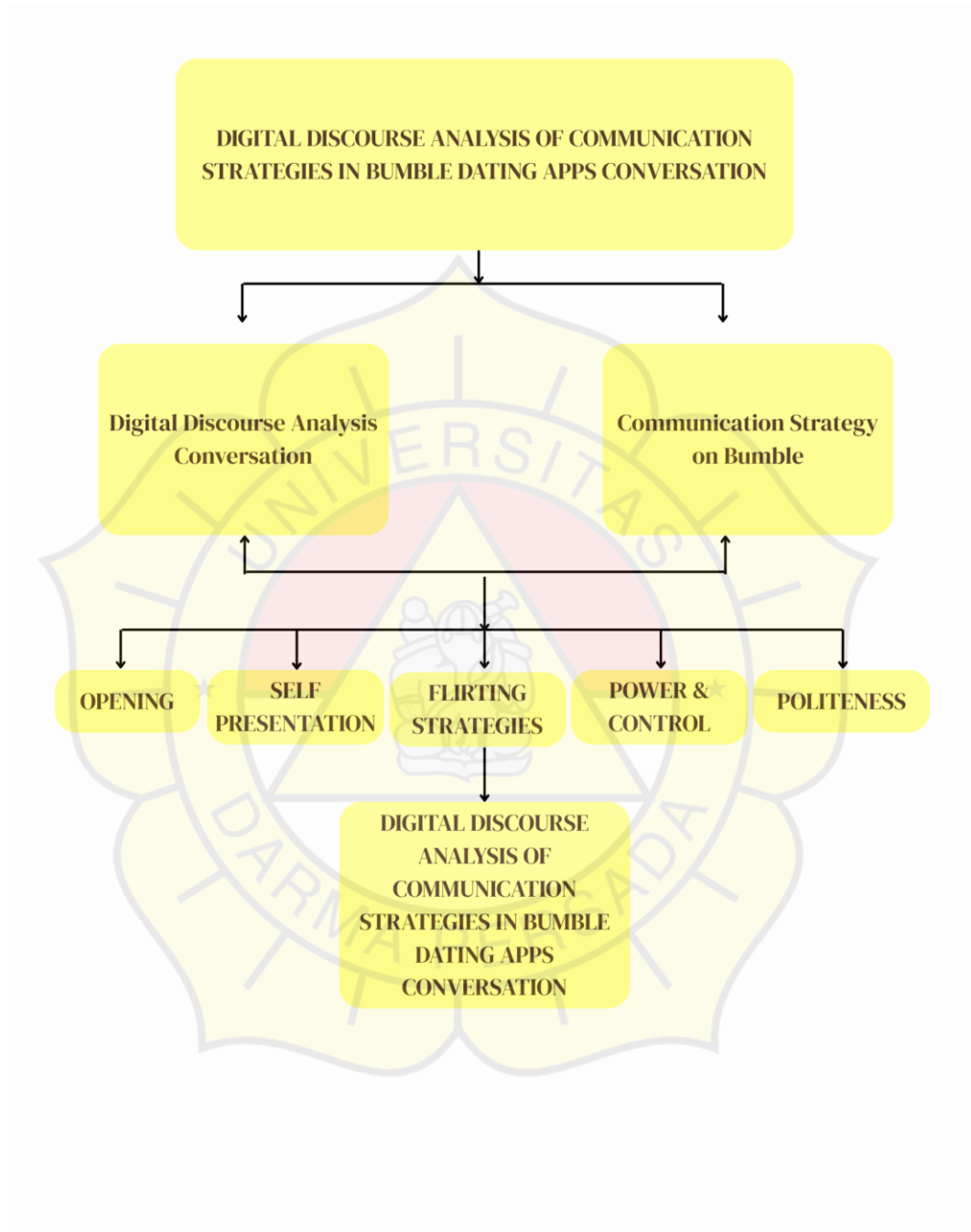


# APPENDIX 1

## SCHEME OF THE RESEARCH



## APPENDIX 2

### POSTER OF THE RESEARCH



# DIGITAL DISCOURSE ANALYSIS OF COMMUNICATION IN BUMBLE DATING APPS CONVERSATION



## BACKGROUND OF THE PROBLEM

In Digital era with the communication strategies, 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 and 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.

