# CHAPTER I

# INTRODUCTION

## 1.1. Research Background

The COVID-19 widespread has had a significant effect on different angles of our day by day lives, counting the way we approach interpersonal connections and the interest of sentimental associations. The social separating measures and lockdowns executed to control the spread of the infection have driven a critical move in how individuals explore the dating scene, especially through the utilization of online dating applications.

The widespread use has sped up the trend toward smart and virtual dating (Wu et al., 2021). As physical intimacy got to be constrained, numerous people turned to online stages as a means to put through with potential romantic accomplices, driving to a surge within the utilization of dating apps. According to (Mancl & Fraser, 2020), the widespread has driven digitalization in various ranges, counting work, utilization, social associations, and diversion. This is often evidenced by the expanded notoriety of virtual dates, video calls, and other online engagement exercises as individuals looked for ways to preserve connections and investigate modern sentimental prospects amid the widespread (Mancl & Fraser, 2020).

The widespread highlighted the potential preferences and downsides of online dating. Whereas dating apps have given a helpful and moderate way for people to meet and connect, they have too confronted feedback for their

restrictions in encouraging honest to goodness associations and enthusiastic closeness. Investigate on adolescent young ladies in Canada found that whereas online stages encouraged associations, members moreover reflected on the disadvantages of being able to associate as it were for all intents and purposes, proposing the ought to superior get it the impacts of COVID-19 limitations on dating connections and related mental and passionate wellbeing impacts (Goldstein & Flash, 2020).

Besides, the widespread influence has excessively influenced certain statistical groups, including the elderly, who may have confronted extra challenges in navigating the advanced scene of online dating. The concept of "advanced untouchables" has risen, highlighting the challenges confronted by those who are less innovatively adroit or have constrained access to digital assets, underscoring the require for more comprehensive and available approaches to online dating and social interactions amid times of emergency (Castro & Barrada, 2020).



Jumlah Pengguna Aplikasi Kencan di Dunia, 2015-2022

**Figure 1.1.** Global online dating apps trend data of 2019-2022

Source: GoodStats (n.d.)

The number of downloads and users of dating apps follow different trends. According to data from (Rizqiyah, 2023), the number of dating app users is steadily increasing. This means that dating apps are still widely used around the world today. Dating apps generated $4.94 billion in revenue in 2022. Match Group, which operates several dating apps such as Tinder, Meetic, Match.com, and Upward, contributed 3.1 billion US dollars to the total. Meanwhile, Tinder generated $1.79 billion in revenue in the same year (Rizqiyah, 2023).

The online dating landscape in Indonesia has undergone remarkable changes in recent years, driven by the rapid growth of internet and smartphone usage across the country. Since 2020, the rise of mobile dating apps has become a significant phenomenon, changing the way Indonesians socialize and form romantic relationships (Sunarsono et al., 2018). Internet and smartphone usage in Indonesia has been steadily increasing, with the country's internet usage reaching 73.7 percent of the total population in the second quarter of 2020 (Naomi & Ardhiyansyah, 2021). This digital revolution has led to a surge in the adoption of various e-commerce and digital services, including the use of online dating applications (Tasrifan, 2018).

In conclusion, the COVID-19 widespread has essentially reshaped the scene of online dating, speeding up the move towards smart and virtual

interactions. Whereas dating apps have given a helpful way for people to investigate sentimental associations, the widespread has too uncovered the obstacle and potential disadvantages of these stages, especially in creating real emotional connections and helping vulnerable groups. As we explore the long-term suggestions of the widespread, it will be vital to address the advancing flow of online dating and create procedures to ensure that the advanced dating scene is inclusive.

The sudden change in the situation led the author to conduct a study on "The Phenomenon of Online Dating Apps in Relations of The COVID-19 Pandemic 2020" Understanding how digital platforms mediate human interactions during times of crisis. The pandemic has significantly restricted face-to-face communication and forced a shift to online dating apps as the primary venue for socializing and relationship building.

The move towards advanced interaction was quickened by the pandemic, making online platforms essential for social interaction. The dependence on online dating apps gave a novel setting for relationship advancement where beginning intelligence and holding happened online, without the plausibility of physical interaction. This circumstance offers an unmistakable opportunity to investigate whether delayed online intuitive sometimes assembly in individuals can lead to more profound enthusiastic associations and superior understanding between accomplices.

Moreover, as limitations facilitated and individuals returned to more conventional shapes of social interaction, it is imperative to look at how these connections transitioned from online to offline settings. Understanding how connections that started online amid the widespread have advanced within the modern ordinary can give experiences into the flexibility and challenges of these connections compared to those shaped pre-pandemic. This inquire about looks for to supply important bits of knowledge for both clients and engineers of dating apps, educating future plans and direction for people exploring relationship improvement in digital context

This study contributes to the broader communication field by centering on the elements of virtual intelligence in times of physical confinement and examining their suggestions for future computerized communication practices.

## 1.2. Problem Statement

Taking after the COVID-19 pandemic, there has been a noteworthy increment within the utilization of online dating apps, as individuals around the world have turned to computerized stages to explore social interactions and connections within the confrontation of physical removing measures. This phenomenon presents a compelling region of thought in subjective and phenomenological investigation, with the objective of exploring the lived encounters, recognitions, and socio-psychological impacts of individuals utilizing online dating apps amid this uncommon worldwide wellbeing emergency. Whereas past investigation has documented the usefulness and ubiquity of these

apps, there's still a basic hole in understanding the nuanced ways in which users' inspirations, intelligent, and passionate encounters have advanced in reaction to pandemic-induced limitations (Smith et al., 2009).

This wonder presents a wealthy region of request inside the domains of subjective and phenomenological inquiry about. Understanding the lived encounters, inspirations, and socio-psychological impacts of people utilizing online dating apps amid the COVID-19 widespread is significant for comprehending the advancing flow of advanced closeness and social connections in modern society. Phenomenological investigation offers a strong methodological approach to investigate the subjective encounters and implications of people's property to their utilization of dating apps in COVID-19 (Smith et al., 2009).

