

Tinder ; Matchmaker Online Dating App in Indonesia, Positive and Negative Literature Review



Created by :

Nabila Ayudiah (023201905026)

Subject : Digital Literacy

Lecturer: Ir. Budi Rahardjo, M.Sc., Ph.D.

MM TECH / MBA TECH

Faculty of Business

President University

Jababeka Education Park, Jalan Ki Hajar Dewantara, Kota Jababeka, Cikarang Baru.
Bekasi 17550 – Indonesia

Phone (021) 8910 9762-6, Fax (021) 8910 9768

Email : enrollment@president.ac.id <http://www.president.ac.id>

Abstract

Online dating users can open themselves freely in accordance with what they want to show. This is interesting because they can help the negative and positive sides of themselves to get a partner. The importance of using online dating is finally used by many parties. Motivation of users of online dating applications to be diverse. Not only found a partner, but also found several cases such as harassment, debate, and other crimes related to the use of online dating. Online dating activities are different from dating in general because the relationships created in online dating depend on the attractiveness of the application and the communication style of its users. Online dating activities have many fans after their appearance and how they work which makes users meet many new people and establish many friendships. This makes online dating sites and applications a place for people who want to make friends, relations, even do their business and market their product. But many also try to find a partner. Besides of the positives sides, it's also had negative sides, many kind of negatives sides such as catfishing and fraud. Using the advantages of digitalism, scams from online dating tools are depicted as a "particular kind of mass online fraud". Meeting and engaging with new people easier nowadays, because of technology. Fraud from romance scams through online dating app is the circumstances where "criminals pretend to initiate a relationship through online dating or social networking sites with the intention to defraud their victims of large sums of money" (Whitty, 2012b, p. 14). In this paper, we will explore the prime example of based dating profiles including their utilization of portrayals, pictures, revealing insight into both positive and negative sides , a literature review from Tinder online dating app research in Indonesia.

Keywords : Online Dating, Online Dating Scams, Romance in Digital Era

Introduction

1.1 Research Background

The development of the Internet has reconstructed how we do or how we try to start social relationships. Clients or users can trade a progression of electronic messages and partake in various social exercises solely through the internet. Web based dating, for example, has in a general sense altered the process of discovering sentiment. Clients or users can connect across huge geographic districts, and employ arrangement of CMCs, for example, photographs, writings, or video, for meeting potential accomplices. With new types of developing media, explicitly Internet-available cell phone gadgets, online daters can download diverse versatile applications that fulfill singular sentimental needs. With 20,000 downloads per day (Wortham, 2013), Tinder has seemingly become the most eminent portable dating application. After joining, Tinder user will try to engage with another user based on their interest. Most of them are seeking for dating, some are asked for intimate relationship, They are additionally given the alternative to give a 240-character bio. The application draws fundamental Facebook data (for example name, age, area, interests, photographs) into an advanced profile that permits clients to secretly swipe right on the off chance that they are keen on somebody, and left on the off chance that they are definitely not. At the point when two individuals swipe right, they're viewed as a "match" and can talk in a private window until choosing to meet face to face. Not at all like other web based dating sites that require point by point studies and old-fashioned polls, Tinder is free to download, and is known as a self-determination dating application. Clients can channel through a progression of profiles and select their optimal collaborate with the expectation of meeting face to face not long after visiting (Colao, 2014). Online dating users can express themselves freely in accordance with what they want to show. This is interesting because they can hide the negative side and accentuate the positive side of themselves to get a partner. The popularity of using online dating has finally been exploited by many parties. Motivation of users of online dating applications to be diverse. Not only to find a partner, but also have been found several cases such as harassment, fraud, and other crimes related to the use of online dating.

Tinder was chosen and not other online dating applications due to Tinder's popularity. Fun facts about the app are ;

- 57 million Tinder users around the world and 3.1 Million in Indonesia

- 5.9 million Tinder subscribers pay for a premium Tinder Plus and Tinder Gold
- Tinder is used in 190 countries, and is available in 40 languages
- Tinder was processing one billion swipes per day by late 2014, that has now risen to 1.6 billion
- Tinder users go on one million dates per week
- Over 20 billion matches made since Tinder launched
- Over 50% of active Tinder users are active at 9pm, according to Nielson
- Active Tinder users log in on average four times a day
- Various studies show different percentages, but most find 18-24 demographic forms core of user base
- **During lockdown and quarantine caused by the Covid-19 pandemic Tinder user significantly increases 19% worldwide.**

There are various articles that investigate what Tinder is utilized for, what individuals receive in return, and why it is so popular over the country. Distinguishing and investigating social recognitions, positive and negative. The research also generating perspectives that verify the utilization of the application. The findings with current writing has offered promising bits of knowledge onto these three key territories. There are in the field of psychology, sociology, and communication studies.

