



Digital Romance: Self-Presentation Strategies of Jakarta's Dating App Users

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Abstract

In the rapidly evolving digital age, self-presentation has become an integral part of human interaction, particularly in the realm of digital romance through modern dating applications. This study analyzes the digital self-presentation strategies of users of Tinder, Bumble, and Coffee Meets Bagel in Jakarta. Using a qualitative descriptive method and Erving Goffman's self-presentation theory, data were collected through profile observations and interviews with 15 informants aged 23 to 33 who have used these apps for over a year. The findings identify several self-presentation strategies used by dating app users. Both male and female users take selfies with various poses to create natural-looking images. For instance, Bumble users use clear facial photos in formal attire to give a professional impression, while informant DA shows a neat and serious appearance in professional settings. Bumble users also use polite and open language with detailed writing styles. Coffee Meets Bagel users, such as informants display photos in formal attire and emphasize emotional intelligence in their profiles. Tinder users' informants like to highlight their dedication to fitness and use casual language with humor to create a pleasant impression. The study reveals strategies like self-disclosure, authenticity, subtle cues, and the importance of valid self-presentation in digital romance.

Introduction

In the ever-evolving digital era, online dating apps have become a striking phenomenon in the transformation of the way humans establish interpersonal relationships (Phitaloka & Purwaningtyas, 2020). The communication process carried out by humans as social beings cannot be separated from social interactions with other people (Sukardani et al., 2022). The use of dating apps such as Tinder, Bumble, and Coffee Meets Bagel has increasingly penetrated into the daily lives of Jakartans, raising questions about their impact on patterns of introductions and romantic relationships in a multicultural context (Wicaksono & Abadi, 2021).

Online dating apps and websites that can be found are many and varied such as OMI, Setipe.com, Paktor, Beetalk, Skout, Badoo, and Tinder, Bumble & Coffee Meets Bagels (Orami.co, 2023). Tinder was one of the first dating apps designed specifically as a smartphone app, rather than as an extension of an existing dating site. Tinder, Bumble is one of the sites that has received a lot of positive responses from online dating users. However, some online dating users through the results of pre- study researchers said that the psychological part is very impractical (Thomas et al., 2023; Bonilla-Zorita et al., 2021; Finkel et al., 2015; Livingstone & Smith, 2014). This is because Coffee Meets Bagel was created with women's preferences in mind. It is just that the use of Tinder is more popular due to its earlier appearance than Bumble and Coffee Meets Bagel.

Based on the percentage of online dating use with a frequency of several days a week, the largest value is around 32% and the percentage of Indonesians who claim to have never used

online dating is 2%. The data above shows that quite a lot of people of various ages are online dating users. This is because the application is quite easily accessible to users, especially on Android and Ios-based mobile applications, where users can communicate if each other have a "match" or press the "love" button (Kusumaningtyas & Hakim, 2019; Wargo, 2012; Yahiaoui, 2017).

The self-presentation that occurs on internet media will vary based on the type of media. If the media is a profile page, then the self-presentation will be more constant and fixed (Marwick, 2005). This is because the frequency of media changes is not too high (Balan et al., 2021; De Vries, 2014; Huang et al., 2020). Online dating app users present themselves through profile pages and are one of the most dominant ways of presenting themselves and are dynamic and interactive, changing very quickly over time. Thus, media such as the social media above make self- presentation more dynamic (Soll, 2022; Jurgens & Helsloot, 2018).

Self-presentation in the online world, particularly through dating apps, involves unique strategies and tactics (Tombul & Sari, 2021). Modern dating app users not only face questions about how they construct online identities, but also about how they interact, communicate and present themselves. navigate relationships in these virtual spaces (Labor, 2020; Duguay, 2017). Therefore, understanding self-presentation strategies in the online world is important to uncover the secrets and dynamics of relationships in the context of online dating apps (Gibbs et al., 2011; WAN, 2018; Ryder, 2024).