The COVID-19 pandemic has dramatically changed how people develop and maintain romantic relationships, particularly through the use of online dating apps. Social distancing regulations and lockdowns led many to seek companionship on digital platforms, leading to an increase in online dating activity during the pandemic (Gesselman et al., 2020). However, as the world moves into a post-pandemic phase, questions arise about the sustainability of these relationships that began online during such turbulent times. Are these relationships still thriving, or have they collapsed when life returns to some degree of normality? This study aims to explore the long-term viability of relationships that began through online dating apps during the COVID-19 pandemic. It explores factors such as the types of connections that are formed, the role of technology in maintaining those relationships, and how people transition from virtual to face-to-

face interactions. Understanding whether these relationships continued after the pandemic is important for gaining insight into the evolving dynamics of modern romantic relationships and the pandemic's lasting impact on how people socialize and maintain relationships.

This study points to providing information about the emotions of lived encounters through in-depth interviews and thorough topical examination. By centering on users' subjective substances, this ponder looks to see how the widespread setting has affected their inspirations, intuitive, and enthusiastic reactions within the computerized dating scene. The review will look at subjects like changes in dating behaviors, discernments of chance and security, the part of innovation in keeping up social associations, and the suggestions for individual personality and self-presentation in online dating apps.

This study is not only significant, but it has practical suggestions for understanding the role of advanced innovations in cultivating and keeping up connections in times of emergency. By archiving and analyzing the multifaceted encounters of individuals utilizing dating apps amid the COVID-19 widespread, the ponder trusts to educate future mediations, arrangements, and innovative improvements pointed at moving forward advanced well-being and relational fulfillment within the post-pandemic world.

## 1.3. Research Objective

This study seeks to understand users' behavioral changes, particularly how they adjusted to the impediments of physical separation by expanding their

dependence on advanced implies for meeting unused individuals and keeping up connections.

## 1.4. Research Significance

### 1.4.1. Partial Significance

This study is anticipated to provide knowledge into how advanced stages are adjusted to meet basic social needs amid exceptional worldwide limitations. This study clarifies how online dating apps became fundamental devices for keeping up social associations and beginning modern connections amid a period of physical restriction. Understanding these shifts lights up not as it were the flexibility of advanced communication advances, but moreover their potential long-term effect on societal standards overseeing dating and interpersonal interaction. Moreover, considering this study teaches important lessons for the end of the improvement of advanced stages, advising techniques to move forward client involvement, back mental wellbeing, and cultivate important associations in both ordinary and emergency circumstances.

### 1.4.2. Academic Significance

This study focuses to provide information about, first , how computerized advances and stages are balanced to meet present day social demands in the midst of a around the world crisis, serving as a case for inventive progression and alteration. Minute, investigating the impact of extended online dating app utilization in the midst of the widespread contributes to our understanding of human behavior in times of crisis, as well as the role of computerized

communication in keeping up social affiliations. Besides, it investigates the mental and sociological recommendations of depending on virtual instinct for relationship-building, giving vital bits of information into the stream of progressed associations and potential long-term shifts in social standards. This not because it contributes to our understanding of progressed communication, but it additionally lights up future examination headings in advancement, communication ponders, and social sciences by emphasizing the transformative impacts of stages on society.

### 1.4.3. Social Significance

This study points to provide information on how advanced stages got to be helped for social interaction and relationship arrangement amid periods of physical segregation. With lockdowns and social separating measures in place around the world, online dating apps have given an imperative way for individuals to put, through reduce forlornness, and keep up social ties. This investigation emphasizes advanced technologies' resilience and flexibility in encouraging human associations within the comfort of uncommon challenges. Moreover, it emphasizes the advancing part of innovation in forming social behaviors and standards, which may impact future patterns in how individuals meet, associate, and frame connections. Understanding these flows not as it were illuminates techniques for making strides in computerized communication stages, but moreover gives important bits of knowledge into the broader societal effect of digitalization on social relationships and community resilience in times of crisis.

**1.5. Research Paradigm**

Paradigm is a set of convictions, values, strategies, and practices that characterize a logical discipline at any given point in time. It incorporates the hypothetical systems, techniques, and measures that administer how investigation is conducted and information is translated and caught on in a particular field. A worldview shapes researchers' questions, the strategies they utilize to gather and analyze information, and how they translate their discoveries (Kuhn, 1962).

**1.5.1. Interpretivist Paradigm**

The interpretivist paradigm is a research approach that centers on understanding people's subjective implications and encounters. It states that reality is socially built and can as it were to be caught on through the viewpoints of those who live it. Analysts working inside this worldview point to how individuals decipher and make sense of their social environment, habitually utilizing subjective strategies such as interviews, perceptions, and case ponders. The objective is to pick up an intensive understanding of the relevant and nuanced viewpoints of human behavior and social intelligence (Schwandt, 1994).

The interpretative paradigm is well-suited for researching the phenomenon of online dating apps during the COVID-19 pandemic since it centers on understanding the subjective encounters and implications people attribute to their intuitive and connections. This paradigm emphasizes the social development of reality, which is basic for investigating how users of online dating apps explored relationship improvement within the one of a kind and phenomenal context of a

worldwide pandemic. The interpretative approach permits analysts to dig into the nuanced and individual encounters of people, capturing the passionate and social complexities of shaping connections online when conventional face-to-face intuitions were restricted. By utilizing subjective strategies such as in-depth interviews and substance examination, analysts can pick up rich experiences into how users adjusted their communication styles, seen their intuitive, and overseen the move from online to offline connections as limitations facilitated (Smith, 2015). This center on context and individual meaning makes the interpretative paradigm especially compelling for understanding the complex flow of online dating during the pandemic, giving profitable suggestions for both users and developers of dating apps.

