

Dramaturgy in Interpersonal Communication of Online Dating Application Users (Tinder) in Jakarta

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ABSTRACT

This research is motivated by the rise of online dating applications used by the millennial generation in Jakarta. The Tinder application is an online dating application that is quite popular with the millennial generation. In this study, the researcher used a qualitative approach by choosing the Dramaturgy theory popularized by Goffman (1959). The study examines the creation of impressions (impression management) created by Tinder application users on the front stage and backstage. This study aims to determine how impression and message management is managed by Tinder application users in interpersonal communication. From this study, there are several different impressions from what is on the front stage and back stage.

Key words: Dramaturgy, Interpersonal Communication, Tinder

INTRODUCTION

Nowadays, everything is digital, including in terms of finding partners and friends. There have been many online dating applications that can be used to find partners such as: (Tinder, Tantan, Bumble, and others). Tinder is the first online dating application that is in demand by the public. How to play with Tinder is quite simple and interesting. Just by uploading a profile photo and filling in personal information such as date of birth, filling in a short biodata in the about me section, hobbies, to entering a list of favorite songs that are connected to the Spotify application. After that, the application will display the candidates they choose based on the location or distance that is not too far and also the age range that we choose and determine. After that, the user can swipe left which means the user does not choose the person. Conversely, if the user swipes right, it means the user chooses the person. This must be done by both of them in order to connect with each other. The next stage is to communicate, after matching/connecting in the Tinder application there is a space for Chat which is used to greet and chat with each other. If they are already close, they usually exchange Whatsapp numbers and follow each other on Instagram, then continue chatting on Whatsapp. Then, if they are compatible and comfortable communicating with each other, it is likely that they will meet in person.

Tinder is one of the most popular online dating applications in Indonesia. This is evidenced by the results of a Rakuten Insight survey in September 2020, the Tinder application is the most widely used application, in Indonesia there are approximately 4.1 million active Tinder users (Rahadiani, 2020). The Asen Post research results also stated that Tinder is ranked first as the Top Dating Apps and beat two other similar applications in Indonesia (Nortajuddin, 2020). Tinder also

won the Best New Startup of 2013 award at the Tech Crunch event, until in 2015 it was estimated that Tinder application users reached 50 million people with 10 million daily active users (Herdianti, 2018). This data is the reason researchers conducted research on the Tinder dating application. Although the Tinder application has many benefits and is in great demand by people, users must still be careful and vigilant when using this application. Because there are many cases such as crime, fraud, sexual harassment, and others because there are people who have bad intentions in using this application.

Each Tinder application user has different goals, some want to find friendships, some want to find a life partner and some are just looking for a lover. Whatever the goal, of course Tinder users want to show themselves well when they meet so as to create a good impression so that this introduction relationship can continue. According to Goffman (in Alim, 2014). the concept of impression management is the concept of individual needs so that someone can be accepted. This concept emphasizes the individual process of communicating their self-image so that people believe in the impression displayed. Goffman describes impression management explained in dramaturgy theory, Goffman views one of the bases of social interaction is the reciprocal commitment between individuals involved in a role played. (Mala, 2016). In dramaturgy, it consists of the Front Stage and the Back Stage. Front Stage, which is part of the show that defines the show. The front stage is divided into two parts. First, the setting is the physical scene that must be there if the actor plays his role, and the second is the personal front, namely various types of equipment as a language for the actor. Back stage is a space where the scenario is executed by a "team" (a secret society that organizes the appearance of each actor) (Yuni Tresnawati, 2018).

In a tinder account, people usually always display profile photos and information about themselves as attractively as possible so that other tinder users swipe right. After that, if they finally meet face to face, in interpersonal communication they will try to display and construct themselves as well as possible through appearance, language style, and others as attractively as possible so that the person they are talking to can be persuaded. Self-presentation or self-appearance when meeting is very important to get a good impression. Especially if there is one party who is interested in the person they are talking to from tinder.

Based on this problem, the aim of this research is to find out how Dramaturgy In Interpersonal Communication Of Tinder Application Users In South Jakarta

It is hoped that this research will have the following benefits:

1. Theoretical Benefits: The theoretical benefits of this research are expected to be able to contribute to the development of basic communication science regarding theories related to an individual's dramaturgy, as well as studies related to the use of online dating applications.
2. Practical Benefits: Practically, this research can be useful for analyzing Dramaturgy in Interpersonal Communication of Millennial

Generation Users of Tinder Application in Jakarta to Construct Themselves and can be used as a basis or reference for further related research.

LITERATURE REVIEW

Tinder

Tinder is an online dating application launched by Sean Read, Justin Mateen and Jonathan Badin in West Hollywood, California. Until now, Tinder has been used in 196 countries with impressive but not surprising statistics. The Tinder application is the most widely used dating application in Indonesia, this application was launched in 2012. Based on data in 2021, Tinder has 60 million active users per month, 10 million active users per day. In 2018, Tinder was successfully downloaded by 100 million people worldwide. A survey in 2015 showed that the percentage of millennials using Tinder reached 79% and jumped in 2016 to 85%. Until in 2016 the percentage of Tinder users whose relationships continued reached 80%. (Smith C, 2021).

