

ABSTRACT

Impression Management in Hyperpersonal Communication in Online Dating Applications (Descriptive Analysis of Female Bumble Application Users)

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The phenomenon of interaction and communication between one individual and another through online dating applications. One of the online dating applications available in Indonesia is Bumble, this application provides freedom for female users to always be more proactive in introducing and interacting with individuals who like them. This study aims to describe how an impression management in hyperpersonal communication is carried out by female users of the online dating application Bumble. This study uses the main theories and concepts of Impression Management, Dramaturgy Theory, Computer Mediated Communication, and Hyperpersonal Communication. The research was conducted qualitatively, with a constructivist paradigm, using descriptive analysis methods by collecting in-depth interview data to five informants with predetermined criteria. The results of this research in the theory of Dramaturgy Front Region which consists of three aspects, namely; First, is setting of everyday life, informants one and four show their simple lives. Informants two, three and five who prefer to cover up their background in life and will only tell if they know more deeply. Second, appearance displayed by informants one and four shows the style as it is, informant two shows a style that is not excessive and neat, informant three shows several lifestyles such as casual and formal, and finally informant five shows a brave, cheerful style. and love art. Finally, the manner displayed by each informant is the same, such as polite, friendly, and humble to other Bumble application users.

Keywords: Online Dating Application, Bumble, Impression Management, Dramaturgy Theory, Hyperpersonal Communication

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