

# Self-Disclosure of Bumble Dating App Users in Building Friendship Relationships

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## ABSTRACT

### Keywords

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Online dating apps have changed how people find dates, from face-to-face to online meetings. One such online dating app is Bumble. Bumble users engage in online interactions, such as exchanging personal information as a relationship development process, before they meet face to face. This study discusses the self-disclosure of Bumble users using qualitative methods using social penetration theory. The results of this study found that through four different subjects with a constant and stable intensity, only one informant can express themselves better.

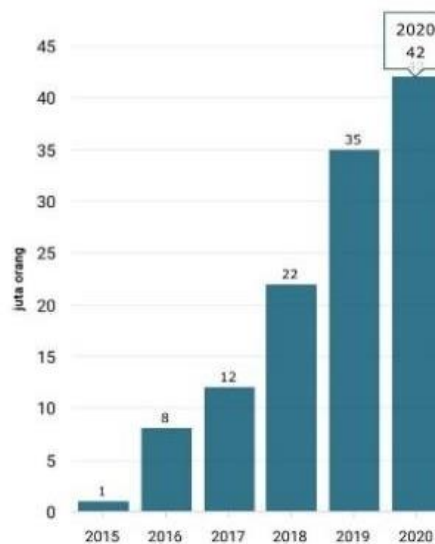
## 1. Introduction

As social beings, of course, communication is essential. This communication is the process of exchanging information by conveying ideas or feelings to get responses from other people and be able to express themselves uniquely, it said by Rogers and Kincaid (in Iffah & Fitri Yasni, 2022)). Therefore, every social creature needs to communicate to fulfill the need for information, attention and sharing feelings with those around them through traditional and modern communication activities.

Today's society has a life where modern technology dominates public communication, so it influences the communication lifestyle at this time (Amalia Andara.N, 2019) Various communication platforms are used daily. This communication platform is divided into two parts: direct communication platforms, such as class meetings, and indirect platforms, such as television. Rampant communication using social media (Michael W. Kramer, 2015).

Social media enables anyone interested to participate by contributing and providing feedback openly, commenting, and sharing information in a timely and unrestricted manner. Social networks exist from attempts by users to represent themselves and their interests on social platforms and intensify activity with others on social media channels. On this platform, humans interact with each other and meet each other's needs (Muharman & Wahyuni, 2019).

On social media, several applications can be used to communicate, such as Tinder & Tantan. These are social networking-based applications where users can get to know new people according to user criteria. This application is known as an online dating application. According to databooks, Bumble is an online dating app that is very popular among young people today. The online dating app was launched by Sean Read, Jonathan Badean, Justin Mateen, Joe Munoz, Dines Morojani, and Whitney Wolfe. According to Business of APPS data, worldwide Bumble application users reached 42 million people in 20.



**Fig. 1.**User Bumbles Around the Word

Introductions through dating applications are certainly done online and differ from face-to-face or offline introductions. Technological developments are currently happening dynamically, especially in terms of communication. Presently, advances in communication switches serve to keep at close range and carry far.

The progress of this communication certainly makes it easier for humans to establish long-distance communication, such as shopping, studying, or finding friends or life partners. According to Finkel et al (in Melita Rahmat, 2021), the difference in space and time is no longer an excuse to hinder communication with one another. The loss of distance restrictions in establishing communication has led to the emergence of online dating applications. The emergence of online dating applications has dramatically changed people's behavior in finding a partner. The difference with ancient times is that at least both parties must communicate directly through friends, parents, companions, or even meet by chance (Azzahra et al., 2021).

In previous research, there has been much discussion about how dating apps can form unique relationships, such as dating and friendship. In research conducted by (Haryadi & Simangunsong, 2022). Found that gender dynamics are open, where women can negotiate and participate in creating a relationship by initiating the first approach, which is considered exclusive only for men. Other research was conducted Rahmat says that in managing and reducing uncertainty in the use of online dating applications, every couple always uses three strategies, namely: passive, active, and interactive strategies (Melita Rahmat, n.d.). Furthermore, research conducted by Aisyah Paramita in 2019 found that the effect of recognition through cyber can lead to uncertainty caused by different ways of thinking and backgrounds (Aisyah Paramita, 2019).

