments. It has developed in response to the increasing significance of digital communication and the evolution of language use within this context. Drawing on disciplines such as linguistics, communication studies, sociology, anthropology, and psychology.

Digital Discourse Analysis (DDA) is essential for understanding language use in the digital age, marked by new forms of communication such as emojis and acronyms. It offers a framework for analyzing these changes in social, cultural, and political contexts and has practical applications in marketing, political campaigning, and public relations. DDA helps illuminate the digital divide by examining how different socio-economic groups use technology, and promotes linguistic and cultural diversity in multilingual societies by analyzing the impact of digital communication on various languages and dialects and aids businesses in insights into consumer behavior and is valuable for studying political discourse and social movements. (Bou-franch, n.d.2019)

In this Discourse analysis, This study explores the interplay between language, games, science, and human action within both real and imaginary contexts. The emphasizes that elements such as conversations, avatars (identities), affordances (the capabilities these identities enable or constrain), situated meaning, and the foundational aspects of syntax and semantics are present in both realities

and games. This theory meaning and making, positing that both language and games share fundamental components that allow for their analysis through the lens of multimodality and functionality.

2.2 Interactional Discourse

Interactional discourse discusses (Gumperz's.) concepts of 'contextualization cue', contextual presupposition', 'situated reference', and 'social construction of meaning', contrasting them with Goffman's ideas of 'face', 'other', and 'frame'. Schiffrin highlights that Gumperz emphasizes the social and cultural relativity of language, while Goffman focuses on language's role in specific social contexts and its contribution to meaning and structure.

Interactional discourse highlights the significance of contextualization cues, which speakers employ to express their intentions during communication. These cues can reveal whether a statement, like "I love that idea," should be interpreted literally or sarcastically, depending on the speaker's true feelings. The interpretation of these cues, often leading to diverse contextualization conventions. Such cues encompass both language-specific elements, such as phrases and grammar, and non linguistic factors, including sound, rhythm, humor, and sign language. The theory of conversational inference is central to understanding how shared meanings are constructed in social interactions. However, unfamiliar contextualization concepts can lead to misunderstandings, particularly in cross-cultural settings, potentially resulting in significant social issues such as racial stereotyping and unequal.

2.3 Politeness

The politeness principle of communication can be manifested in forms, absolute politeness and relative politeness. A negative politeness aims to reduce the impoliteness of certain actions, such as orders, while positive politeness seeks to enhance the politeness in polite interactions, using a framework represented by scales with negative and positive poles.

Relative politeness is defined as the degree to which individuals adhere to cultural norms of behavior considered typical within their society. These norms vary not only across cultures but also across specific illocutionary acts, reflecting

diversity in standards based on factors such as gender, age, social status, and class. Consequently, relative politeness is a variable concept shaped by multiple dimensions of societal expectations and norms.

In the context of communication, the politeness principle plays a crucial role in expressive speech acts, particularly those conveyed through illocutions of condolence. These speech acts are employed when individuals wish to express shared sorrow regarding tragic events such as loss or grief. The degree of politeness associated with such acts is influenced by various factors, including the situational context, the formality of the atmosphere, the sincerity of the communication, the preexisting relationship, and the social distance between the parties involved. The primary aim of condolence speech acts is to convey a psychological state that is reflective of sincerity, often articulated through phrases like, "Sympathies to your family on the passing of your sister. She will always be in our hearts." (Sapitri et al., 2019)

2.3.1 Positive Politeness and Positive Face

Positive politeness in communication, positive politeness is a means of addressing the addressee's positive face. The face is an emotional construct requiring continuous attention in interactions, with engagement in face-preserving linguistic action often reflects their intention to satisfy the listener's desires and seek for approval. The strategies of positive politeness identify by Brown and Levinson have a primary establishing common ground, indicating cooperation between speaker and listener and acknowledging the listener's desires through requests and inquiries, leading to a more agreeable and mutually satisfying interaction. (Sapitri et al., 2019)

2.3.2 Negative politeness and Negative Face

Negative politeness is a communicative strategy designed to respect the addressee's need for autonomy and focus. Negative politeness is the most refined and codified form of communication, often discussed in etiquette literature. It typically employs indirectness, hedging, and expressions of skepticism regarding compliance, thereby reflecting the power dynamics in interactions. Additionally, these strategies serve to assert social distance, influencing the relational context between speakers and listeners. (Brown & Levinson, n.d.)