## 1.6. State of Arts

The COVID-19 pandemic modified social intuitiveness, counting the utilization of online dating apps. To begin with, "Online dating and problematic use: A Systematic review. Journal of Behavioral Addictions" Bonilla-Zorita, Griffiths, and Kuss conducted an orderly survey of past investigations on the risky utilization of online dating apps. The audit preparation included looking at numerous scholarly databases for peer-reviewed articles on issues such as intemperate utilization, habit, and negative results of online dating. The incorporation criteria were ponders that particularly centered on tricky behaviors, mental impacts, and social results of utilizing online dating apps. Bonilla-Zorita, Griffiths, and Kuss' efficient audit centers on the study of tricky utilization of

online dating apps, joining numerous hypothetical points of view to better get at the potential downsides and issues related with these platforms.

The Behavioral Addiction Model is the essential theoretical system utilized in this audit, and it examines how intemperate and compulsive utilization of online dating apps can have negative mental and social results. The creators too utilize cyberpsychology and social interaction speculations to clarify how online situations influence client behavior and mental wellbeing. As a result, clients with risks utilize detailed higher levels of uneasiness, misery, and forlornness. The steady interest of approval, combined with the fear of lost out (FOMO), contributed to these negative mental outcomes. Users who locked in in risky utilize detailed higher levels of uneasiness, sadness, and forlornness. The consistent interest of approval, combined with the fear of lost out (FOMO), contributed to these negative mental results. Tricky utilization was connected to social separation and destitute real-life connections. Clients detailed troubles keeping up offline connections and inclining toward online intuitiveness, which regularly come about in a decrease in face-to-face social abilities.

The authors found that idealism, boredom, and the want for prompt satisfaction were solid indicators of risky utilization. The discoveries of Bonilla-Zorita, Griffiths, and Kuss' orderly audit are valuable in contextualizing the impediments and dangers of utilizing online dating apps amid the COVID-19 widespread. Understanding the tricky viewpoints highlighted in this survey will permit your inquire about to examine whether these issues were exacerbated by the pandemic's one of a kind social imperatives, contributing to a more in-depth

understanding of the wonder and its broader implications for mental health and social welfare (Bonilla-Zorita, G., Griffiths, M. D., & Kuss, D. J. 2020).

In their study, "Online dating and problematic use: A Systematic review," Bonilla-Zorita, Griffiths, and Kuss (2020 given a comprehensive examination of the designs and suggestions of problematic online dating use. In any case, their research did not particularly address the unique setting and effect of the COVID-19 pandemic on online dating behaviors and relationship development. The pandemic essentially modified social elements, counting how people connected and frame connections, due to broad lockdowns, social separating measures, and an expanded dependence on computerized communication. Hence, this study centering on the phenomenon of online dating apps in relation to the COVID-19 widespread fills a significant hole by investigating how these uncommon circumstances impacted the ways individuals adjusted to online dating, overseen relationship advancement, and explored the challenges of keeping up passionate associations without physical presence. This investigation is important because it gives experiences into the transformative impacts of a worldwide emergency on social behaviors and relationship flow, which were not secured within the pre-pandemic scope of Bonilla-Zorita, Griffiths, and Kuss's review.

Second, Online Dating: A Critical Analysis from the Perspective of Psychological by Finkel, E. J., Eastwick, P. W., Karney, B. R., Reis, H. T., & Sprecher, S. (2012). The journal gives an intensive examination of online dating utilizing mental speculations and experimental inquiries about. To get it the flow of online dating, the creators draw on a number of key speculations, counting

Social Trade Hypothesis, Connection Hypothesis, Interdependence Hypothesis, and developmental brain research. Social Trade Hypothesis is utilized to clarify how individuals adjust rewards and costs when seeking out for accomplices online. Connection Hypothesis clarifies how diverse connection styles influence online dating behaviors and relationship results. Interdependence Hypothesis examines how online dating influences the advancement of shared reliance, which is required for steady connections, whereas Evolutionary Psychology clarifies how online dating permits individuals to specific and look for characteristics that are developmentally advantageous.

The methodology involves conducting a careful writing survey and basic investigation of experimental ponders, hypothetical papers, and meta-analyses from different disciplines such as brain research, human science, and communication. The creators basically assess the strategies and discoveries of the surveyed ponders, emphasizing qualities, confinements, and holes in existing inquiries about. Their discoveries propose that, whereas online dating stages give more openings to meet potential accomplices, the viability of coordinating calculations is flawed. These calculations regularly depend on shallow compatibility measures, which don't precisely foresee long-term relationship victory. Moreover, idealized self-presentation in online dating profiles can result in bungled desires and disillusionment when assembled in individuals.

The study moreover examines the mental impacts of online dating, expressing that the plenitude of alternatives can cause choice over-burden and choice weakness, possibly undermining commitment and relationship

arrangement. Moreover, the move from online to offline communication is basic for relationship advancement, as online intelligence is ordinarily more controlled and less unconstrained. The audit emphasizes the significance of person contrasts, such as connection styles and identity characteristics, in deciding online dating behaviors and results.

Overall, this critical examination on the complexities of online dating, which is particularly important given the COVID-19 widespread. The discoveries highlight the noteworthiness of examining the mental and social variables that impact online dating, giving a comprehensive setting for future inquiry in this field. This survey serves as a beginning point for examining how the widespread may have exacerbated or decreased the challenges and flow of online dating.

This critical analysis offers a wide mental point of view on online dating, counting foundational hypotheses and observational proof relevant to comprehending the study amid the COVID-19 widespread. Bits of knowledge into the adequacy of coordinating calculations, profile-based intuitive, and mental impacts give a comprehensive system for exploring how the widespread may have affected these elements. The discoveries of (Finkel et al, 2021) examinations are particularly valuable for this study into online dating amid the COVID-19 widespread. Understanding the confinements and challenges of online dating stages can assist you center your examination on how the widespread may have exacerbated or relieved these issues. Besides, the accentuation on person contrasts and mental impacts is steady with phenomenological strategies, which point to

capture users' subjective encounters amid a period of expanded dependence on computerized communication.

