

Stages of Women's Social Penetration in Building Intimacy Through the Bumble Application in Yogyakarta

Claudia Putri Wulandari^{1*}, Rosalia Prismarini², Nur Siva³, Rahma Novita Alim Putri⁴

Universitas Mercu Buana Yogyakarta

Corresponding Author: Claudia Putri Wulandari

rahma.novita@mercubuana-yogya.ac.id

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ABSTRACT

The purpose of this study is to analyze and describe the stages of social penetration in women in building intimacy through the Bumble application where women are in control in starting conversations and in relationships. The method used is descriptive research with qualitative methods. Data collection techniques used in this study are observation, interviews and documentation. Interviews were conducted with five informants who are active users of the Bumble online dating application. This study uses a supporting theory, namely social penetration by Altman & Taylor. Based on the results of the study, there are four stages of social penetration that are passed through by active users of the Bumble online dating application, namely orientation, affective exploration, affective exchange and stable exchange. However, not all informants can go through all stages and form new relationships (dating). This happens because in the process of the stages there is a mismatch at each stage, which causes the process of social depetration, or withdrawal. Unwanted factors and mismatches from informants cause the relationship to end, making the relationship unromantic or just friendship

INTRODUCTION

The theory of basic human needs according to Abraham Maslow states that when humans have been able to fulfill physiological and safety needs, then the need for love, affection and a desire to belong will emerge. If these needs are met, a person can become more caring, pleasant, and brave to express strengths and weaknesses while still respecting the needs and privacy of the person they love (Dwijayani & Wilani, 2020). Dating Apps or online dating applications are one means of connecting online in establishing communicative relationships or getting a partner. Based on data provided by apptopia.com, the order of online dating applications that are widely downloaded via Android in Indonesia in the first place is Bumble, followed by Tinder, Coffee Meets Bagel, Badoo, Dating.com, Date My Age, OkCupid, Muzz, and Muslima: Arab & Muslim Dating (Apptopia, 2023). This means that currently Bumble is a favorite online dating application that is in demand by many people today.

Reported from its official page, Bumble was launched to the public in 2014 by Whitney Wolfe Herd, a former Tinder employee. This online dating application has a concept with a feminist label. The founder of Bumble saw that currently many single women are waiting for men to date or start a conversation on dating applications. Bumble offers women to be able to start a conversation with men first. As of July 2020, Bumble's active users reached 100 million worldwide and 63% were downloaded by men on the grounds that men do not have to start a conversation first (Bumble, 2023b). This approach is designed to address the often unbalanced gender dynamics on other dating platforms, while creating a safer and more inclusive environment.

The use of dating applications offers numerous advantages, such as eliminating the need for physical interaction, reducing effort and time investment, and providing users with the ability to narrow down their search for potential partners based on preferences set within the app. However, it is important to acknowledge the potential risks associated with their usage. The convenience offered by these platforms may expose users to dangers such as fraud, extortion, and legal violations. These risks become more pronounced when users are required to share personal data such as age, residence, occupation, and other private information which may become accessible to others upon creating a social media account (Kiksen & Nurdiarti, 2023).

Previous studies on relationships formed through dating applications have highlighted key aspects of user behavior. For instance, research conducted by Fadillah et al. (2023), titled *Self-Disclosure of Bumble Online Dating App Users in Seeking Partners*, revealed that self-disclosure plays a pivotal role in the development of interpersonal relationships. The study found that deeper levels of self-disclosure tend to strengthen the relationship bond. However, excessive self-disclosure can pose risks, potentially triggering anxiety and discomfort in partners.

Another relevant study conducted by Teguh and Paramita (2024), titled *Social Penetration of Young Generations Through Online Dating Applications*, identified several factors influencing users' willingness to open up on dating platforms. These factors include personal characteristics, self-imposed boundaries, and individual approaches to technology-mediated communication. Additionally, age and relationship duration significantly affect the likelihood of

reaching a commitment stage, with younger users and shorter relationship durations being critical determinants in this process.