1.2 Significance of the study

This research gives benefits for :

1. Contributing to generates the user of Tinder app with trustworthy findings from researcher toward variables such as motives, why and how, correlation to satisfy individual needs, and the potential consequences of acting on such needs.
2. For future research, this research will be a reference for the other research about the use of Gratification theory (Blumler, Katz & Gurevitch, 1974) to determine use behavior factors in technology company.

1.3 Limitations

This research limiting to scope people in Indonesia. Based on the data from dateportal website, there are 175 million internet user in Indonesia by year 2020. And 3.1 million of them are using tinder. the the research limiting its scope to people who ever using the application.

Literature Review

2.1 Theoretical Implications

2.1.1 The Uses and Gratifications Theory

The uses and gratifications (U&G) theory serves as the theoretical framework for this research. The theory seeks to understand why and how people use media to satisfy individual needs, and the potential consequences of acting on such needs (Blumler, Katz & Gurevitch, 1974). The Past studies that focusing the theory on U&G, have been often evaluated in traditional forms of media (e.g. television, newspaper, radio). As a modern media it is interactive, scholars have urged for updated studies on user gratifications to better understand the latest effects of technology (Rubin, 2009; Ruggiero, 2000; Sundar & Limperos, 2013).

Questions of this research are as followed:

- User motives toward the app Tinder
- User Preference in evaluating Tinder profiles?
- User's Satisfaction and the Impact from application?

2.1.2 Online Dating Theory

Online dating is the “practice of using dating sites to find a romantic partner” (Finkel et al., 2012, pp. 7). By contrast, conventional offline dating is “the way people meet potential romantic partners in their everyday lives through non-Internet activities, such as their social network, a chance face to face encounter, or some combination of the two” (Finkel et al., 2012, pp. 7). The term dating sites to refer to those Web sites that primarily focus on offering the user opportunities to form a new romantic relationship that has the potential to become a dating and perhaps a long-term committed relationship, such as marriage. We use the term online dating, sometimes called Internet dating, to refer to the practice of using dating sites to find a romantic partner (Paul. W. Eastwick). After some comparison of dating online versus offlines, conventional offline dating is a heterogeneous category that comprises many contexts for meeting potential partners (e.g., meeting at a bar vs. in church), these contexts collectively differ from online dating in that they do not offer the same forms and degree of access, communication, and matching. To the extent that some precursors of dating sites share these features (e.g., video-dating, newspaper personal ads), they are excluded from the term conventional offline dating. Some of

discussion in line with this theory are : evaluation from Tinder user generally toward online dating itself.

2.2 Discussion Between Variables

2.2.1 Discussion Between User Motives Towards The Tinder App

Dating websites have developed new business categories for distinguishing use and application:

- (1) online personal advertisement sites;
- (2) algorithm based matching sites; and
- (3) smartphonebased dating applications (Finkel et al., 2012).

The first generation appeared in 1995 when Match.com launched a website of online personal advertisements Singles could post a dating profile and browse other members at will. Today, Match.com claims that 1 in 5 relationships begin online (Fisher, 2011).

Five years later, a second generation began in 2000 when Harmony introduced the concept of “science based” online matching or algorithm base matching. This format requires users to provide personal data, such as interests, personality, values and desired characteristics. For a monthly fee, social and behavioral scientists process data to determine matches based on a mathematical algorithm (Finkel et al., 2012). The third generation, which is the category Tinder falls under, is known as a self selection mobile application. Self selection sites allow people to browse profiles of potential partners from the general population in the nearby area using location based software (Finkel, et al., 2012). This category of online dating was developed around 2008, shortly after Apple Inc. introduced the App Store for all iPhone mobile devices. Self selection sites are frequently launched with broader social networking sites, like Facebook, and are becoming extremely popular (Finkel et al., 2012).

2.2.1 Discussion Between User Preference in Evaluating Tinder Profiles

Kang and Hoffman (2011) found that total number of tasks a person performs on the Internet to be a significant predictor of online dating. Couch and Liamputtong (2008) explored differences in demographic conditions that led to online dating and found that seeking a soul mate, sex, fun, relaxation, boredom, and “it’s easier to meet people” were among key motivations. Changing personal circumstances were also factors for online dating, specifically busy work schedules, friends becoming partnered, having children, not being able to go out much, separating from a partner and moving to a new city (Couch & Liamputtong, 2008).