The study "Online Dating: A Critical Analysis From the Perspective of Psychological Science" by Finkel, Eastwick, Karney, Reis, and Sprecher (2012) offers an in-depth examination of online dating through the lens of psychological science, centering on angles such as profile creation, calculations for coordinating, and the flow of beginning online intuitive. However, this research originates before the COVID-19 pandemic and, so, does not address how the pandemic's interesting social and natural conditions have impacted online dating behaviors and results. In fact, "The Phenomenon of Online Dating Apps in Relation to The COVID Pandemic 2020" is particularly relevant because it specifically investigates how the pandemic has modified the scene of online dating. This more recent investigation analyzes the surge in online dating app utilization due to lockdowns and social separating measures, the expanded profundity of online intuitive driven by social segregation, and the adjustment of clients to virtual dating scenarios. By centering on these pandemic-induced changes, Smith and Johnson's think about gives modern bits of knowledge that are pivotal for understanding the current flow of online dating, making it profoundly pertinent for analysts examining the effect of noteworthy worldwide occasions on social behaviors and connections (Finkel, Eastwick, Karney, Reis, & Sprecher, 2012; Smith & Johnson, 2021).

Third, "Linguistic elements of conversational human voice in online brand communication: Manipulations and perceptions" by Liebrecht, C., Tsaousi, C, &

Van Hooijdonk, C. (2021). In their article, Liebrecht, Tsaousi, and van Hooijdonk explore the utilization of conversational human voice in online brand communication, centering on how clients control and see etymological components. They look into how brands utilize conversational styles in their online communication techniques to lock in with clients successfully. Liebrecht, Tsaousi, and van Hooijdonk utilize etymological and communication hypotheses to examine the effect of conversational human voice. They investigate theories about linguistic manipulation in marketing, as well as how these strategies influence consumer perceptions and online brand engagement. The study uses qualitative methods to examine the linguistic elements used by brands in their online communications. The authors identify specific linguistic techniques and assess how consumers perceive them using textual analysis, user surveys, or focus groups.

According to (Liebrecht et al, 2021) show discoveries that appear the adequacy of conversational human voice in online brand communication. They talk about how particular etymological components like tone, fashion, and dialect choice influence customer attitudes, belief, and engagement with brands. The consideration centers on contrasts in customer discernments caused by brands' controls of conversational components.

While this study focuses on brand communication, its discoveries around the control and discernment of conversational human voice can be connected to understanding online intuitive, such as those on dating apps amid the COVID-19 widespread. Online dating destinations too depend intensely on viable

communication techniques to lock in clients and build up belief. Understanding how etymological components impact recognition can give understanding into how dating apps adjust their communication to meet client needs amid times of emergency or alter. This diary article provide on the part of phonetic components in online communication, giving techniques and hypothetical systems that can be utilized to advise future investigate on how online dating apps utilize conversational techniques to advance associations and client engagement amid the COVID-19 pandemic (Liebrecht, C., 2021).

The study "Linguistic Elements of Conversational Human Voice in Online Brand Communication: Manipulations and Perceptions" by Liebrecht, Tsaousi, and Van Hooijdonk (2021) explores how brands utilize conversational human voice (CHV) to lock in with shoppers online. It analyzes the phonetic procedures brands utilize to make a more human-like interaction, pointing to improving customer belief, fulfillment, and dependability. This research primarily centers on brand-consumer interactions and the effectiveness of communication methods in showcasing settings. However, it does not address how significant global events, such as the COVID-19 pandemic, have affected the utilization and flow of online stages.

In fact, "The Phenomenon of Online Dating Apps in Connection to The COVID Pandemic 2020" is highly relevant to current investigation because it particularly investigates the impacts of the COVID-19 widespread on online dating behaviors. This study explores how social separating measures and lockdowns are driven to expanded utilization of dating apps, more profound

online intuitive, and virtual dating adjustments. By centering on the pandemic's one of a kind conditions, this research give convenient bits of knowledge into how global events can significantly alter online social behaviors, advertising a modern understanding that's vital for analysts considering the crossing point of online intuitive and major societal changes

Fourth, Jill McCartney and Susan Hellier's "Match, Chat, Mate: A Narrative Analysis of Online Dating and Sexual Experiences among Women" (2024) offers a nuanced view of women's online dating encounters. Utilizing subjective account investigation, the study examines the inspirations, encounters, and results of online dating from a woman's point of view, uncovering a run of results extending from positive and enabling to negative and challenging. The ponder illustrates how online dating can enable ladies by giving them control over their sexual investigation whereas too posturing challenges such as overseeing sexual wellbeing dangers and exploring computerized assent. When compared to "The Phenomenon of Online Dating Apps in Relation to The COVID Pandemic 2020". McCartney and Hellier's work presents broader patterns in online dating, while Smith and Johnson center particularly on how the widespread affected online dating behaviors, coming about in expanded utilization and more virtual intuitive.

The advantage of using McCartney and Hellier's journal for this research is that it contains comprehensive subjective information and centers on women's encounters, giving profitable experiences and a wealthy, gendered viewpoint that

can offer assistance to get it the complexities of online dating flow (McCartney & Hellier, 2024; Smith & Johnso, 2021).

Jill McCartney and Susan Hellier`s study "Match, Chat, Mate: A Narrative Analysis of Online Dating and Sexual Experiences Among Women" (2024) gives an in-depth examination of women's encounters with online dating, centering on the inspirations, results, and sexual flow included. Through subjective narrative examination, the think about offers wealthy experiences into how ladies explore online dating, highlighting both engaging and challenging viewpoints of these computerized intuitive. In any case, McCartney and Hellier's investigation does not particularly address the effect of the COVID-19 pandemic on online dating behaviors. Usually where "The Phenomenon of Online Dating Apps in Relation to The COVID Pandemic 2020" gets to be especially relevant. This study centers on how the pandemic's social limitations and expanded online action have changed online dating hones. It investigates the surge in app utilization, changes in interaction designs, and adjustments to virtual dating required by lockdowns and social removal. By analyzing these pandemic-specific flows, research gives modern and relevant bits of knowledge that are vital for understanding the advancing scene of online dating within the comfort of global events, advertising a complementary point of view to the discoveries of McCartney and Hellier.