## 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?

## 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.

## CONCLUSION

Communication strategies on the Bumble dating app is characterized by casual and informal styles that foster initial attraction. With Digital discourse conversations often start with phatic expressions, such as greetings and humor, which enhance comfort and reduce social distance. Digital markers like emojis substitute for non-verbal cues, expressing emotions in text. Politeness strategies are crucial for positive interaction, with positive politeness enhancing rapport and negative politeness easing sensitive topics. The app's women-first feature shifts traditional interaction roles, allowing women to initiate conversations. Users dynamically shape their identities through language and style rather than overt self-promotion, indicating that Bumble serves as a space for negotiating identity, attraction, and relationships in online dating contexts.

AVISA ZAHIRAH

(2022130002)



## RESEARCH METHOD

The Researcher uses qualitative data for analysis this subject, it's suitable for this research and also appropriate for this research because it is considered to result in a detail description about Digital Discourse Analysis with key areas of focus include the opening, self presentation, flirting, power and control and politeness. The discourse structures and communication strategies employed in the initial exchanges between users.

# APPENDIX 3

## PRESENTATION SLIDES




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






**AVISA ZAHIRAH**  
2022130002

ENGLISH LANGUAGE AND CULTURE DEPARTMENT PROGRAM  
DARMA PERSADA UNIVERSITY  
JAKARTA 2024



**GRATITUDE TO :**

**Dr. Fridolini. S.S. M.Hum**   **Dr. Suranto, M.Pd**   **Dr. Yoga Pratama, M.Pd**

**Advisor**                      **Examiner**                      **The Head of Board Examiner**

Bachelor Term paper Defense |

Bahasa & Kebudayaan Inggris

### Table of Contents

Background of Problem	Review of Previous Study
Identification of the Problem	Method of The Research
Formulation of Problem	Research Findings & Analysis
Framework of the theories	Conclusion

### Background of Problem

In Digital discourse with the communication strategies, 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 an 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 for communication.

Page 01

Bahasa & Kebudayaan Inggris

### IDENTIFICATION OF THE PROBLEM

**01**

Digital discourse on Bumble employs specific linguistic features and communication strategies, including slang, emojis, and mirroring, that facilitate user connection and rapport-building.

**02**

The varying communication strategies impact message interpretation, which plays a critical role in mutual attraction and the progression from digital chats to in-person dates.

**03**

The effectiveness of communication styles in dating apps hinges on the clarity of which specific styles, from the opening strategies to the politeness strategies, are used to see the communication strategies they use.

Page 02

### FORMULATION OF THE PROBLEM

Based on the Identification of the problem, this research communication users Bumble. Dating apps Bumble have 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.

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

Page 3

Bahasa & Kebudayaan Inggris

### FRAMEWORK OF THE THEORIES

**DIGITAL DISCOURSE**

This study uses Foucault's and theory of digital discourse. Digital discourse, individuals utilize language to shape their identities, establish relationships, and navigate power dynamics in online environments.

**BUMBLE DATING APPS**

This research use Pruchniewska theory of Bumble dating apps 2020. Bumble is dating apps as a feminist app within a social context of such as individualism, consumerism, and empowerment through choice, nonetheless, despite its prominence in media.

Page 04

### REVIEW OF PREVIOUS STUDY

**01**

In first research 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.

**02**

The second research by "Identity Performance and Self-Presentation through Dating App Profiles: How Individuals Curate Profiles and Participate on Bumble" (Elizabeth Chamorro-Ramos, 2017). The research employs a sociotechnical and behavioral perspective to analyze user interactions on Bumble.

**03**

The third research "Politeness Strategy in Everyday Communication" (Ryabova, 2005). This research explores politeness as a key element of everyday communication and speech etiquette, highlighting how politeness strategies regulate social interactions.

Page 05

# METHOD OF THE RESEARCH

## DATA COLLECTION TECHNIQUE

The data collection technique in this research will be use in observation. Observation data to get the communication strategies in Bumble dating apps with a focus on matching patterns and messaging rules.

## QUALITATIVE

The qualitative method with analyzing data. Qualitative data is a reseach approach of digital discourse analysis of communication startegies in context to fulfill social functions including initiating contact, demonstrating interest, expressing emotions, and sustaining relationships.