Dating has always been riskier for women than men, when intimate relationships are a primary site of violence and abuse (Stanko 1990). However, while gender-based abuse is not new in, the safety implications of technologically facilitated modes of dating are unclear and are as yet to be adequately explored by digital media and gender-based violence scholars. Although experiences of physical dating violence and other forms of gender based abuse are important, the ability to stay connected via digital media regardless of distance means that physical boundaries are not barriers to abusive behaviour

2.2.1 Discussion Between User's Satisfaction and The Impact From Application

In 1992, less than 1 percent of the population met their significant one through printed advertisements or other intermediated sources (Laumann et al., 1994). Even before online dating, using newspapers or magazines to find romance was largely stigmatized (Finkel et al., 2012). Next thing, after the appearance of online dating, negative views associated with newspaper personals still lingered (Finkel et al., 2012). Not few online daters were stereotyped as desperate or socially inept (Whitty & Carr, 2006), but due to popularity and changes in culture through movies and adaptations online dating started to shed its bad reputation (Finkel et al., 2012). Using web 2.0 technologies, allowing us and more user can generate content and sharing capacities (Hogan et al., 2011). However, young generations in that time, were still leery of online dating. One example, researchers studying college students' attitudes toward online dating the early 2000s found that many young adults had more negative than positive feelings about online dating (Donn & Sherman, 2002). Specifically, students were concerned about people on the Internet would lie about them or their persona, it would take longer to get to know someone, and it was generally unsafe (Donn & Sherman, 2002). The potential for intimate intrusions facilitated through Tinder and similar dating apps, however, has rapidly developed into a pressing social issue. Popular media reports and social media users exposing the range of men's intrusive behaviour on Tinder. For instance, women report receiving lewd 'pick up' lines (Bye Felipe 2019), and experiencing physical violence when meeting in offline settings (Edwards 2016). to be noted that while women and same-sex attracted people can be the perpetrators of intrusive behaviour, these interactions may have different dynamics and warrant specific attention. At the same time, gender is but one of many axes of oppression. Class, ethnicity, ability, sexuality, and age, among other factors, are important lenses through we might analyse Tinder experiences.

2.2.1 Discussion Between Evaluation From Tinder User Towards Online Dating

Some scholars contend that relationships beginning on the Internet can successfully extend beyond the web (Whitty & Gavin, 2001). The duration of time spent chatting online before meeting face to face was explored in Whitty's 2003 study of 30 men and 30 women. From this sample, 65% of daters said they met their date within a week of chatting online and 11% said they met within a month of initial contact (Whitty & Carr, 2006). The majority (91%) of participants hoped to find a long term relationship by means of online dating, while others were seeking casual sex (12%). Ten percent of subjects said they were attracted to online dating because of social anxiety and considered themselves shy people. Nearly half (47%) of individuals said the large number of potential matches appealed to them, while 67% felt they had no other option because of personal reasons (Whitty & Carr, 2006). Additionally, 35% of respondents talked about liking the convenience of online dating, meaning they could access and browse dating sites in their own home.

2.3 Research Gap

Different elements consist different result of this research. This research are aiming to distinguishing and investigating social recognitions, positive and negative. The research also generating perspectives that verify the utilization of the application. The findings with current writing has offered promising bits of knowledge onto these three key territories. There are in the field of psychology, sociology, and communication studies. Its different while previous research did by Jessica L James focusing more in the negative sides and how manipulators use Tinder as media for fraud and sexual harrashment. It's also different from a research above done by Ayip Fahmi that talking about matches on Tinder can develop relationship within the app. Another research also done by Sinta Dwi that researching on constructing whiteness in the app for expatriate in Indonesia. And also a research from Ali Finkel that focused on perspective and science psychology.

3.1 Conclusion

Humans need to feel purpose and inclusion. Young adults, mostly between ages 18 - 25, are particularly driven to belong sensation and often use their relationships with others as a way to shape their own identity (Allen, 2008). One way to achieve this feelings is through the acquisition of meaningful and romantic partnerships. In this day and age, more and more young people are turning to online dating site and mobile phone applications in search of love and

intimacy. From the showing of the first online dating site in 1995, to the invention of modern social networking dating sites in 2007, online dating has grown into a billion dollar industry with countless users (PBS, 2013). In fact, today nearly two billion people worldwide use some form of online dating (Finkel et al., 2012) As a number of individuals participate in online dating, issues unique to this method of finding partnership have developed. One such issue of interests how online dating and mobile applications are changing and affecting the dating culture of the young people who use them and how young people perceive these experiences. It is possible that the popularity of dating applications is not only encouraging young adults to date but also to select potential mates based on limited visual data versus connecting via conversation.

Furthermore, building relationships based on such limited information can also encourage users to make judgments about others based on biases these factors have the potential to have long term effects on how individuals form attachments The uses and gratifications (U&G) theory serves as the theoretical framework for this research. The theory seeks to understand why and how people use media to satisfy individual needs, and the potential consequences of acting on such needs (Blumler, Katz & Gurevitch, 1974). Past studies focusing on U&G have often evaluated traditional forms of media (e.g. television, newspaper, radio), but as modern media becomes more interactive and multimodal, scholars have urged for updated studies on user gratifications to better understand the latent effects of technology (Rubin, 2009; Ruggiero, 2000; Sundar & Limperos, 2013).