Then based on the problem formulation above, several research questions can be asked, namely; 1) How is the digital self-presentation of users of online dating apps Tinder, Bumble, Coffee meets bagel, in Jakarta? 2) What are the digital self-presentation strategies of users of online dating apps Tinder, Bumble, Coffee meets bagel, in Jakarta?

Methods

This research uses descriptive qualitative research. Qualitative research is scientific research that is more interpretative based on the circumstances studied. Qualitative research describes the actual situation to be studied and then interpreted to understand the phenomena that actually occur (Lahiri, 2023). Qualitative research begins with assumptions and the use of interpretative or theoretical frameworks that inform research problems that answer the meaning of individuals or groups that are considered social problems (Creswell, 2016; Ormston et al., 2014). This research was conducted to observe and understand the meaning of an experience related to a particular phenomenon. Therefore, the author made observations of the Bumble, Coffee Meets Bagel, and Tinder Apps. So that researchers use the Bumble, Coffee Meets Bagel, and Tinder applications. This study uses Goffman's self-presentation theory as a framework to analyze digital self-presentation in users of online dating apps such as Tinder, Bumble, and Coffee Meets Bagel in Jakarta can provide deeper insights into how individuals manage their identities in these virtual spaces. Erving Goffman's self-presentation theory, introduced in his work *The Presentation of Self in Everyday Life* (1959), focuses on how individuals present themselves in social interactions, as if they were actors on a stage playing a particular role in front of an audience.

Self- presentation theory was chosen because of its commitment to descriptively observe the use and interactions that occur within the Bumble, Coffee Meets Bagels, and Tinder apps in self-presentation. In this study, a narrative-based semi-structured interview schedule was designed that incorporated photo elicitation, narrative interviewing. Given the self-presentation and perspective of the Other under study, the researcher obtained the informant's point of view through in-depth interviews. Instead of searching for the 'truth', this method allows the researcher to look for similarities and see differences, thus giving justice to the life world of

others. In this study, it refers to the diverse viewpoints of informants who give meaning to various experiences reflected in the lives of individuals. To achieve a deeper understanding, the researcher uses self-presentation as a tool to increase awareness of diverse contexts, thus being more responsive to the perspectives that emerge from different positions.

Furthermore, through this method, self-presentation on online dating apps is a form of impression creation that is done by only showing the best side of the individual as a form of ideal person, so that users seem to have two different lives. However, researchers see that previous studies are still lacking in discussing how the process of self-presentation is carried out dynamically, as well as trying to adjust as an ideal partner among users of online dating applications. Mediated interactions in online dating apps are seen as culture and cultural artifacts. In relation to this research, self-presentation theory is needed to determine the self-presentation between people structured in cyberspace, so as not to lose the opportunity to observe the role of space in building social relationships. Due to its partial nature, this method was only used to obtain documented data on social dating apps through observation and screenshots, as well as direct experience by taking over informants' accounts with their consent.

The informants in this study are 15 (fifteen) people who have been users of online dating apps (Bumble, Coffee Meets Bagel, and Tinder) for at least more than one year; this time period was determined with the consideration that the informants have more diverse experiences. Their ages ranged from 23 to 33 years old. They all live in a big city or urban area in Indonesia, namely Jakarta; this background provides a socio-cultural context in reading the informants' experiences related to this issue. Regarding gender, the informants consisted of both women and men; this proportion, although qualitatively less significant, was determined to help the researcher avoid gender-biased analysis and enrich as many gender perspectives as possible in the research results. The data collection process took place over several months from late 2023 to early 2024. The process of data collection and data analysis in this research is non-linear. The data analysis process is carried out by cross checking and double cross checking the results and analysis simultaneously. Finally, to protect the personal data of the reporter, all names mentioned in this paper are pseudonyms.