## DATA ANALYSIS TECHNIQUE

The data collected by the data chatting Bumble dating apps. The analyzed data not using the actual names of users. This research analyzing communication patterns in initial interaction conversation from the opening, self-presentation,flirting strategies, power and contol and politenessstratgys with alignment bio of the user

Page 06



# RESEARCH FINDINGS AND ANALYSIS



## Data Analysis

Anna: "Hallo"  
Dani: "Nice to match you"  
Dani: "It's honor for me to able to chat and get to know you more closely"  
Anna: "Nice to match u too"  
Dani: "Not gonna lie, I didn't swipe but your 'life's never flat' line made me pause. I like woman who surf the chaos, not just survive it. Now I'm curious how do you make the wave beautiful"  
Dani: "Because from where I'm standing, you've got vendor skills, Taurus patience and museum taste feels like I'm texting an art piece with an attitude".  
Anna: "Make something always feels beautiful, make everything always happy". (<https://bumble.com/app>)

Page 07



## Data Analysis

**A. Opening**  
Dani: "Nice to match you"  
Dani: "It's honor for me to able to chat and get to know you more closely"  
In this opening conversation, Dani demonstrates a positive politeness strategy (Brown & Levinson, n.d.) by giving an implicit compliment and showing interest at the beginning of the conversation. By showing interest, Dani gives the initial impression of being a reflective and attentive person, so Dani wants to give Anna a different impression from other guys.

**B. Self Presentation**  
Dani: "vendor skills, Taurus patience and museum taste"  
This sentence shows that Dani is impressed by the person they are talking to. With cultural references discussing museums and discussing the zodiac, Dani is also interested in Anna's personality, education, and lifestyle. Dani applies a self-lowering stance positioning herself as a figure with high value, an "art piece with an attitude" with the words given by Dani while on the other hand, Dani is merely an admirer of Anna with the activities that Anna has.

Page 08



## Data Analysis

**C. Flirting Strategies**  
Dani: "Now I'm curious how do you make the wave beautiful"  
In this sentence, Dani uses a front stage performance that functions as flirting with the use of the words "Now I'm curious", which is a dramatic realization strategy where it is a form of highlighting interest and emotional sensitivity.

**D. Power and Control**  
In this conversation, Dani controls the conversation by bringing up many topics, and Dani continues to respond with interactional power by positioning himself as the narrator in this conversation without shifting the direction of the conversation.

**E. Politeness**  
**Positive Politeness**  
By focusing on shared values, by recognizing shared interests such as "taste" and "value," they cultivate a sense of commonality and interpersonal intimacy.

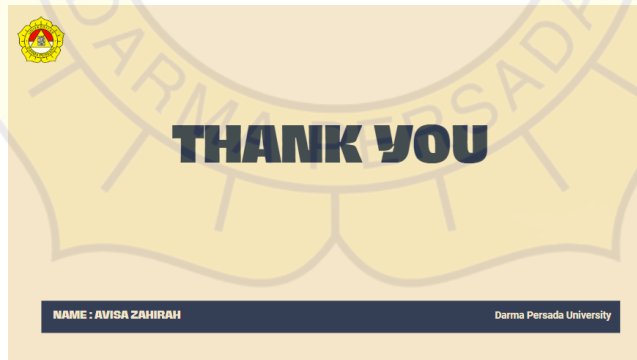
**Negative Politeness**  
In this conversation where Dani and Anna avoid coercion and respect personal autonomy. This respectful interaction fosters smooth communication and promotes balanced, voluntary discussions about interests and preferences.

Page 09

## Conclusion

This study analyzes communication strategies on the Bumble dating app using Digital Discourse Analysis, focusing on its women-first messaging system and its effects on self-presentation and relationships. Real conversation data reveals that users engage in informal dialogues, utilizing phatic exchanges like greetings and humor to form connections. Digital markers such as emojis replicate non-verbal communication, enhancing emotional expression and reducing social distance. The research highlights the role of politeness strategies, where positive politeness fosters rapport, while negative politeness aids in discussing sensitive topics and users also align with Goffman's theory, constructing identities through indirect language and humor, evolving their self-presentation through interactions rather than fixed profiles.