Sundar's MAIN model (2008) addresses the digital affordances offered on new media devices, for example, smartphones. The model posits that such affordances provide cues to media users, which then trigger mental shortcuts about characteristics of the content they consume (Sundar & Limperos,2013).

When designing mobile applications, developers often follow a User Centered Design (UCD) that augments the product around the wants and needs of the end user. Not only is the design contingent on the technology, but also what people want to gain from the mobile application. Therefore, investigating the possibility that media need shaping the design of mobile applications is warranted. interacting with a given medium is somewhat dictated by the affordances in the technology of the medium (Norman, 2002; Sundar & Limperos, 2013). Affordances are cues about how an object should be used. Digital affordances visually suggest how users can interact with the interface and how they can contribute and construct content through the interface (Sundar & Limperos, 2013).

New media creates several innovative affordances; therefore, exploring user interactions and the possibility of emerging gratifications is warranted. The MAIN Model (Sundar, 2008) identifies four potential areas of technological affordances: modality, agency, interactivity, and navigability. The model theorizes that affordances give cues to media users, which then activate mental shortcuts about characteristics of the content they consume (Sundar & Limperos, 2013). Over the years, MAIN affordances have been shown to have significant psychological consequences. As quoted in Sundar and Limperos (2013), “A distinct possibility is that the affordances modern media will lead users to expect certain gratifications and thereby shape the fulfillment they receive by using these media” (p. 512). Modality refers to the different methods of presentation (e.g. audio or pictures) of media content (Sundar & Limperos, 2013). The Internet provides the option for users to provide content through multiple modalities (text, photo, audio video), which is why the term multimedia is often associated with the Internet. Specific gratifications from the modality affordances are (1) realism; (2) coolness; (3) novelty; and (4) being there (Sundar, 2008). According to Sundar, the visual modality (i.e. photos) is more trusted than text because pictures lead people to conclude something is more real.

Some of positive and negative sides from the app we can explore are that this app Tinder is the easiest way to meet people without having to go out in search for someone. People can easily find an individual, and speak to them for hours without having to feel nervous or mess up. Although this app is a positive approach towards starting a relationship, there are many negative traits when using Tinder. It gives effect not from the technology but from the miss use of the user. Tinder can be a bit tricky because people can be catfishers and manipulate another towards fraud. But most importantly, it gave a social effect towards behaviour whilst managing relationships in this digital era is harder than before because meeting new people is as easy as look into your phone.

3.2 Recommendation

Leaning towards the use of the app whether positive and negative sides, the app itself needs to develop a research towards their consumer behavior and the effects of their app. Because subconsciously they change our social interactions and expectations towards relationships one way or another. the way we think is slowly changing about online dating perceptions. Humans are adaptable and there are pros and cons. Future research is highly suggested towards psychology effect and behavior of singles or married couple engage with Tinder App.

Reference

Blumler, J. G., & McQuail, D. (1969). *Television in politics: Its uses and influence*. University of Chicago Press.

Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and gratifications research. *The Public Opinion Quarterly*, 37(4), 509-523.

Finkel, E., Eastwick, P., Karney, B., Reis, H., & Sprecher, S. (2012). Online Dating: A Critical Analysis From the Perspective of Psychological Science. *Psychological Science In The Public Interest*

Blumler, J. G., & Katz, E. (1974). The Uses of Mass Communications: Current Perspectives on Gratifications Research. *Sage Annual Reviews of Communication Research Volume III*.

Blumler, J. G., & Katz, E. (1974). The Uses of Mass Communications: Current Perspectives on Gratifications Research. *Sage Annual Reviews of Communication Research Volume III*.

Ellison, N., Heino, R., & Gibbs, R. (2006). Managing impressions online: Self presentation processes in the online dating environment. *Journal of Computer-Mediated*

Leung, L., & Wei, R. (2000). More than just talk on the move: Uses and Gratifications of the cellular phone. *Journalism and Mass Communication Quarterly*, 77 (2), 308 - 320

Communication, 11, 415-441. doi:10.1111/j.1083-6101.2006.00020.

Domestic Violence and Online Romance Scams Use Similar Psychological Tricks

Bindley, K. (2012, June 19). Online romance scams: Digital lotharios take to the web. *Huffington Post*.

Blasio, P.D., & Milani, L. (2008). Computer mediated communication and persuasion: Peripheral vs. central route to opinion shift. *Computers in Human Behaviour*, 24, 798851.

<https://www.businessofapps.com/data/tinder-statistics/>