Based on the research above, the following informant data on users of online dating applications Bumble, Coffee Meets Bagel and Tinder based on the data collected, there are several informants in the following table 1:

Tabel 1. The number of informant profiles is as follows. Here

No.	Infoman's Initials	Age	Gender	Online dating apps are used
1.	RW	23 years old	Men	Bumble
2.	FL	29 years old	Female	Bumble
3.	DA	29 years old	Men	Bumble
	FC	25 years	Female	Bumble
5.	HC	32 years old	Men	Bimble
6.	AL	26 years old	Men	CMB
7.	NV	25 years	Men	CMB
8.	AK	24 years old	Men	CMB
9.	SD	28 years old	Female	CMB
10.	RO	28 years old	Men	CMB
11.	VL	28 years old	Men	CMB
12.	KH	31 years	Female	Tinder
13.	LV	33 years old	Female	Tinder
14.	RJ	21 years old	Men	Tinder

15.	SL	20 years	Men	Tinder
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Results and Discussion

Digital Self-Presentation of Users of Online Dating Apps Tinder, Bumble, Coffee Meets Bagel, in Jakarta

Digital self-presentation can be done directly by building a self-image in front of others. There are several social media that are often used to build self-image, but in this study using the Bumble, Coffee Meets Bagel, and Tinder applications. Which are used to find friends and potential partners.

Based on the data from interviews conducted with fifteen informants who are users of online dating sites and apps Bumble, Coffee Meets Bagels, and Tinder, the researcher found several categories included in the strategies used by these online dating users in presenting themselves to their potential partners. These strategies include: Self- openness, balance and accuracy in presenting oneself with the real self, the importance of small signs, and the validity of self-presentation.

In accordance with Goffman's (1956) concept of impression management, most participants were aware of their audience and were eager to present themselves in a certain way online. The participants were observed to engage in similar practices in photo-taking, using them to produce images that were perceived as naturalistic Based on the research analysis of the digital self-presentation of the informant studied with the initials RW Bumble application users, the analysis of the Bumble application user profile based on the uploaded images. Informant RW shows a clear face in front of the mirror, wearing formal and modern clothes. In other photos, informant RW takes a unique and bold sitting style, based on this, the informant shows a cheerful and relaxed side of his personality. The user wears a suit that gives a formal impression but still shows a creative side.

Furthermore, the research of the informant initials DA in displaying profile photos shows the user's physical appearance, which is often the first impression for potential partners. In this profile, DA uses a photo that looks professional and neat, showing a serious and trustworthy impression. The photo is taken in a seemingly professional or academic environment, indicating that the user may be at an event or conference. This could give the impression that the user is active and engaged in productive activities.

In the personal information, DA informants display their name and age. Age is important information in dating apps as it is often one of the main search criteria. As well as informant DA lists that he graduated from Swiss German University in 2017. That this information highlights the user's educational background and gives an idea of the level of education and possible areas of expertise. The presence of a blue checkmark indicates that this profile is verified, which increases potential matches' confidence in the user's authenticity.

The digital self-presentation carried out by female users in the online dating application Bumble, namely informants with the initials FL in their digital self-presentation FL uses several photos that illustrate her personality and interests, this can be seen in close-up selfie photos with accessories (such as lightsticks) that may show interest in certain music or pop culture, which can indicate certain hobbies or interests. Using consistent photos and descriptions that match FL's personality can help build trust and authenticity.

Meanwhile, in informant FC's self-presentation, informant FC is seen doing selfie activities gracefully, using a casual style of clothing. FC informant displays a description in his photo that he really likes hiking which he does every month. FC loves the outdoors, physical activity, and stunning scenery, so it always motivates FC to continue climbing mountains.

Based on the results of the study, the digital self-presentation of Bumble application users is seen in the style of the profile which tends to be able to create a different impression from usual. User profiles can arouse curiosity and make someone want to get to know more. Users in this study stated that when getting acquainted with potential partners, they use real names, both full names and nicknames that they usually use as usernames on these online dating sites or applications.