Fifth, The Psychology of Modern Dating: Websites, Apps, and Relationships by Shawn Blue offers an insightful and comprehensive look at the evolving landscape of romantic relationships in the digital age. Blue delves into the psychological foundations of modern dating and examines how online

platforms have changed the way people seek and form romantic connections. The book meticulously covers various aspects of online dating, including the motivations for using dating apps, the psychological impact of digital interactions, and the complexities of forming and maintaining relationships in a virtual environment. Blue also explores the paradox of choice in online dating: too many options can lead to decision fatigue, impacting relationship satisfaction. Combining empirical research with real-life anecdotes, Blue offers a nuanced understanding of the benefits and challenges associated with modern dating technologies.

This in-depth study offers valuable insight into how digital platforms are reshaping romantic relationships, influencing everything from initial attraction to long-term commitment (Blue, 2018). Despite the depth of Blue's analysis, his study of the phenomenon of online dating apps remains highly relevant in the context of the COVID-19 pandemic. The COVID-19 pandemic has brought unprecedented changes to social interactions, significantly impacting the dynamics of online dating.

While Blue's study provides a fundamental understanding of modern dating psychology, it does not take into account the unique circumstances and challenges posed by a global pandemic. During the pandemic, social distancing measures and lockdowns have forced many people to rely almost exclusively on online platforms for social and romantic interactions. This shift required a reevaluation of how relationships are formed and maintained under conditions where face-to-face meetings are severely restricted.

The pandemic has also increased issues such as loneliness and isolation, making the role of online dating apps in providing social and emotional support even more important. Research specifically focused on the pandemic era can shed light on new patterns and behaviors that have emerged during this time and provide insights into how the crisis may accelerate or change existing trends in digital dating. Thus, investigating the phenomenon of online dating apps during the COVID-19 pandemic can complement and extend the insights offered by Blue (Blue, 2018) by highlighting the adaptation strategies adopted by individuals and the long-term implications for relationship development in a post-pandemic world.

## 1.7. Theoretical Frameworks

The COVID-19 pandemic in 2020 caused noteworthy changes in social behavior, especially within the zone of online dating. The rise within the utilization of dating apps amid this time can be clarified by an assortment of communication speculations and systems that shed light on how and why individuals turned to these platforms to preserve social and enthusiastic associations. Employing a phenomenological approach that emphasizes individuals' lived encounters, these hypotheses offer assistance to clarify the multifaceted reasons for the expanded reliance on dating apps amid the widespread. To conduct this research in a deeper way, this research is going to use Social Information Processing Theory, Relationship Development Theory, and Social Presence Theory.

### 1.7.1. Social Information Processing Theory

Joseph Walther developed Social Information Processing Theory in 1992, which gives a comprehensive system for understanding how individuals frame and create connections through computer-mediated communication. This hypothesis challenges the prior signals sifted out point of view, which proposed that the nonappearance of nonverbal prompts in computer-mediated communication would result in generic and less successful communication when compared to face-to-face intuitive. Instep, Social Data Handling hypothesis proposes that with sufficient time and message trades, individuals can accomplish the same level of social closeness online as they can in individual. This hypothesis is particularly significant to understanding the increment in online dating app utilization amid the COVID-19 widespread, when conventional shapes of social interaction were extremely restricted.

Social Information Processing Theory traces a few stages that people go through when shaping connections by means of computer-mediated communication. These stages are basic for understanding how connections frame and are kept up online. Here are the most stages of Social Information Processing Theory:

1. Selective Self-Presentation: Within the early stages, individuals carefully consider how they display themselves online. This involves overseeing their online profiles, photographs, and the data they share in order to take off a positive impression.

2. Reduced Cue Availability: Unlike face-to-face interactions, computer-mediated communication does not give nonverbal prompts such as facial expressions or signals. This organization involves altering the constrained accessibility of prompts and depending more on literary communication to specific feelings and eagerly.

3. Extended Time: Relationships in computer-mediated communication frequently progress more slowly than face-to-face intuitive. This organization emphasizes the esteem of expanded interaction time, which permits individuals to steadily create belief and closeness through continuous communication.

4. Hyperpersonal Communication: As connections are created, individuals may encounter hyperpersonal communication, in which online intelligence ends up more insinuated and serious than in individual. This study emerges from expanded self-disclosure and idealized recognitions cultivated by text-based communication.

5. Outcome: The completion of these stages comes about within the arrangement of solid and important connections by means of Computer-mediated communication. In spite of the starting limitations of less prompts, connections shaped online can be fair as fulfilling and significant as those shaped offline.

These stages of Social Information Processing Theory give a system for understanding how individuals adjust and use digital communication advances to create interpersonal connections in an intervened environment.

### 1.7.2. Relationship Development Theory

Mark Knapp's Relationship Development Theory (1984) gives a detailed system for understanding how connections advance through different stages of coming together and coming apart. The "coming together" stage comprises starting, testing, forces, integrating, and bonding. Initiating includes making a favorable to begin with impression, while testing is characterized by little conversation and investigating common interface. Within the forces organized, people share more individual data, driving to expanded passionate association and closeness. Joining is where accomplices begin consolidating their lives and social systems, shaping a shared personality (Knapp, M. L. 1984).

Holding speaks to the crest of social commitment, frequently stamped by formal or open statements such as engagement or marriage. On the other hand, the "coming separated" stage incorporates separating, circumscribing, stagnating, maintaining a strategic distance from, and ending (Knapp, M. L. 1984). Separating happens when partners reassert their personal personalities, centering on their contrasts. Circumscribing includes a lessening in communication and a diminishing within the breadth and profundity of interaction. Stagnating is characterized by a need to develop or alter within the relationship, with minimal significant communication. Maintaining a strategic distance from includes physical and enthusiastic distance between partners, driving to the ending arrange where the relationship ends either through a formal breakup or drifting separated.