Page 10

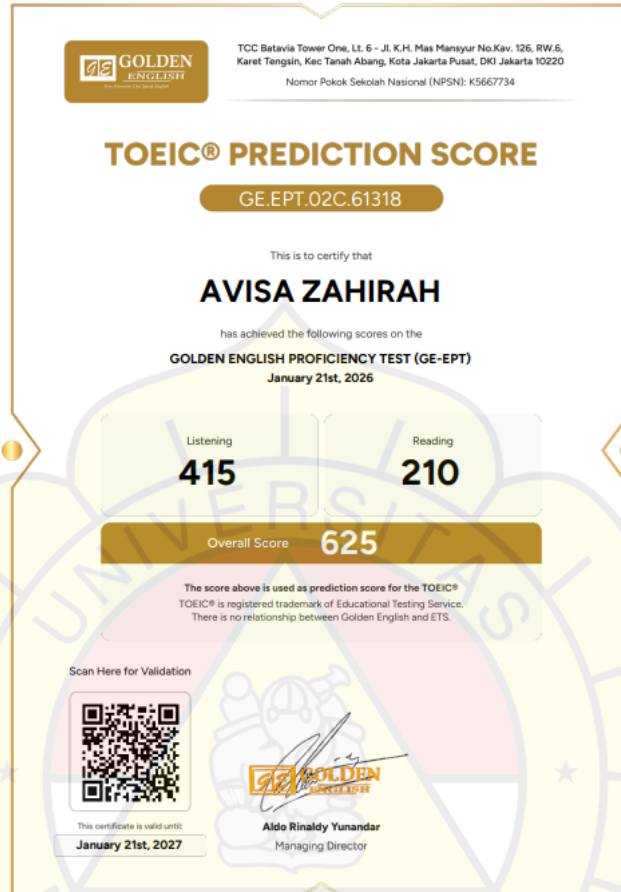


NAME : AVISA ZAHIRAH

Darma Persada University

# APPENDIX 4

## TOEIC CERTIFICATE



**GOLDEN ENGLISH**  
TCC Batavia Tower One, Lt. 6 - Jl. K.H. Mas Mansyur No.Kav. 126, RW.6,  
Karet Tengsin, Kec Tanah Abang, Kota Jakarta Pusat, DKI Jakarta 10220  
Nomor Pokok Sekolah Nasional (NPSN): K5667734

### TOEIC® PREDICTION SCORE

GE.EPT.02C.61318

This is to certify that

## AVISA ZAHIRAH

has achieved the following scores on the


#### GOLDEN ENGLISH PROFICIENCY TEST (GE-EPT)

January 21st, 2026


Listening	415	Reading	210
Overall Score		625	

The score above is used as prediction score for the TOEIC®  
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There is no relationship between Golden English and ETS.

Scan Here for Validation



This certificate is valid until:  
**January 21st, 2027**



**Aldo Rinaldy Yunandar**  
Managing Director

# APPENDIX 5

## CERTIFICATE

  
**SERTIFIKAT**  
No: 1363/D/FISIB-UP/XII/2025

Sertifikat ini diberikan kepada

### Avisa Zahirah

atas kontribusinya sebagai **Peserta** dalam kegiatan  
**National Webinar: Literature, Nature, and Culture: Intersections and Interpretations**  
sebuah program kolaborasi antara Program Studi Sastra Inggris, Fakultas Ilmu Sosial dan Ilmu Budaya, Universitas Pakuan  
dan Program Studi Bahasa dan Kebudayaan Inggris, Fakultas Bahasa dan Budaya, Universitas Darma Persada  
yang dilaksanakan secara daring pada Rabu, 17 Desember 2025.

Dekan Fakultas Ilmu Sosial dan Ilmu Budaya  
Universitas Pakuan

  
Dr. Muslim, M.Si.  
NIDN : 1.0909 048 513

  
**KANTO GAKUIN UNIVERSITY**

## Certificate

This is to certify that

### Avisa Zahirah

participated in the Online International Exchange Program  
held as part of the Exchange Culture in the English-Speaking World.  
During the course, the candidate has completed 700 minutes fieldwork.