Interpersonal Communication

Interpersonal communication is a form of personal communication. Devito (in Suseno, MNM 2009) said that interpersonal communication is the process of sending and receiving messages between two people or between a small group of people spontaneously and informally. When interpersonal communication occurs, understanding will emerge in communication and will then involve psychological processes between each other (Suseno, MNM 2009). Interpersonal communication is communication between two or more people face to face, which has the possibility of each participant capturing the reaction of the message conveyed by the communicator directly, both verbally and nonverbally. Although interpersonal communication is a dominant activity in our daily lives, it is difficult to provide an appropriate explanation that is expected to be accepted by various parties. Like various concepts in other social sciences, interpersonal communication also has explanations from experts working in different fields of communication (Sarmiati, 2019).

Dramaturgy

This theory is a theory introduced by Erving Goffman. This theory is a theory that explains that social interaction is interpreted the same as a theater or drama performance on stage. Humans are actors who try to combine personal characteristics and combine them with others, through their own drama performances (Sri Suneki, 2012). Ritzer (in Suneki, 2012) stated that the drama performance of an actor's life drama must also prepare the completeness of the performance, including settings, costumes, use of words, dialogue, or other nonverbal actions. The Dramaturgy Theory in this study will help explain the

impression management strategies of Tinder users in order to achieve their goals, namely achieving good impression management. In relation to this theory, it will later be seen how the research subjects perform 'performances' to make the other person interested. Erving Goffman divides social life into two areas, namely: the front stage and the back stage. The front area is a place or social event that allows individuals to display formal roles or act like an actor. The front area includes: setting, personal front (self-appearance), expressive equipment (equipment to express oneself), then divided again into appearance and manner (style). While the back area is a place for individuals to prepare their roles in the front area, this area is usually called a dressing room to prepare or practice to play their roles on stage.

METHOD

Design and Sample

Qualitative research approach is a method to explore and understand the meaning that individuals or groups of people ascribe to social or humanitarian issues. The qualitative research process involves significant efforts, such as asking questions and procedures, collecting specific data from participants. Analyzing data inductively from specific themes to general themes. Qualitative research as stated by Neuman (2013) is conducted inductively, where conclusions are drawn from empirical data about the observed symptoms.

The interpretive paradigm views social reality as something holistic or whole, complex, dynamic, full of meaning and interactive symptom relationships. Those who use this approach are often called humanistic scholarship. Interpretive means understanding, which is trying to explain the meaning of an Action. Because an Action can have many meanings, therefore the meaning cannot be easily expressed just like that. Interpretation is literally an active and inventive process. Interpretive theory generally recognizes that meaning can be more than what is explained by the actor. So, interpretation is a creative Action in revealing the possibilities of meaning. Creswell (2016) states that this paradigm tends to combine constructivist and critical perspectives. Therefore, the level of subjectivity is very high.

Phenomenology is the science of what appears. Pujileksono (2015) said that phenomenological studies aim to explore the deepest awareness of sources regarding experiences and their meanings. In addition to being a philosophical study, phenomenology is also positioned as a method, namely a tradition of qualitative approaches rooted in psychology and focused on human life experiences (sociology). Phenomenology uses life experiences as a tool to better understand social, cultural, political, or historical context issues in which the experience occurs.

Research informants in this study are parties who know very well about the research being studied with the consideration that they are the ones who know the most information related to the research theme. Researchers choose informants based on

their criteria, women who actively exercise using weights and use Instagram social media to share their activities while exercising at Celebrity Fitness.

Instrument and Procedure

The techniques used for data collection in this study were through in-depth interview methods, observation, documentation and the internet. This study uses primary and secondary data. Primary data is the main data obtained directly from the field in the form of in-depth interviews with research subjects. While secondary data is data obtained from outside the research subjects or indirectly from sources such as journals and the internet. Research informants in this study are parties who know very well about the research being studied with the consideration that they are the ones who know the most information related to the research theme. Researchers choose informants based on their criteria, women who actively exercise using weights and use Instagram social media to share their activities while exercising at Celebrity Fitness. The steps in data collection techniques are:

1. Observation
Observation is an activity by conducting direct observation of the object being studied which leads to human behavior and actions, natural phenomena, work processes and the use of small respondents. (Mirza, Ronda, 2020:131).
2. In-depth Interview
The interview process is a data collection process where the researcher meets face to face with the participants.
3. Documentation Study
Documentation study is conducted to obtain secondary materials related to the research object. This allows researchers to obtain a general picture of the state of the phenomenon being studied through existing literature.

Data Analysis

Data analysis in a study is very important. This is because the data contained in qualitative research is data collected from research conducted by researchers. The research data can be in the form of data such as words, sentences, and narratives obtained from in-depth interviews between researchers and informants through observation or during the ongoing research period. Because basically, the research used in qualitative research is research that leads to inductive thinking where in qualitative research the writing starts from things that are specific or empirically factual to things that are general or at the conceptual level (Kriyantono, 2006:192).