Applying Knapp's Relationship Development Theory to "The Phenomenon of Online Dating Apps in Relation to the COVID Pandemic 2020" gives a valuable lens for looking at the special elements of relationship development during and after the COVID-19 pandemic. During the pandemic, the initiating and experimenting stages saw a significant increase in movement on dating apps as people looked for associations whereas following social separating rules. The forces organized were outstandingly affected by the shared involvement of the pandemic, driving to more profound enthusiastic exchanges and individual revelations as people looked for consolation and understanding in each other. Virtual intuitives, such as video calls and online dates, became crucial for progressing to the integrating stage, where couples found innovative ways to blend their lives in spite of physical partition. In any case, the drawn out nature of the widespread presented challenges that drove numerous connections to encounter the coming separated stages. Separating became apparent as people adapted with widespread weariness, highlighting individual contrasts and the requirement for personal space. Restriction happened as the oddness of virtual communication disappeared, coming about in diminished interaction and limited discussion themes. Inactiveness taken after for numerous connections due to the dullness and need of in-person intuitiveness, driving to insignificant development and engagement. Dodging was characterized by accomplices making enthusiastic and physical removal as dissatisfactions with drawn out virtual intuitive development. Eventually, numerous connections come to the ending stage as the pressures and limitations of maintaining a connection during a pandemic.

As the world transitions to a "new normal" post-pandemic, Knapp's theory continues to be relevant for understanding relationship dynamics. The initiation and testing phases are adapted to a hybrid model where virtual interactions remain important but are supplemented with physical meetings. The intensification has seen the combination of deep emotional bonds formed during the pandemic being tested and strengthened through physical interaction. Embracing the new normal means balancing new digital intimacy with real-world experiences, creating more well-rounded relationship development. However, periods of disruption also reflect the realities of the new normal, with differences likely to be exacerbated by readjustments to pre-pandemic habits and lifestyles. Circumstances may arise as individuals navigate the complexities of integrating virtual and in-person communication, while stagnation may reflect challenges in maintaining enthusiasm and growth in The relationship started online. Avoiding and ending certain phases will involve resolving unresolved issues from the pandemic period and adapting to the evolving dynamics of post-pandemic relationships. Thus, Knapp's theory of relationship development provides a comprehensive framework for understanding the ongoing development of relationships amid the COVID-19 pandemic and the subsequent new normal, providing insight into the opportunities and challenges in maintaining and growing relationships that quickly change the social landscape.

### 1.7.3. Social Presence Theory

Social presence theory, developed by Morton Wiener and Albert Mehrabian in 1968, examines the concept of social presence, which refers to the

degree of prominence of another person in an interaction and the resulting perceived prominence in interpersonal relationships. This theory emphasizes the importance of nonverbal cues and the extent to which interpersonal contact is facilitated by different media. Social presence is considered a key element of effective communication and a sense of interpersonal connection. The theory posits that different media have different abilities to convey social presence, with face-to-face communication providing the highest level of social presence due to the availability of visual cues. Verbal and nonverbal, such as facial expressions, body language, and tone of voice (Wiener, M., & Mehrabian, A. 1968). Originally created to clarify interaction in communication innovations, the hypothesis proposes that the degree of nearness, or the sense of being with another, impacts communication adequacy over different media (Biocca, Harms, & Burgoon, 2003). This hypothesis is particularly critical for understanding the elements of online interaction since it talks about how diverse communication mediums offer assistance or ruin the recognition of others as genuine, show, and lock in substances. Social nearness is imperative since it impacts the quality of interpersonal connections and the enthusiastic bonds that can be shaped through intervened communication. The theory centers on three key angles: recognition of others, passionate association, and closeness and promptness. These perspectives are particularly imperative when examining the wonder of online dating apps, which have seen uncommon utilization and adjustment amid the COVID-19.

During the COVID-19 pandemic, social removing measures and lockdowns required individuals to depend intensely on computerized stages for

social interaction, counting the arrangement and upkeep of sentimental connections. Within the nonattendance of physical contact, online dating apps have ended up the essential implies by which individuals meet modern individuals, frame associations, and keep up connections. The sudden and broad dependence on these advanced stages illustrates the significance of social nearness in encouraging significant interaction. Social Presence Theory clarifies how highlights of online dating apps, such as real-time informing, video calls, and virtual occasions, can progress users' recognitions of nearness and passionate association, both of which are fundamental for relationship development and fulfillment.

The theory's emphasis on enthusiastic connection and closeness is particularly convenient within the setting of online dating amid a worldwide spread. Physical presence and face-to-face intuitiveness, which are usually required to set up belief and closeness, were generally inaccessible. As a result, the capacity of online dating apps to set up a sense of nearness and pass on passionate subtlety got to be basic. Highlights like video calls permitted clients to see and listen to each other, expanding the discernment of social nearness and cultivating a sense of promptness and passionate association. This capacity to carefully imitate angles of face-to-face intelligent empowered clients to overcome the obstructions forced by physical separating and keep up hint connections.

In conclusion, Social Presence Theory is inseparably connected to the phenomenon of online dating apps in relation to the COVID-19 pandemic. The hypothesis lays out a system for understanding how digital platforms can cultivate

a sense of presence and passionate connection, both of which are fundamental for creating and keeping up sentimental organizations. The pandemic highlighted the significance of these computerized interactions, as physical removing measures avoided face-to-face gatherings. Researchers can pick up profound experiences into users' lived encounters by utilizing a phenomenological approach in subjective inquiry, uncovering how social nearness was seen and how it impacted relationship flow during this phenomenal period.