Date of Participation  
From November 22, 2023 to January 17, 2024

Signature Deng Jie  
Dean  
College of Intercultural Studies  
Kanto Gakuin University  
Date: February 15, 2024



Number : 80/UNSADA/FBB/BKI/X/2025

This certificate is presented to

## Avisa Zahirah

For participating in "Nationwide Seminar: From Knowledge Transfer to Soul Transformation, The Role of the Inspiring Teacher" organized by English Language and Culture Department of Darma Persada University in collaboration with English Education Program of Pakuan University.

Jakarta, October 15, 2025



**Dr. Yoga Pratama, S.S., M.Pd**

**Dr. C. Dewi Hartati, S.S., M.Si**

Head of English  
Language and Culture Department

Dean of Faculty of  
Language and Culture



## CERTIFICATE OF APPRECIATION

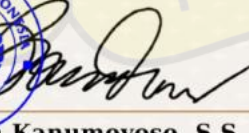
NO.:SERT-179/UN2.F7.D/PPM.01.01/2024

PROUDLY PRESENTED TO

## Avisa Zahirah

as Participant  
in the Public Lecture

"Integrated English Skills for Tertiary Study: Key Challenges for Language Task Design and Assessment"  
held on January 16th, 2024 at the Faculty of Humanities, Universitas Indonesia  
January 16th, 2024









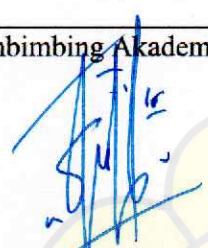
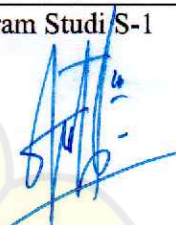
**Dr. Bondan Kanumoyoso, S.S., M.Hum.**

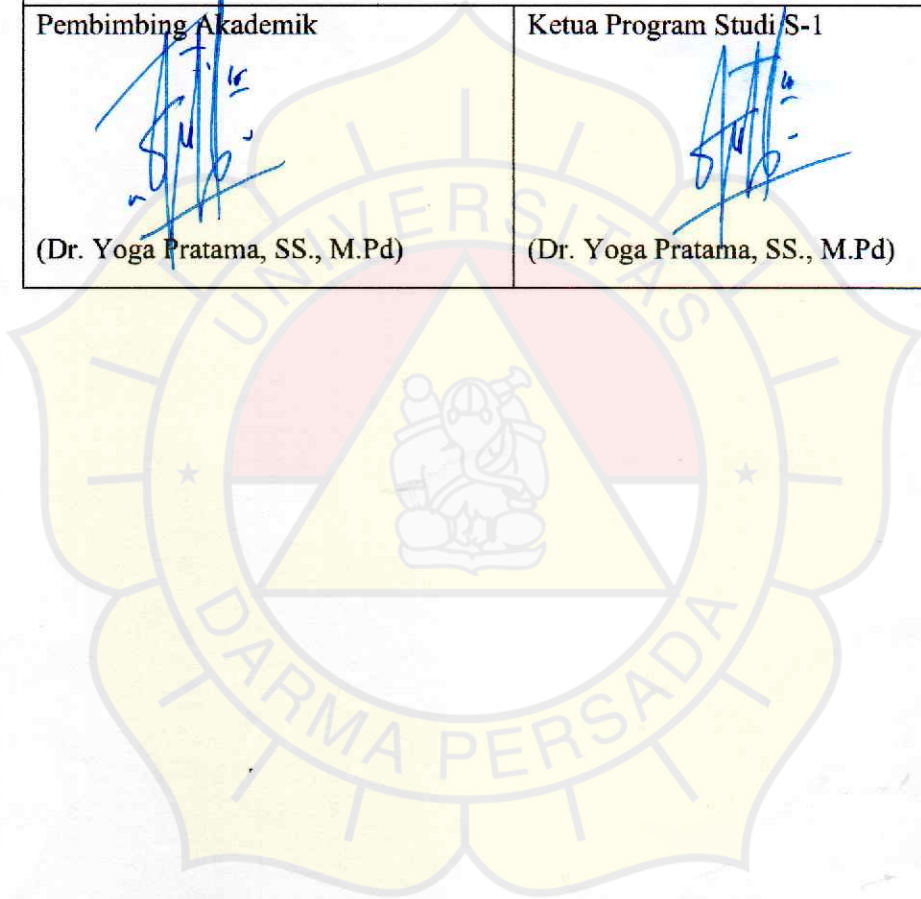
DEAN

**APPENDIX 6**  
**TERM PAPER COUNSELLING FORM**

Nama Mahasiswa : Avisia Zahirah  
 Dosen Pembimbing : Dr. Fridolini, SS, M.Hum  
 Judul Skripsi : Digital Discourse of Communication Strategies in  
 Bumble Dating Apps Conversation  
 Mulai Bimbingan : Jumat, 10 Oktober 2025  
 Tahun Akademik : 2025/2026

