

Hubungan antara Online Self-Presentation dan Motif Penggunaan Aplikasi Kencan pada Emerging Adulthood di Jabodetabek = The Relationship Between Online Self-Presentation and Motives for Using Dating Apps Among Emerging Adulthood in Jabodetabek

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Abstrak

Perkembangan teknologi digital telah mengubah cara individu membangun hubungan sosial, salah satunya adalah melalui penggunaan aplikasi kencan. Masa emerging adulthood yang ditandai dengan masa eksplorasi identitas dapat memiliki berbagai motif dalam menggunakan aplikasi kencan. Pada aplikasi kencan, online self-presentation memainkan peran penting dalam membentuk kesan awal dan menentukan kemungkinan interaksi lebih lanjut. Meskipun fenomena ini semakin umum, penelitian mengenai hubungan antara online self-presentation dan motif penggunaan aplikasi kencan, khususnya di Indonesia, masih terbatas. Penelitian ini bertujuan untuk melihat hubungan antara online self-presentation dan motif penggunaan aplikasi kencan pada emerging adulthood di Jabodetabek. Penelitian ini menggunakan pendekatan kuantitatif korelasional dengan 139 partisipan berusia 18–25 tahun yang merupakan pengguna aplikasi kencan (Tinder, Bumble, atau Tantan). Pengukuran yang digunakan meliputi Presentation of Online Self Scale (POSS; Fullwood et al., 2016) untuk mengukur online self-presentation, serta Tinder Motives Scale (TMS; Timmermans & De Caluwé, 2017) untuk mengukur motif penggunaan aplikasi kencan. Hasil penelitian menunjukkan bahwa terdapat hubungan positif yang signifikan antara seluruh komponen online self-presentation dan berbagai motif penggunaan aplikasi kencan. Implikasi hasil penelitian ini, saran metodologis dan praktis dibahas lebih lanjut.

.....The development of digital technology has transformed the way individuals build social relationships, one of which is through the use of dating applications. Emerging adulthood, characterized by a phase of identity exploration, may involve various motives for using such platforms. In dating apps, online self-presentation plays a crucial role in shaping first impressions and determining the likelihood of further interaction. Although this phenomenon is becoming increasingly common, research on the relationship between online self-presentation and motives for using dating applications, particularly in Indonesia, remains limited. This study aims to examine the relationship between online self-presentation and motives for using dating apps among emerging adults in the Jabodetabek area. The study employs a quantitative correlational approach with 139 participants aged 18–25 who are users of dating apps (Tinder, Bumble, or Tantan). The measurements used include the Presentation of Online Self Scale (POSS; Fullwood et al., 2016) to measure online self-presentation, and the Tinder Motives Scale (TMS; Timmermans & De Caluwé, 2017) to measure motives for using dating apps. The results showed a significant positive relationship between all components of online self-presentation and various motives for using dating applications. The implications of these findings, as well as methodological and practical recommendations, are further discussed.