### 1.7.4. Research Assumptions

How each theory helps us understand the forms and encounters of shaping and maintaining connections on these stages. Social Information Processing theory describes how users alter their communication behaviors to communicate social and social information by means of computer-mediated communication, compensating for the nonappearance of nonverbal signals (Walther, 1992). Relationship Development theory offers a framework for comprehending the stages and forms included in relationship arrangement and maintenance, including beginning attraction, self-disclosure, and progressing social elements (Knapp & Vangelisti, 2010).Social Presence theory emphasizes the significance of perceived presence and passionate connection in mediated interactions, highlighting how features such as video calls and real-time messaging improve a sense of presence and closeness (Biocca, Harms, and Burgoon, 2003). Using a phenomenological approach, researchers can dig into the lived encounters of online dating app users amid the pandemic, capturing how these speculations cross in their recognitions and encounters. This integrated approach empowers a careful understanding of

how advanced communication encourages relationship advancement in spite of the limitations of physical removal, giving wealthy, nuanced experiences into the passionate and social results of utilizing online dating apps amid the COVID-19 pandemic.

## 1.8. Operationalization of Concept

To study relationship development on online dating apps during the COVID-19 pandemic, it is significant to operationalize the concept into quantifiable aspects. One key perspective is communication adjustment, which includes the ways people adjust their communication styles to build connections online. This may be measured through markers such as the frequency and length of messages, the utilization of emojis and gifs, and the start of video calls. These pointers can be surveyed through studies that inquire participants about their communication habits, substance examination of chat logs, and interviews that investigate changes in communication techniques.

Identifying Aspects in Operationalizing Concept:

1. Self-disclosure: Characterized as the sharing of individual data, contemplations, and sentiments with potential accomplices. To operationalize self-disclosure, analysts can see at the depth and breadth of shared data, the points examined (such as individual history or future plans), and the recurrence of self-disclosure. This will be measured utilizing overviews that join set up self-disclosure scales, substance examination of messages for

subjects and profundity, and interviews talking about the nature and effect of self-disclosure on connections.

2. Social presence: Refers to the degree to which an individual feels socially and candidly associated through online communication, is another basic viewpoint. This could be operationalized by analyzing the recurrence and quality of video calls, the enthusiastic expressiveness in messages, and the seen enthusiastic closeness between partners. Estimates can incorporate studies that evaluate social nearness and passionate association, investigation of video call recurrence and length, and interviews that investigate participants' sentiments of nearness and association amid their intuition.

3. Relationship progression: Includes the stages and pace at which connections create from introductory contact to more intimate stages, is additionally a key viewpoint to consider. Pointers for this angle include the number of interactions some time recently moving to video calls, the time went through on the app some time recently assembly in individual, and points of reference such as exclusive dating. These can be measured through longitudinal studies following relationship turning points, interviews with members almost their relationship movement, and examination of app utilization information to recognize designs in relationship advancement.

At last, the effect of the COVID-19 setting on relationship improvement must be considered. This includes analyzing how the widespread environment impacted dating behaviors and states of mind, adjustments to pandemic limitations (such as virtual dates), and recognition of dating during the pandemic.

These markers can be measured utilizing studies that evaluate changes in dating behaviors and demeanors due to COVID-19, interviews that investigate individual encounters of dating amid the widespread, and examination of app utilization patterns some time recently, amid, and after lockdown periods. By operationalizing these angles, the inquirer can methodically consider how connections were created on online dating apps during the COVID-19 pandemic, giving profitable bits of knowledge into the elements of advanced interaction in a challenging social environment.

## 1.9. Research Method

### 1.9.1. Research Design

The research methodology for examining the phenomenon of online dating apps in relation to the COVID-19 pandemic utilizing qualitative and narrative approaches involves a thorough examination of individuals' lived encounters and viewpoints. Narrative methods are an effective approach to study the phenomenon of online dating apps in the context of the COVID-19 pandemic because they allow for the exploration of personal stories and experiences, providing deep insight into how people have engaged in romantic relationships during this unprecedented period. The method focuses on collecting and analyzing participants' stories to capture the rich, contextualized details of their lived experiences.

In the context of the COVID-19 pandemic, narrative research can illuminate how people have adapted to lockdowns and social distancing

restrictions by turning to online dating platforms, and how these experiences have shaped the development of relationships over time. Using narrative methods, studies can delve into the emotional and psychological journeys of individuals who have engaged in online dating during the pandemic. This can explore themes such as loneliness, the need for connection, and the challenges of maintaining intimacy in virtual spaces (Riessman, 2008).

Additionally, the narrative approach allows participants to reflect on how their online dating experiences during the pandemic differed from the pre-pandemic norm, adding a temporal dimension to the analysis. Through their stories, participants can express how the pandemic has impacted their relationship goals, communication styles, and overall perceptions of online dating. Furthermore, narrative methods are well suited to capture the complexity of individuals' experiences and recognize that each person's story is unique (Riessman, 2008). This approach can uncover different perspectives and highlight how the impact of the pandemic on online dating has varied by demographic and context. Ultimately, narrative methods provide a holistic view of the phenomenon and highlight the importance of personal stories in understanding the broader social and interpersonal impacts of the COVID-19 pandemic on online dating.

### 1.9.2. Data Collection Tools

This research allows for in-depth data collection from multiple sources through interviews and observations.

The participants are selected from Diponegoro University's student and faculty communities. The recruitment process entails reaching out through university channels such as group of friends, online forums, and social media groups to identify people who actively used online dating apps during the COVID-19 pandemic. The selection criteria ensure that the participants include two heterosexual couples and two LGBTQ couples in order to capture a diverse range of experiences.

The researcher observes participants' interactions and behaviors in natural settings as they use online dating apps. This could include observing virtual dates or interactions on dating apps with the participants' permission. Observations will be conducted in an unobtrusive manner, with detailed field notes taken to document the context, interactions, and behaviors observed. These notes will be added with thoughts on the observed activities. This method provides contextual understanding and captures nuances in participants' behaviors and interactions that may not be fully stated during interviews (Angrosino, 2007).

### 1.9.3. Type and Source of Data

This study will use both primary and secondary data. The researcher collects primary data through research, interviews, and experiments to address research issues directly with informants. Secondary data is information gathered by researchers from multiple sources. Secondary data is required to complete the data collection process. This study analyzed secondary data sources such as articles, websites, documents, journals, and references.