Relationships that start through Bumble often involve several unique stages compared to traditional relationships. The algorithm provided by Bumble plays a big role in determining who users will interact with. First, users create a profile that includes a photo, short bio, and personal preferences. The algorithm then matches users based on the data and creates the initial stage of interaction.

One of the unique features that Bumble has is the anti-sexual harassment feature that can automatically detect or blur vulgar photos sent via chat. In addition, this application also applies photo verification to its system to protect its users from fraud. This is intended to provide a more comfortable and safe experience for women when looking for a partner, so that it can encourage more balanced communication and mutual respect between the two parties (Bumble, 2023). Bumble also has other features such as SuperSwipe which allows users to show great interest in someone to be able to match each other. The Extend Match feature is offered to extend the 24 hours available to start a conversation after a match. The most interesting thing is the Video and Audio Call feature that allows users to make voice and video calls directly through the application without having to share phone numbers so that it can be a safe way for users to get to know their partners before meeting in person and can increase trust between each other.

On the official Bumble page, 85% of Bumble users are looking for someone for a girlfriend or marriage (Bumble, 2023). One Bumble user who managed to get his life partner to the point of marriage is comedian Kiki Saputri. In this case, there is a communication process where individuals move from superficial communication to more intimate communication known as social penetration (Fridha & Octavianti, 2016).

The nature of communication mediated by this technology raises interesting questions about how relationships are built, maintained, or even ended in the digital era. In this context, Bumble allows the process of social penetration between its users. Therefore, researchers are interested in analyzing the four stages of social penetration that occur between Bumble application users. The four stages in the social penetration process by Altman and Taylor are orientation, affective exploration exchange stage, affective exchange stage and stable exchange stage (West & Turner, 2019).

In this study, women become the main objects and subjects as the ones in control in initiating social penetration on the Bumble application in accordance with Bumble's main focus to change the traditional dynamics in online dating by empowering women. This can be said to be a new phenomenon in the social media space or among other dating applications.

LITERATUR REVIEW

Bumble as a dating application designed with a unique approach, where women are given control to start a conversation in a heterosexual relationship. Online applications as a means for humans to start and build relationships. In the digital era, dating applications such as Bumble create a new space to test several theories, one of which is social penetration developed by Altman and Taylor (1973) which is the basis for understanding interpersonal relationships. Analogized to "onion skin" where the outermost layer reflects general information, and the innermost layer contains the most specific and personal aspects. Digital applications become a new space to express oneself through text, images, videos or short bios about one's personal preferences that are different from not meeting in person. According to Walther (1996) in hyperpersonal communication, the digital environment can accelerate intimacy, although it does not always reflect the reality of face-to-face relationships.

Research by Hobbs et al. (2017) revealed that dating applications are not only used to find romantic partners but also as a means to build wider networks socially and professionally. Several supporting features such as Bumble Date, Bumble BFF, and Bumble Bizz allow users to adjust their interaction goals. This also affects the dynamics of self-expression, where users must adjust the way they convey information according to the context desired by the user. This reflects the increasingly broad role of dating apps as a space for various types of relationships.

A similar study discussing the development of relationships in the Tinder online dating application space was conducted by Erna Febriani, Eric Pentury and Herdi Andrariladchi entitled "The Use of Dating Application and Then Relationship Development (Phenomenological Approach in Tinder)". The results of their research show that during the process of developing relationships and the process of self-disclosure between users and partners on Tinder, it is like peeling an onion or social penetration is found (Febriani et al., 2022). A similar thing was found by A.T.N.F Ramadhan, N Hasfi and N.S Ulfa in a study entitled "Stages of Relationship Development Between Individuals Using the Bumble Online Dating Application in Towards Romantic Relationships". However, this study adopted Mark Knapps' relationship development model which includes the stages of initiating, experimenting, intensifying, integrating, and bonding. In the cases encountered by the three, the couple on the Bumble application only reached the Integrating stage and then deleted the application as a form of commitment (Ramadhan et al., 2022). Other researchers who studied self-disclosure in the Bumble dating application are Azzahra.N, Uljanatunnisa, Sadjjo.P with the title "Self-Disclosure of Female Users on the Bumble Online Dating Application". The results show that informants have different levels and stages of self-disclosure and not all informants reach the deepest stage (N et al., 2022).