The results of the male informant research on online dating users on the Coffee Meets Bagel online dating application, with the initials AL in the profile photo of the Coffee Meets Bagel online dating application user, give a very positive impression. In his profile photo, the user is seen wearing a neat black suit and tie and looking into a mirror, looking formal and professional. The black and white indoor photo with a minimalist background reflects simplicity. The face is serious yet relaxed, giving a more formal and serious impression. AL also provides some personal information such as her job, education, and hobbies, showing that AL uses self-descriptions that emphasize emotional intelligence and a sense of responsibility.

Furthermore, informant AK displays a profile photo that gives the impression of elegance by wearing a black suit with a white shirt open at the top and holding a wine glass, looking stylish and casually elegant. The photo was taken at an event with luxurious and festive decorations, reflecting a glamorous lifestyle and giving the impression of luxury and class, besides that AK also displays a wide smile and confident posture, showing a friendly and sociable personality.

Informants AK in this study also stated that when getting acquainted with potential partners, they use their real names, both full names and nicknames that they usually use as usernames on these online dating sites or applications. In addition to the name, online dating users will also mention their actual age on the profile. Apart from age being one of the mandatory identities on the profile, age also affects online dating users in choosing potential partners. Generally, users will choose potential partners who are the same age or have a not too far age difference, both older and younger. Next is the area of origin or domicile (Pramudiarja et al., 2023). The informants admitted to using the current domicile to be listed on the profile and generally the informants will look for potential partners who are in the same area as them or in an area that is not too far away and can be reached. This is because users of the online dating apps tinder and Coffee meet bagel cannot manipulate their location because their location when using the app is connected to the GPS on the mobile device. The location can change automatically according to the location of the phone. On the other hand, on the bumble app, users can change their location using Travel Mode to connect wherever they want to go.

Next, is the analysis of female informants who use the Coffee Meet Bagel application. informants RO wear light brown blazers with black tops and yellow pants. The appearance looks neat and professional but still casual. The photo was taken in an elegant room with a sofa and a large mirror, reflecting a warm and aesthetic atmosphere. informant RO showed a friendly smiling expression and a relaxed sitting posture, showing a cheerful and friendly personality.

Meanwhile, informant SD has a calm and friendly appearance, wearing casual but neat clothes. With a slight smile and relaxed posture, it reflects an approachable nature. The photo was taken inside a cafe or restaurant, which gives the impression that this informant likes to relax and may have an interest in social or culinary activities. Informant SD lists his occupation as Credit Analyst, BCA. This job suggests that the individual has a background in finance and analysis, which often requires analytical skills and attention to detail. SD lists her education at the University of Washington. This shows that SD has a higher education from a recognized institution, which signifies dedication and good academic ability.

Based on the dressing style of AL, AK, SD and RO, it appears that Coffee Meets Bagel app users understand the importance of appearance and giving a professional impression. The photography style shows that users have an aesthetic taste and tend to pay attention to details. Overall the profile is able to attract attention with a sense of seriousness, professionalism and attention to detail which can be a positive point in online dating profiles looking for a serious and committed partner.

Other identities disclosed in the profile include occupation, current education, religion, posture, and hobbies, such as on bumble, coffee meet bagel, and tider sites. In addition, when presenting themselves online, of course these online dating users will try to make themselves more "ideal" in order to attract potential partners. However, in presenting themselves, online dating users also need to consider the balance and accuracy between who they are online and who they really are. This is done to anticipate future meetings. As is known, online dating is a form of online communication where the people involved communicate through online connected to the internet only without having to meet face to face by Griffin (2006) in Tang et al. (2020). There is no direct face-to-face in this communication.