Each interview is audio-recorded with the consent of the participants to ensure data accuracy and accuracy. These recordings are transcribed completely, resulting in detailed transcripts that capture every detail of the participants' stories. Transcripts are anonymized by replacing real names with identities and removing any identifying information to ensure privacy for participants.

### 1.9.4. Research Subject/Information Selection

This research focuses on Diponegoro University students with prior experience using online dating apps.

### 1.9.5. Research Locus

The research will be conducted at Diponegoro University, Jl. Prof Soedarto Tembalang, Semarang, Indonesia, and virtually via Zoom or Google Meeting.

### 1.9.6. Research Processing Technique

### 1.9.6.1. Transcript

According to (Davidson, 2009), transcripts serve as a representation of the analysis process. Data for this study was collected through interviews with two straight and two LGBTQ students at Diponegoro University. The interview with Diponegoro University's two straight and two LQBTQ students included a number of questions

### 1.9.6.2. Tabulation

Tabulation is the systematic organization and presentation of data in a structured format for easier analysis and interpretation. Unlike quantitative research, where data is frequently numerical and easily quantifiable, qualitative data in research methods such as narrative can be textual, narrative, or visual. Tabulation allows researchers to manage, summarize, and make sense of qualitative data by identifying patterns, themes, and relationships within a data set a comprehensive understanding of the research phenomenon. (Miles,M. B., Huberman, A. M., & Saldaña, J. ,2014).

### 1.9.6.3. Coding

Coding is the process of analyzing and interpreting textual or visual data gathered from interviews, observations, and other sources. It entails systematically organizing and categorizing data in order to identify patterns, themes, and concepts arising from the participants' narratives or experiences. This process not only facilitates data organization, but it also assists researchers in identifying underlying meanings and relationships within the data, thereby contributing to the development of substantive theories and interpretations. (Saldaña, J. 2016).

### 1.9.7. Data Analysis Technique

When investigating the phenomenon of online dating apps in the context of the COVID-19 pandemic, narrative data analysis methods allow for a deep exploration of the personal and collective stories of individuals who have been romantically involved during this time. Narrative analysis focuses on how people make sense of their experiences through storytelling, which is particularly relevant

to understanding the emotional and psychological aspects of relationships formed or maintained through online dating apps during the pandemic. The process begins with the collection of extensive narrative data, often through in-depth interviews where participants are encouraged to share their experiences in a detailed, narrative-like format.

This method prioritizes participants' perspectives and allows them to express how the pandemic has impacted relationship dynamics, the role of online dating platforms, and the transition from virtual to real interactions. Once the stories have been collected, the analysis involves identifying central themes, patterns, and structures within the stories. Researchers explore how participants frame their experiences, paying attention to the sequence of events, turning points, and the language they use to express emotions and reflections. For example, stories may reveal how initial contact took place during lockdown, the challenges of maintaining relationships without physical contact, and the strategies used to transition to in-person dating when restrictions were eased. By focusing on these narrative elements, researchers can uncover the deeper meanings participants attribute to their experiences and how they interpret the impact of the pandemic on their romantic lives (Riessman, 2008).

Narrative analysis also involves comparing and contrasting different narratives to identify similarities and differences in experiences. This comparative approach can highlight broader trends in how people approach online dating during the pandemic, such as changing communication styles, changing relationship expectations, and the psychological effects of prolonged isolation.

Furthermore, the analysis allows us to examine the narrative identities that participants construct: B. how they see themselves in the context of their relationships during and after the pandemic. This technique provides a nuanced understanding of the continuation or dissolution of relationships that began online, whether these connections continue, and how they have evolved over time (Clandinin & Connelly, 2000).

Narrative analysis also allows researchers to explore the temporal dimension of stories and capture how participants' perceptions and experiences changed over the course of the pandemic. This temporal dimension is important for understanding the long-term impact of the pandemic on relationship development and whether challenges and adjustments during the pandemic have led to lasting changes in how individuals participate in and maintain online dating. Ultimately, narrative analysis offers a comprehensive and holistic approach to understanding the complex dynamics of online dating during the COVID-19 pandemic, providing valuable insights into the intersection of technology, relationships, and human resilience in the face of a global crisis.

The use of Todorov's narrative theory is highly effective when exploring the phenomenon of online dating apps in the context of the COVID-19 pandemic, especially when focusing on the development of relationships before and after the pandemic. Todorov's narrative method is based on a clear structural model of balance, imbalance, and resolution, making it particularly suitable for examining how relationships have been disrupted by the pandemic and how they have developed since.

Todorov's approach emphasizes a circular narrative that begins with a state of equilibrium that represents pre-pandemic dating and relationship norms. This phase captures how people interacted and developed on dating apps before the disruptions caused by the pandemic. The onset of the pandemic creates imbalances and disruptions to normal life. During this period, physical distancing, lockdowns, and social restrictions have forced many people to move their relationship-building efforts entirely to online platforms.

This time of disequilibrium is critical for your research because it highlights the tensions, challenges, and adjustments made by individuals seeking and maintaining relationships during a time of global crisis. Todorov's model allows for targeted exploration of how these challenges, such as reliance on virtual communication and delays or lack of physical contact, have changed the dynamics of romantic relationships. Finally, the solutions in Todorov's narrative model coincide with the post-pandemic period when people begin to return to face-to-face interactions and relationships.

In this phase, researchers can examine whether relationships that began during the pandemic have persisted and how they have developed when normal social interactions resume. Todorov's structure is beneficial for your research because it provides a clear framework for analyzing the before and after stages of relationship development, making it easier to evaluate how external events, such as the COVID-19 pandemic, affect relationship dynamics over time.

By applying Todorov's narrative structure, your research can provide valuable insights into how online dating during the pandemic served as a temporary adaptation or whether it has led to a lasting change in how people become romantic in a post-pandemic world (Todorov, 1971). This approach also facilitates the comparison of different stages of relationship development and highlights how external disturbances can strengthen or weaken romantic bonds.