2.4 Self Presentation

According to (Goffman, n.d.) the concept of the 'self-as-performer' surpasses mere social construct, embodying an intrinsic motivational core within the individual. In contrast, the 'self-as-character' reflects an individual's unique humanity, which manifests through social interactions. Goffman argues that individuals strive to present themselves as acceptable to others, suggesting that the impressions they convey serve as moral claims and promises. Additionally, Goffman distinguishes between two types of expressions in interpersonal communication: 'given' expressions, comprising verbal communication, and 'given off' expressions, which involve nonverbal cues. Understanding this distinction is essential for grasping the intricacies of face-to-face interactions and the complexity of social exchanges.

2.5 Personal Branding

Personal branding is the methodical way in which others view an individual. People recognize one's strengths, values, personality, skills, and distinct traits. Personal branding can be seen on social media, where posts express a person's self-worth. Building a personal brand necessitates a strategic approach that incorporates capability, differentiation, audience awareness, and performance evaluation. Success in personal branding is contingent upon having a clearly articulated personal goal and brand identity, coupled with a strategy for brand positioning and competitive advantage. While the terms "personal branding" and "human brands" are relatively recent, the concept itself has existed as long as human interactions and societal structures. Personal branding draws parallels with product and service branding, focusing on how individuals can differentiate themselves from others by leveraging their unique abilities and characteristics. Key aspects include possessing relevant skills and interests within one's profession, establishing expertise in the field, employing effective self-presentation strategies, aligning branding efforts with the quality of the brand, maintaining belief in one's brand, and upholding ethical standards throughout the branding process. (Bonsu & Anim-wright, 2024)

2.6 Flirting

Flirting can be influenced by truth or lies in understanding flirting, where flirting affects the progress of a relationship. Flirting can occur in interactions when getting acquainted, often rated around 2.0 on a 7-point scale, and there is a lack of data on the prevalence of flirting in such interactions. In speed dating, about half of men choose women for dates, while about a third of women choose men, showing a tendency to reciprocate romantic interest; however, mutual flirting occurs in less than half of the expected interactions. Given the scarcity of romantic interest and ambiguous signals about it, accurately detecting flirting is a challenge. (Hall et al., 2015)

2.7 Power and Control

According to (Raven 1992, 1993 as cited in Lee-chai & Bargh, n.d.) There are six basic types of power: Reward Power, Coercive Power, Legitimate Power, Expert Power, and Referent Power. In interpersonal relationships, power is understood through the “Wheel of Power and Control” with tactics such as social isolation and gaslighting. There are indications of how individuals feel control over their lives, with ‘Internal Locus of Control’ and ‘External Locus of Control’. This emphasizes the difference between power and control. The conclusion states that in a healthy context, power is empowering, while in a toxic context, it is oppressive.

2.8 Identity Negotiation

The Identity Negotiation Theory (INT) explores how individuals possess multifaceted identities influenced by various factors such as culture, ethnicity, religion, social class, gender, sexual orientation, and professional roles. Identity is shaped through self-reflection and social categorization, with each person's composite identity reflecting group memberships, relational roles, and individual attributes. This composite identity arises from socio-cultural conditioning, personal experiences, and interactions with others.

To the extent that intimate partners perceive that their desire identity have been mindfully understood, accord with respect and affirmative valued on a sustained basis, likely experience a high degree of identity and relational dissatisfaction. (Ting-toomey, 2015).

2.9 Communication in Dating Apps

Bumble is a dating apps and social networking app, that launched in December 2014, has 50 million users worldwide, with over 2 million using Bumble Premium. The app caters to daters of all ages, with 72% under 35 and a 3:1 gender ratio. Bumble is marketed as a dating app for connection seekers, with sections for Bumble BFF (seeking new friendships) and Bumble Bizz (for business relationships). The brand's focus is on connecting people, with 32% of users being female. (Ayu & Amelia, 2020)

Communication in dating apps in this era, online dating is a language-based communication method where nonverbal cues, such as vocal intonation or gestures, are absent. Instead, linguistic traits of a message can serve as signals of the sender's impression and attraction, as they are absent in face-to-face communication. This makes online dating more effective in attracting potential partners.