Next, digital self-presentation on the online dating application Tinder based on the digital self-presentation of RJ and SL informants in the use of their profile photos looks like they like to exercise, RJ and SL informants look photos that show the results of their efforts by showing their muscles may have strong visual appeal. SL Showing dedication to health and fitness can make a positive impression, as well as showing commitment to a healthy lifestyle. In addition, displaying a healthy and athletic body can be an attraction that can draw in other users. SL profile description says that Fitness is an important part of her life, and SL likes to keep fit. Based on the researcher's observation that on Tinder all users can set their name, photo, age, and other basic information as they wish, even if the information does not match reality.

Digital self-presentation in female informants of Tinder users studied has the initials LV who uses the Tinder application. LV informants display faces clearly in front of the camera casual and modern. This shows that users care about appearance and give a professional impression in showing self-presentation. Furthermore, in the photo of another informant KH Taking a beautiful and charming sitting style, based on this, the informant shows a cheerful and relaxed personality side. Users wear casual clothes that give a neat impression and KH informants are seen in photos inside the cafe.

Based on the informants' research, digital self-presentation in the context of online dating does not only focus on physical aspects, but also includes things that cannot be seen directly, such as traits and personality. This is reflected in small signs that are expressed indirectly during online communication. For example, online daters may choose their language and topics of conversation carefully when interacting with potential partners. According to research by Ellison et al. (2006), this is a form of self-presentation that online dating users use to form an impression of themselves. This practice falls under the concept of hyper personal communication behavior, which involves selective self-presentation.

Based on the research, there are several things related to the way these online dating users communicate online, especially in the form of written messages. Things that are considered include the language used in the message, the procedure for writing the message, and the topic of conversation raised when communicating with potential partners. Online dating apps try to communicate correctly through written messages because there is a possibility of errors in communication that can result in inaccuracies in self-presentation. The choice of language used when communicating can be categorized as a form of self-presentation for online dating users.

Based on the research conducted on Informant FC in using the Bumble application, it is known that in the use of language, Informant FC tends to use English. This may be due to several factors, such as educational background, social environment, or personal preference. The use of English by Informant FC can reflect that the extent of his potential partner's ability in foreign languages. Furthermore, in writing procedures, Informant FC always writes messages that are not short. This shows the existence of self-disclosure. Self-openness is a person's ability and desire to share personal information, feelings, and thoughts with others.

There were also informants who revealed that they paid less attention to the rules of message writing, although some tried not to use too many abbreviated words. Admittedly, they sometimes use abbreviations that do not match the original word, such as changing "me" to "ak" or "q", "it's okay" to "gpp", or "no" to "g". According to the informants, this was not intentional; they were just used to typing messages quickly to save time. Some informants revealed that they pay little attention to the rules of message writing, although some try not to use too many abbreviated words. Admittedly, they sometimes use abbreviations that do not match the original word, such as changing "me" to "ak" or "q", "it's okay" to "gpp", or "no" to "g". According to HC informants, this is not intentional; they are just used to typing messages quickly to save time.

Based on the conclusion of the research, users of the online dating application Bumble on informants tend to follow a relaxed and polite writing style. Messages sent tend to be short and to the point. Bumble users tend to convey their messages clearly and straightforwardly because Bumble emphasizes respect and politeness, the language used by users is generally polite and respectful. They avoid rude or inappropriate words in conversations. Bumble users are generally friendly and open in their conversations. They welcome questions and open discussions, and try to keep conversations positive and fun. The language used tends to be casual, but still shows interest in the other person. They also sometimes use light jokes or teasing language to keep the conversation interesting. Since Bumble often involves real-time conversations, users tend to respond to messages quickly and think on their feet in their replies.

Based on information from informant NV, a Coffe Meets Bagel application user. Informant NV uses polite, casual and open writing language. NV informants tend to be friendly and open in their conversations. Based on this, it can welcome questions and discussions with a positive attitude, creating a pleasant communication atmosphere. Users often try to show their personality and interests through messages. Coffee Meet Bagel users also tend to add a personal touch to conversations to create a deeper connection.