Data analysis techniques in phenomenological studies according to Creswell (1998:147-150) are as follows:

1. The researcher fully describes what the research subject experienced.
2. Researchers find statements (interview results) about a person by finding topics, detailed statements and the treatment of each statement

that has equal value, then detailing and developing them without repeating them.

3. These statements are then grouped into meaningful units, then detail these units and write a text explanation of the experience accompanied by careful examples.
4. The researcher then reflects on his/her thoughts using imaginative variations or structural descriptions by searching for all possible meanings and through divergent perspectives by considering the frame of reference for the symptoms and constructing how the symptoms are experienced.
5. The researcher then constructs a complete explanation of the meaning and essence of his experience.

Whether or not a finding or data reported by a researcher is valid in relation to what actually happens in the field, then data validity testing can be carried out using four criteria, namely:

1. Degree of trust (credibility)
2. Transferability
3. Dependability
4. Confirmability.

RESULT AND DISCUSSION

Based on the criteria determined with the aim of finding Informants that fit the researcher's reach. The criteria limited by the researcher are that the Informant must be 28-34 years old, domiciled in Jakarta and admit to being an active Tinder User for at least the last 6-12 months. an informant with the initials NH, a 29-year-old female, works as a private employee at an advertising agency in Jakarta. Then there is a male informant with the initials RK, 33 years old, works as a private employee at a Bank in Jakarta.

1) User Front Stage Form On Tinder Profile

Front stage is a situation in front of the screen that is deliberately displayed by an actor in a public space (Nur, 2018). In this area, an individual will run a personal front with the support and style of the performance played. Goffman said that the world is a stage, where humans act as actors who play their respective roles. An actor will play very well according to his front stage when interacting with others, this also does not rule out the possibility for the actor to close and hide the back stage side that he has. The front area includes: setting, personal front (self-appearance), expressive equipment (equipment to express oneself), then divided again into appearance and manner (style). As the response conveyed by informant NH that:

"In my Tinder account, I put selfies and ootd photos, then photos of me on vacation. Then I also put complete information about myself, for example

my job and also the name of my campus so that it looks like I'm a real person, hehe"

In addition to presenting oneself in a Tinder account, self-presentation can also be done when those who match eventually decide to meet face to face. As NH informant said:

"When I meet a guy I've matched with at the mall, I definitely dress up neatly using quite a lot of make up hehe so that the guy believes that I'm not a bad person hehe. Then I'm also very communicative, cheerful, and fun to chat with."

Apart from that, there is also another informant, namely RK, regarding self-presentation on the front stage.

"On Tinder, I keep it simple, I put in photos of myself at the office, riding a bike, and selfies. Regarding my personal information, I only put in that I am a banker, my zodiac sign, and a bio that says serious relationship."

RK's self-presentation can also be seen in interpersonal communication when he meets a suitable woman.

"When I met a woman who matched, I made an appointment at a coffee shop in South Jakarta. When I met her, I dressed neatly, wearing a flannel shirt and navy jeans. I just wanted to look neat because I was a relationship manager at a bank. Then, when we chatted, I told her about my career experiences, I spoke systematically so that it was obvious that I was a bank employee, haha. Besides that, we chatted about hobbies."

From the two presentations that have been delivered by the informants above, it can be seen that the front stage displayed when meeting face to face or when communicating interpersonally also has a match with what they display on their Tinder accounts.

2) Tinder User Backstage

In the backstage area of Tinder users, the informants certainly show their authentic and whole side. In real life, Tinder users tend to show their real life side as they are, which can be different from their appearance when they are on the front stage. The informants here become real individuals who do not use attributes like those on their Tinder application. In this backstage area, the informants will be themselves as they are and not think about the impressions that they have shown on their Tinder profiles. The backstage is interpreted as the reality of the informants in real life. In their appearance on the Tinder application, they present themselves with photos and information as attractively as possible so that many Tinder users choose them or swipe right. When meeting face to face after a match, they present themselves as

best they can to make a good impression too. However, in real life, they are people who are who they are in their personal lives. For example, RK, who works as a bank employee who always communicates systematically and structuredly in his words, but in the backstage area he has an extrovert character, for example, joking around very openly and freely. While NH has a cheerful impression, in his background he has a personal character that is quite sensitive and introverted.

CONCLUSION

The front stage on the Tinder account display and the front stage when interacting face to face are related. Tinder users try to present themselves when meeting face to face according to why they display on their Tinder account. Each display that is displayed in the form of photos, information and then also supported by the appearance in clothing is the management of impressions and messages arranged by Tinder users. A good impression is the impression expected by Tinder users, especially after they meet they feel a match for each other. When feeling a match for each other, it is hoped that communication will continue to be intense in the future. Therefore, good impression management needs to be arranged. On the back stage, informants leave their attributes and identities behind and behave without any particular impression management.

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