

CHAPTER 5

CONCLUSION

This study explores communication strategies employed in conversations on the Bumble dating app, utilizing Digital Discourse Analysis to delve into the unique discourse forms that emerge within these interactions. The research specifically highlights the app's women-first messaging system and how it influences user self-presentation and the development of interpersonal relationships. By analyzing real conversation data, the findings underscore the significance of language in fostering attraction, shaping user identities, and facilitating social interactions in digital dating contexts. Key areas of focus include how users initiate interactions, manage politeness, assert dominance, and negotiate personal identities through text-based communication.

This finding indicate that Bumble users typically engage in informal and casual conversations during initial interactions, starting with phatic exchanges like greetings, humor, or profile references to build rapport and show interest. Users employ digital markers such as emojis, laughter indicators, and playful language to mimic non-verbal cues, effectively communicating emotions, softening intentions, and reducing social distance. The communication style on Bumble is characterized by brevity and a focus on phatic expressions that encourage comfort and signal mutual attraction. The use of these digital markers highlights that Bumble's text-based interactions serve as a substitute for traditional face-to-face communication, enabling users to convey emotions and intents without physical presence.

The analysis emphasizes the significant role of politeness strategies in interactions on digital dating platforms such as Bumble. Positive politeness strategies, including compliments, humor, and inclusive language, are commonly used to build rapport and acknowledge the interlocutor's positive face. Conversely, negative politeness appears during sensitive conversations, characterized by indirectness, hedging, and offering options, which help navigate delicate subjects like personal intentions and relationships while avoiding offense. For the negotiation of power and control within conversations is dynamic. Power can be

exercised through topic initiation, agenda setting, and response management. Bumble's women-first rule notably shifts these interaction dynamics by positioning women as the primary conversational initiators, thereby altering conventional gender-based control patterns.

Regarding self-presentation, Bumble users curate their identities in line with Goffman's self-presentation theory. Rather than overtly showcasing achievements or status, they craft their identities through indirect language, humor, personal interests, and conversational styles. Many adopt self-deprecating tones to avoid appearing arrogant while aiming to project friendliness and openness. This suggests that identity construction within the Bumble environment is a fluid process that evolves through interactive exchanges, rather than being static or solely based on profile descriptions.

The power dynamics in communication, highlighting that conversational dominance is flexible and negotiated. Power is expressed through techniques like topic initiation and response patterns. While some users attempt to control conversations, others respond minimally or with humor. Bumble serves as a discursive space for users to navigate identity, attraction, and social norms through language, shaped by platform features and cultural codes. Employing Digital Discourse Analysis, this research enhances the understanding of digital communication in dating practices, benefiting linguistics and communication studies students, as well as users and designers aiming to improve digital interpersonal interactions.