The difference between this research and previous research is that this research discuss four types of communication approaches with social penetration theory. The four types of approaches are basic approaches that can be used by both parties to get to know each other. The four approaches are the actor or subject, object, dynamic, and straightforward. These four approaches are expected to build a sustainable relationship in establishing communication between the two parties. This is because the approaches occur coherently or sequentially. Thus, when these four approaches can be carried out effectively by both parties, effective communication will be established, which provides mutual comfort for exchanging thoughts and feelings.

## 2. Method

The research method used is a type of descriptive qualitative approach. The researchers use a case study research strategy. Qualitative research emphasizes certain aspects or in-depth discussions, usually in descriptive words or sentences arranged in a structured and systematic form (Ibrahim, 2015).

Data collection techniques in this study were in-depth interviews. According to Estberg (Sugiyono, 2007). An interview is a meeting between two people to exchange information and ideas through question and answer, intended to construct meaning in a particular topic.

In qualitative research, the position of data sources in the form of humans (sources) is critical as individuals who have this information (Sutopo, 2002). The interview was conducted using the snowball sampling technique because the initial identification starts with a person or case included in the research criteria. Then based on direct or indirect linkages in a network, the next respondent or next sample unit can be found (Lenaini & Artikel, 2021).

In this study, four informants conducted in-depth interviews. The informants in this study were informant K, informant D, informant R, and informant V. The consideration was to anonymize the informant's real identity to protect the informant's good name. This informant expressed his willingness to have the data collected, researched, and published in education. The informants are:

1. Informant K, a 28-year-old man works in a company in Yogyakarta. The application has used Bumble for 3 years, has been married, and has had a partner through the application.
2. Informant D, a 21 year old male student at a private university in Yogyakarta. Using the Bumble application for the last six months, I have met several Bumble friends in person.
3. Informant V, a 21-year-old female student at a private university in Yogyakarta, used the Bumble application for 3 months, met two Bumble friends in person, and got a boyfriend at the third meeting through the Bumble application.
4. Informant R, a 22-year-old male student at a private university in Yogyakarta, has used the Bumble application for the past six months, and has met several Bumble friends in person.

### 3. Result and Discussion

Based on this study, the four informants who used Bumble were aged 20-30. On average, they used Bumble for 3-6 months; some even used 1-3 years with different goals, backgrounds, topics, and conversation intensity. The four informants opened their personality slices randoml. Informant K found personality slices to the sixth depth (highly held fears and fantasies) but not past the fifth and seventh depths. Informant D opens the personality slice only to the third depth level (preference in something). Informant R opened the personality slices at the seventh depth (self-concept) but did not go past the sixth depth. Furthermore, finally, informant V opened up personality slices with his bubbling partner to establish a dating relationship. However, for informant V this openness was carried out after officially establishing a dating relationship.

According to Altman and Taylor (in Putu Cinintya Manu et al., 2018), stages of social penetration based on the onion model, that was divided into seven parts. 1) Non-verbal artifacts that can be seen in the eye (dating, worldwide, studies, tastes); 2) Biographical data (name, address, age, occupation); 3) Preferences in something (clothing, food, music, etc.); 4) Goals, Aspirations; 5) Degraded beliefs; 6) Strongly held fears and fantasies (trauma, personal experiences, and problems); 7) Self-concept.

At the first stage of penetration, non-verbal artifacts can be described through photographs and biodata disclosed by informants in their respective profile Bumble. These four informants revealed their hobbies and interests as listed in their bio profiles. At this level, every direct Bumble user will automatically go through this stage because they must upload photos and attach their general biodata to other users. Honesty in choosing photos and how to submit their data will determine whether other users will allow them to reach the onion level to the next stage.

At the second level, there is biographical data; at this level, the informants disclose personal data. More personal information is disclosed to the workplace, workplace, and home address. From the results of the interviews, all informants revealed this to their match mates. The difference was that only informant K had the principle of disclosing data which was only done when he had met his friend in person. Because it is for his privacy when telling new friends who have never met and know more. Moreover, for him to tell him where to live and work would invite a criminal offense of some sort.

The third penetration level is the preference for something (clothing, food, music). The informant expresses liking for something. All informants disclosed this, even among them including it on their Bumble profiles. However, informant D was interested in something other than this openness.