Based on the results of the study, it can be concluded that the users of the Coffee Meets Bagel app convey their interest in certain things clearly and without ambiguity, so that potential partners can understand well what they are looking for in a relationship. In addition, since the app emphasizes harmony and safety, users can also use language that conveys their intention to build a meaningful and respectful relationship. This can be reflected in the way they communicate and the way they respond to conversations with other users.

In addition, the language styles used by Tinder application users tend to vary. Informant LV is known that in the use of language style Informant LV tends to use a relaxed and Informal language style. Informant LV Tinder users tend not to use wordy words and try to convey their messages clearly and efficiently. Furthermore, Informant FR Tinder users are known to always insert humor in their conversations to make them more interesting and fun. FR informants in conversations on Tinder contain elements of flirting in the form of light jokes, memes, or the use of funny emojis.

Based on the research, users may use slightly teasing words or sentences to show their interest in a potential match to make the conversation more meaningful, users tend to use more personalized language. In addition, they refer to information on the other person's profile or ask specific questions about the person's interests or hobbies. Tinder is more focused on spontaneous meetings and connections; users tend not to worry too much about strict grammar rules or formal writing conventions. They are more concerned with the impression created in the conversation than the use of grammatically correct language.

As for the topic of conversation when communicating with potential partners, informants revealed that they do not have specific topics of conversation when communicating with potential partners online. The things that are usually discussed when messaging with potential partners are only about themselves such as identity, hobbies or favorite things, and daily activities.

Digital Self-Presentation Strategies of Users of Online Dating Apps Tinder, Bumble, Coffee Meets Bagel, in Jakarta

Based on the results of the research on the self-presentation strategies of users of online dating applications Tinder, Bumble and Coffee Meets Bagel in Jakarta, there are several strategies in presenting themselves in each application, the strategies used by users of online dating applications, among others, are contained in the table 2 as follows:

Table 2. Self-presentation strategies used by Bumble, Coffee Meets Bagel, and Tinder users in utilizing online dating apps

Self-Presentation Strategy	Bumble	Coffee Meet Bagel	Tinder
Name	Real names (RW, DN) or commonly used nicknames	Real name or commonly used nickname (NV, MD)	Real name (LV) or commonly used nickname
Age	Actual Age (All Informants)	Actual age (all informants)	Actual Age (All Informants)
Location	Current location, cannot be manipulated by the user (DA, FC)	Current location, cannot be manipulated by the user (MI)	The current location, (KH, LV) can be manipulated by the user
Other Identity	Occupation, latest education, religion, body posture, hobbies (FC, HC)	Occupation, recent education, religion, posture, hobbies (NV, MI)	Occupation, recent education, religion, body posture, hobbies (RO, LV)
Compatibility with Partner Preferences	Choosing a partner of the same age or with a small age difference (RW, HC)	Choosing a partner of the same age or with a small age difference (AL, SD)	Not specifically mentioned (RJ France)
Profile photo	Reflects personality and interests (RW FL, DA)	Reflects seriousness and professionalism (MI, SD)	Reflects dedication to health and fitness, or (KH, LV) personality and interests
Language style	Relaxed and polite, with a little humor or light language (FC)	Formal and polite, with an emphasis on	Relaxed and informal, with lots of humor and more

		clarity and honesty (RO)	personalized language (RJ, FR)
Response	Fast and spontaneous (FL)	Fast and spontaneous (NV, SD)	Tends to be spontaneous, depending on user preference (LV)
Topic of Conversation	Identity, interests, daily activities (RW)	Identity, interests, daily activities (SD)	Identity, interests, daily activities, plus casual conversation or jokes (FR)

Users of online dating apps such as Tinder, Bumble and Coffee Meets Bagel in Jakarta develop various strategies to present themselves digitally. These strategies cover various aspects, from the selection of profile photos, self-descriptions, to how to communicate with potential partners. Based on interviews with a number of informants, the following is a discussion of users' digital self-presentation strategies in each application.