Message management is the most important thing in the ongoing communication process, which builds a trust that can last a long time and lead to a more intense relationship. Message management also runs well, which will influence the partner to trust more, and the psychology that is carried away by his feelings is to trust the partner who is the media. The application of this strategy has led to a shift in public communication, from non-media communication to media usage. While this communication style is generally better than other forms, media like this has also influenced how people communicate and have made significant contributions to public communication.

2.10 Relationship

Effective dating is crucial for maintaining good relationships. Stable relationships involve trusting others and respecting each other's opinions. They have open communication and understanding of each other's perspectives. They also have strong connections with committees. The main reason for using online dating apps is the lack of communication between partners. Language is deeply ingrained in intimate relationships, particularly in the often language-based digital space.

2.11 Bumble Dating Apps

Bumble has promoted as a feminist app in a social political climate “popular feminism” which is based on neoliberal tenets of individualism, consumerism, and choice as empowerment. Despite its visibility in media and popular culture, popular feminism has been a critique of structure and the labor involved in producing oneself according to the popular feminism parameters. The dynamic brings to light the gendered aspects of the invisible work associated with harassment and safety in online dating, a reality that transcends the safety features commonly promoted by Bumble. The research emphasizes that the efforts involved in dating—both online and offline—are considerable and are especially shaped by gender-related concerns within the digital environment (Pruchniewska, 2020).

2.12 Previous Study

This research represents a new analytical study, where most research only discusses discourse. Using various theories, data sources, and analytical techniques, the following studies offer relevant insights into the use of discourse analysis in dating apps.

The first study “Analyzing Interaction Patterns on Dating Sites: A Gendered Perspective” (Olawe, 2024). This research about the interaction patterns of male and female users on dating sites, particularly focusing on initiation behavior, response rates, and conversational engagement. It reveals that gender significantly influences communication dynamics, with men predominantly initiating contact and women exhibiting higher selectivity in their responses. The analysis indicates that these patterns reflect enduring social and cultural norms surrounding gender and romantic communication. While the study provides essential insights into behavioral trends in online dating, it does not delve into linguistic or discourse-level analyses of conversations, leaving aspects such as meaning, politeness, self-presentation, and power dynamics largely unexplored. In contrast, the current research builds on these findings by employing Digital Discourse Analysis to examine actual conversation data from Bumble, emphasizing how communication strategies manifest through opening messages, politeness, self-presentation, and power negotiations in real text-based interactions.

The second study, “Identity Performance and Self Presentation through Dating App Profiles: How Individuals Curate Profiles and Participate on Bumble” (Elizabeth Chamourian, *App Pr*, 2017) The research employs a sociotechnical and behavioral perspective to analyze user interactions on Bumble, noting that its women-first feature empowers female users and influences male communication. However, the research primarily focusing on behavioral outcomes linked to the platform's design. Acknowledging this gap, ongoing research applies Digital Discourse Analysis to explore real interactions, examining opening messages, politeness strategies, self-presentation, and power dynamics. This approach provides a nuanced linguistic analysis, enhancing understanding of digital dating communication and addressing prior studies' limitations by evaluating communication strategies in Bumble dialogues.

The third Study, Politeness Strategy in Everyday Communication (Ryabova, 2015). This research explores politeness as a key element of everyday communication and speech etiquette, highlighting how politeness strategies regulate social interactions, uphold harmony, and reflect cultural norms. investigates how politeness is adapted and transformed through opening messages, the use of emojis, informal language, and interactional cues, differing from Ryabova’s focus on traditional speech etiquette. The analysis covers various linguistic aspects such as lexical choices, grammatical structures, stylistic variations, and pragmatic frameworks, especially within expressive speech acts like apologies and condolences. Findings reveal that politeness strategies are integral to communication, influenced by social distance, status, cultural expectations, and context. Examining politeness strategies within authentic digital conversations on the Bumble dating app. This study.