No	Hari & Tanggal	Catatan Pembimbing	Paraf
1.	Jumat, 10 Oktober 2025	<ul style="list-style-type: none"> <li>Membahas judul, identifikasi masalah, dan data untuk penelitian</li> </ul>	
2.	Sabtu, 14 November 2025	<ul style="list-style-type: none"> <li>Memperbaiki bagian analisis se</li> <li>Menambahkan teori yang digunakan.</li> </ul>	
3.	Kamis, 18 Desember 2025	<ul style="list-style-type: none"> <li>Merubah strategi analisis</li> </ul>	
4.	Sabtu, 17 Januari 2026	<ul style="list-style-type: none"> <li>Membuat Conclusion</li> <li>Penambahan analisis dari 12 data menjadi 15 data</li> </ul>	
5.	Senin, 19 Januari 2026	<ul style="list-style-type: none"> <li>Elaborate isi analisis yang sudah ada</li> <li>Acc verif sidang</li> </ul>	

Menyetujui:	
Pembimbing	
	
(Dr. Fridolini, SS., M.Hum)	
Mengetahui:	
Pembimbing Akademik	Ketua Program Studi S-1
	
(Dr. Yoga Pratama, SS., M.Pd)	(Dr. Yoga Pratama, SS., M.Pd)



## APPENDIX 7

### TURNITIN RESULT

2022130002\_Avisa Zahirah

ORIGINALITY REPORT

<b>4%</b>	<b>2%</b>	<b>0%</b>	<b>3%</b>
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

<b>1</b>	Submitted to Universitas Darma Persada <small>Student Paper</small>	2%
<b>2</b>	repository.ummat.ac.id <small>Internet Source</small>	<1%
<b>3</b>	fme.adventist.org <small>Internet Source</small>	<1%
<b>4</b>	aisel.aisnet.org <small>Internet Source</small>	<1%
<b>5</b>	core.ac.uk <small>Internet Source</small>	<1%
<b>6</b>	123dok.com <small>Internet Source</small>	<1%
<b>7</b>	repository.nwu.ac.za <small>Internet Source</small>	<1%
<b>8</b>	ebin.pub <small>Internet Source</small>	<1%
<b>9</b>	www.mindbodygreen.com <small>Internet Source</small>	<1%
<b>10</b>	sk.sagepub.com <small>Internet Source</small>	<1%
<b>11</b>	www.coursehero.com <small>Internet Source</small>	<1%