On the level of penetration, the four things expressed in the form of goals and aspirations (goals, aspirations), these four informants admitted that the first purpose of playing Bumble was to establish friendships. However, suppose they get a Bumble friend compatible in a severe relationship like dating. In that case, that is a plus point in using the app. three out of four informants did not mind being in the fifth openness (religious belief). However, informant K was very sensitive when asked about religious beliefs by friends who met in person. For himself, on Bumble, his goal is to make friends if someone asks him about his religious beliefs thinking that person is racist, while he is taught early on to be a good human being who respects differences. If he befriends that person, it does not have to be based on the religious background he believes in. Informant K cannot state that holding this kind of religious belief is a good person.

At the sixth level of penetration, what is revealed is fear, trauma, personal experiences, personal problems, and inner conflict with oneself. This answer was revealed by informant K. Informant K said that he had been married and finally divorced from his ex-wife with a Bumble friend he met for the first time. The exciting thing about informant K is that after passing through the first-level penetration stage, the two informants did not pass through the third, fourth, and fifth-level penetration stages. Instead, jump straight into the sixth-level penetration stage. Informant K admitted that he was carried away because informant K was influenced by the personal experiences of his friend who had been in a toxic relationship. "People who are in a toxic relationship will find it difficult to leave," said informant K's Bumble friend when he saw someone being bullied by his partner in the crowd when informant K and his Bumble friend met for the first time. After saying this sentence, informant K's friend, who was bubbling, was carried away and began to tell about his personal experiences in a toxic relationship, until finally, informant K got carried away too and told about his divorced past.

In the seventh penetration, there is a self-concept (concept of self) where self-concept is the things that make up a person's self. None of the informants reached this level of depth.

**Table 1.** Interview Results

Name	Penetration Level	Notes
Informant K	6 <sup>th</sup> Depth - (Deeply held fears and fantasies)	Has trouble trusting new people he meets through the Bumble app because he has had bad experiences and stories from friends in the past He does not like to be friends with people who ask about religious beliefs
Informant D	3 <sup>rd</sup> Depth (Preferences in something)	Not so often using the Bumble application. It's hard to start a conversation with Bumble friends
Informant V	4 <sup>th</sup> Depth - (Goals, Aspirations)	A sociable person, a good listener Will open if his Bumble friend has a match with him
Informant R	3 <sup>rd</sup> Depth (Preferences in something)	Sociable and active Simple, do not like pleasantries

The four informants give mixed results about the depth of self-disclosure refers to how deep a person opens the slices of his personality. If the topics discussed are personal, the deeper the level of one's self- disclosure.

The research data found that the four informants (informants K, D, R, V) went through the first depth phase of self-disclosure. This data was expressed in the form of greetings such as "hi, how are you," and then chatting about opinions about the area where you live, education, and daily activities— furthermore, personal information of Bumble informants or friends who have not registered on a Bumble profile. At the second depth level, Self-disclosure is reciprocity. This stage of self-disclosure begins to change more topics of conversation than before. The things disclosed are likes, hobbies, and particular goals, such as the purpose of using Bumble. At the third level of depth, penetration increase as it enters the following layers. Only informant K could express himself in this phase; what was revealed by informant D was his experience with a previous partner. This phase is

the determining phase for continuing a relationship in the online world. Suppose the informant's self-disclosure is acceptable with a match. In that case, the relationship will continue to a more developed stage, such as the decision to meet, exchange personal cell phone numbers or move to another chat application. However, if the informant's self-disclosure is not accepted, the relationship will continue to the depenetration stage. In the fourth stage of the depth of self-disclosure, there is the stage of depenetration, which is a gradual process with more and more Fades. This happens when the relationship fails to work out from the research results. It is known that the four informants have been in this phase with their Bumble friends. Inside Bumble, unmatched is one of the depenetration processes.

#### 4. Conclusion

From the analysis of the four Bumble user informants, it was concluded that the interview results of the four Bumble informants had different conversation intensities in self-disclosure as a process of developing relationships in the online world. With a constant and steady intensity of conversation, people can better express themselves and know each other more deeply.

In addition to the different intensities, it was also found that the four informants opened the onion model personality slices randomly and not sequentially. Only the first-level personality slice was opened simultaneously, that is, the non-verbal artifact.

Based on the conclusions drawn from this study, some suggestions can be given to Bumble users and future researchers. For Bumble users, it is suggested that online dating applications must be followed with sufficient intensity of self-disclosure and positive self-disclosure to develop the relationship to a more intimate stage. For the next researcher, it is suggested to examine the motivation of someone expressing themselves in online dating applications so as to add diversity to the information.

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