Furthermore, Digital Self-Presentation Strategies used by Tinder users Strategies in profile photo selection Users like RJ and FR display photos that show the results of their efforts in the gym and fitness. Such photos highlight their dedication to a healthy lifestyle and may attract the attention of other users with similar interests. Self- presentation strategies of female users in the Tinder app in Photo selection Users like LV display photos in casual yet neat clothing. Photos taken in familiar environments such as cafes can give a relaxed and approachable impression.

Digital self-presentation strategies based on profile descriptions FR users tend to write short but interesting descriptions, often using humor or interesting quotes to create a pleasant impression and invite further conversation. Furthermore, self-presentation strategies in the aspect of using Communication Style users tend to be relaxed and informal, with the use of everyday language that is easy to understand. Informants such as LV and FR often insert humor and flirting elements in conversations to create a pleasant impression.

Finally, In Self-presentation strategies based on profile descriptions on Coffee Meets Bagel tend to be more detailed, including information about work, education and hobbies. Informants like AK highlight their educational background and professional experience to give a clear picture of themselves. Presentation strategies in the use of communication styles, Users like AK use formal and polite language in communication, creating a professional and trustworthy impression. In Coffee Meets Bagel, a more quality-focused approach creates space to highlight personal uniqueness (Zacjohnson, 2023) Users often add personal touches in conversations to build deeper relationships, for example by talking about hobbies or personal experiences.

Conclusion

Self-presentation or often also called impression management is an act of presenting oneself carried out by each individual to achieve the expected self-image. Self-presentation can be done by individuals or can also be done by groups of individuals/teams/groups. Meanwhile, self-presentation strategy is an effort to form a certain impression that is consciously and deliberately formed by others to achieve a hidden goal.

Based on the results of research on the digital self-presentation of users of online dating apps Tinder, Bumble, and Coffee Meets Bagel in Jakarta, it can be concluded as follows, digital self-presentation in self-disclosure and accuracy in displaying Users of online dating apps tend to present themselves openly and in accordance with reality, although there are efforts to form an

ideal image. This is done to attract potential partners while maintaining authenticity. In addition, personal information such as real name, age, education, occupation and hobbies are often honestly and openly displayed on their profiles. A carefully chosen profile photo reflects the user's personality and interests. In the user's dress style, it is neat and professional, and the use of a supportive environment such as a workplace or academic place is used to give a serious and trustworthy impression. Some users, such as informant DA, use the profile verification feature to increase potential partners' trust in their authenticity. Profiles with blue ticks or verified information increase the trustworthiness and validity of self-presentation.

Digital self-presentation strategies on users of online dating apps such as Tinder, Bumble, and Coffee Meets Bagel in Jakarta. It can be concluded that Bumble app users Users such as RW and FL display a balance between formality and creativity in their profile photos, showing a professional side and a cheerful personality. Furthermore, Coffee Meets Bagel application users Users such as AL and AK accentuate the professional and neat impression in their profile photos, showing attention to detail and good appearance. And finally on the Tinder app users Users like RJ and FR focus more on the physical aspect and healthy lifestyle, often showing dedication to fitness through photos at the gym. The language used tends to be polite, friendly, and tailored to the context of the app. On apps like Bumble, users tend to use polite and respectful language, whereas on Tinder, users tend to be more relaxed and often insert humor into conversations. Topics discussed are generally around identity, hobbies, and daily activities. There is no specific topic of conversation that is favored, but rather the conversation evolves naturally based on the interests and responses of potential matches. Overall, this study shows that online dating app users in Jakarta use various strategies to build a positive and attractive self-image. They display a balance between reality and idealized self, use small signs to reinforce self-presentation, and maintain validity and authenticity in their digital interactions. Dress style, language use, and conversation topics are important aspects in shaping impressions and attracting potential partners.

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