Exclude quotes  Off      Exclude matches  Off  
 Exclude bibliography  Off

## APPENDIX 8


### BUMBLE CHAT ATTACHMENT

Analysis Data 1	Analysis Data 2

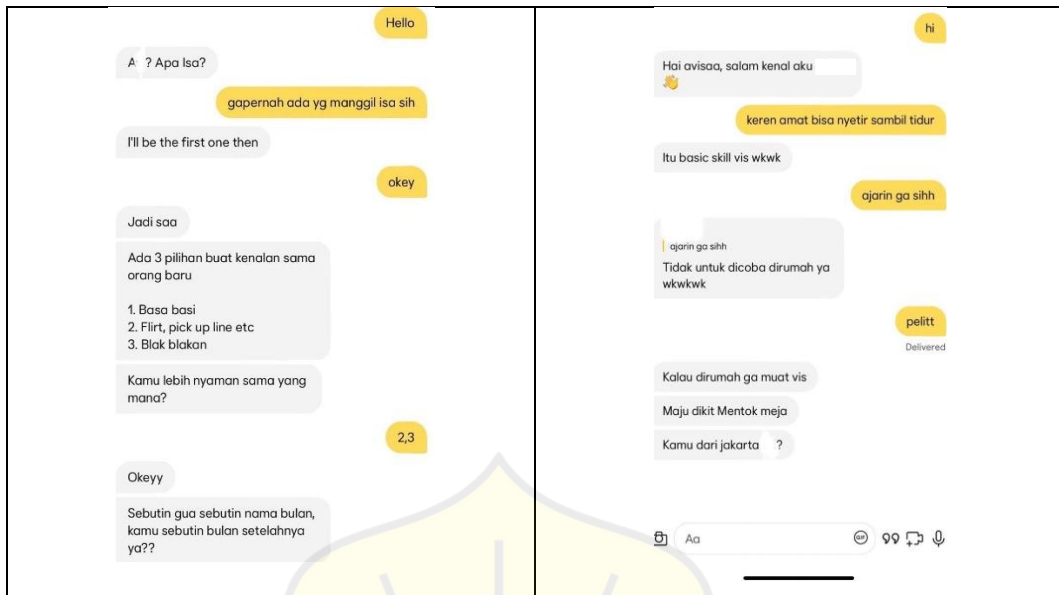
Analysis Data 3	Analysis Data 4

<p>haiii</p> <p>hai</p> <p>u read what i'm looking for? if u're not into it feel free to unmatched me and i'm sorry if it makes u feel uncomfortable</p> <p>yeahh i saw it</p> <p>Delivered</p> <p>it's fwb</p> <p>if u're interested kita bisa meetup dulu aja biar saling tau rlnya gimana baru nanti decide lanjut atau ngga fwbannya</p>	<p>hi</p> <p>you're looking fot travel buddy</p> <p>hellowww</p> <p>maybe wkwkw</p> <p>nice match with u</p> <p>nice to match u too</p> <p>let's go to little adventure together wkwk</p> <p>HAHAHAHHA</p> <p>ayooo</p> <p>adventure nya kayak apa dlu?</p>
<p>Analysis Data 5</p>	<p>Analysis Data 6</p>

<p>Your Opening Move What's your ideal first date? 14 July 2025</p> <p>Hai</p> <p>Lagi dmn</p> <p>Cuddle yu</p> <p>Hehe</p> <p>well, whats my benefit if i accept your offer?</p> <p>Sebutkan angka</p> <p>too easy, i promise i could pay your service double your offer.</p> <p>pick a nice offer sir, i'm not a women you could pay by money.</p> <p>Delivered</p>	<p>Today</p> <p>Hi</p> <p>Listen, I know this profile is fake but can I get the name of the model you used so I can look her up for later tonight?</p> <p>Is this a pickup line because i know for sure that girl in the profile is me</p> <p>i meant it as a compliment :"))</p> <p>salam kenal ya</p> <p>kamu nyari apa nih di sini?</p> <p>Jujur nyari naskah supersemar 📄📄📄📄</p> <p>Delivered</p>
<p>Analysis Data 7</p>	<p>Analysis Data 8</p>

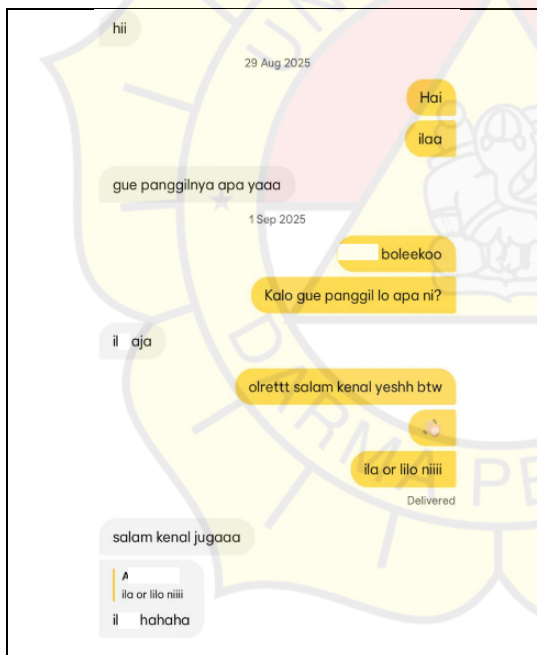
<p>Hi tau ga bedanya u sm milo</p> <p>Gatau, apa tuh?</p> <p>kl milo di spell pake english, jadinya "maylo" kan, kalau u di spell in english, jadinya "maylov"</p>  <p>23.30</p> <p>Today</p> <p>Wahhh bolehhh</p> <p>Gara gara jokes kamu aku jadi kepikiran bungkus milo yg gambarnya orang nendang bola.</p> <p>Kamu tau gak aku ke kamu kaya bola yg ga masuk gawang?</p> <p>Hahahaha, kok bola sih</p> <p>Iya soalnya SAYAAAANG SEKALIIII PEMIRSAAAAA</p>	<p>Hi</p> <p>aloo</p> <p>taurus gang kitaa</p> <p>iya lagi baru cek bio nyaa wkwk</p> <p>taurus apa nih?</p> <p>april apa mei</p> <p>same as me too</p> <p>April ku</p> <p>hbuu</p> <p>wiii</p>
<p>Analysis Data 9</p>	<p>Analysis Data 10</p>

<p>Hi</p> <p>hi :</p> <p>pernah susah move on sama cewe taurus lagi HAAAAHA</p> <p>August 30, 2022</p> <p>pernah susah move on sama... Hahahahaha</p> <p>Gmn kesannya pacaran sama cewe taurus?</p> <p>dapet taurus yg act of service sama physical touch love language nya dikeramasin, dan suka pegang pegang wkwkwkwk</p> <p>Wkwkwk</p> <p>Seru ya berarti</p>	<p>Cho's Opening Move What's the most iconic movie ever...</p> <p>26 Aug 2025</p> <p>A perks of being a wallflower</p> <p>gyat damn, i just peeped that like days ago</p> <p>aboslutttt</p> <p>Absolut cinemaa kann</p> <p>bagosss dan approve</p> <p>Asli</p> <p>cant wait for another movie like thiss tbh</p> <p>Eternal sunshine jugaa</p> <p>heemm keknya ku bis akasi sarann</p> <p>A Eternal sunshine jugaa aslii banyak yg bilang bagosss tapi, hlum nntan huftt</p>
<p>Analysis Data 11</p>	<p>Analysis Data 12</p>



Analysis Data 13

Analysis Data 14



Analysis Data 15

# APPENDIX 9

## CURRICULUM VITAE

### Avisa Zahirah



✉ zahirah.avisa@gmail.com    ☎ +62 83806322526

Fresh graduate in English Literature with practical experience in digital marketing, copywriting, and creating social media content. Proficient in developing compelling written content for digital platforms, managing brand communications, and working alongside creative teams. Experienced in promoting e-commerce through TikTok Live and social media campaigns, complemented by a strong data-driven approach developed from roles in finance and sales. Demonstrates adaptability, attention to detail, and motivation to enhance marketing and communication efforts in dynamic settings.

#### Experience

- **Finance Staff, GLOES** *December 2022-Present*
  - Work as Finance Staff with focus on achieving cash in target every month.
  - Communicate to customer for company billing document.
  - Purchasing ticketing needs for business trips.
- **Sales Staff, GLOES** *August 2022-December 2022*
  - Work as a sales associate with a focus on achieving sales targets and business development.
  - Build strong relationships with clients and customers to increase customer satisfaction and loyalty.
- **Social Media Freelance** *December 2022-December 2024*
  - Collaborate with creative teams to design engaging visual and written content (copywriting).
  - Make a content for Instagram feeds and reels
  - Post the content
- **Digital Copywriter, Smart E-School** *February 2022-August 2022*
  - Develop copywriting content for digital and traditional marketing campaigns.
  - Collaborate with creative teams to produce content that aligns with the brand vision.
  - Able to work in a dynamic and deadline-oriented environment.
  - Make an idea and content for instagram feeds
- **Digital Copywriter, Smart E-School** *June 2022-August 2022*
  - Promote products and achieve sales targets through E-Commerce Tiktok Shop.
- **Intern Copywriter, Wolu Studio** *February 2021-August 2021*
  - Make a copywrite for Prakerja Card
  - Help the process shooting for prakerja
  - Make a script for short movie

#### Education

- **Darma Persada University** *2022 - 2026*
  - English Literature
- **Kanto Gakuin University** *November 2024-January 2025*
  - Online International Exchange Program,the Exchange Culture in the english-speaking world.