Two of the three previous studies have their own theoretical focus, only one uses social penetration theory but focuses on the Tinder application. Meanwhile, the purpose of this study is to analyze and examine the stages of social penetration by Altman and Taylor in women as the main actors in the formation of relationships carried out online through the Bumble application. In the context of social penetration, self-disclosure on Bumble is often influenced by perceptions of risk and benefit. For example, women who initiate conversations

may feel more confident because the initial control is in their hands, but they also face social pressure to deliver a creative opening message (Bivens & Hoque, 2018).

In a global context, culture has a significant influence on how users manage self-disclosure on dating apps. Hofstede (1980) suggests that cultures with high levels of collectivism tend to be more cautious in self-disclosure than individualistic cultures. Bumble, as an app used in various countries, allows users to adjust their level of self-disclosure to suit the context of each culture. A study by Tosun and Lajunen (2010) supports this view, showing that users from collectivist cultures are much more selective in sharing personal information on dating apps. This is relevant in understanding how Bumble users from different cultural backgrounds manage their privacy and trust during the penetration process. Research by Finkel et al. (2012) suggests that dating apps often reflect broader gender dynamics in society where in addition to being collectivist, women can also be more cautious in sharing personal information than men. Walther (1996) in his theory of hyperpersonal communication suggests that digital media allows individuals to present an idealized version of themselves, which can accelerate intimacy but also risks creating unrealistic expectations.

METHODOLOGY

The research method that will be used in this study is descriptive research with qualitative methods. According to Bogdan and Taylor, qualitative research is a research step that produces descriptive data in the form of oral or written sentences from phenomena or behavior of people that occur around (Lexy, 2018).

Informants or sources in this study were determined using purposive sampling techniques, namely sampling techniques with certain considerations or criteria (Sugiyono, 2013). The criteria for the sources of this study are; a) active users of the Bumble application who have used it and have relationships with other users for at least 3 months and; b) women with an age range of 18-35 years. This is because based on the page on similarweb, users of the Bumble online dating application based on age are 33% in the 18-24 age range and 42% in the 25-34 age range (Similarweb, 2023).

Data collection in this study was conducted through interviews, observations, and documentation. The interviews conducted in this study were unstructured or also often referred to as in-depth interviews. Interviews were conducted with five informants who did not mind if their names were not disguised, namely Gaby, a student who had just completed her studies aged 24, Pingkan, a final year student aged 24, Oca, a student who had just completed her studies and was working aged 23, Ayu, who had just completed her studies and was 25 years old, and Diaz, a final year student aged 23. All informants interviewed live in Yogyakarta.

The researcher used participant and unstructured observation. The researcher conducted participant observation by being involved in the daily activities of the user. The researcher also took part by using the Bumble application for two months. Meanwhile, unstructured observation was conducted without reference to observation so that the researcher would describe his observations by looking at developments in the field.

In this study, the documentation used was the taking of pictures taken by the researcher during the interview which aimed to strengthen the research results. In addition, the researcher will provide the results of the interviews conducted.

The analysis method used is the qualitative analysis method proposed by Miles and Huberman which consists of data reduction, namely the process of collecting research data, presenting data in the form of descriptions, and drawing conclusions (Fadli, 2021).

RESULTS AND DISCUSSION

The theory of social penetration by Altman and Taylor is a theory that is analogous to the layers of an onion that illustrates how a communication process between individuals develops into more intimate communication. It can be said that this communication theory is related to the process of forming a relationship and relationship when individuals establish intimate communication which does not only mean physical closeness, but also emotional and intellectual closeness. The assumptions of this theory include; a) relationships develop from initially non-intimate into intimate relationships; b) relationship development is usually systematic and predictable; c) de-penetration (withdrawal) and dissolution are the scope of interaction development and; d) self-disclosure is the core of development in relationships (Griffin et al., 2018).

According to Altman and Taylor, basically individuals can become close to each other as long as they go through stages or processes consisting of orientation, affective exploration exchange stage, affective exchange stage and stable exchange stage (West & Turner, 2019).

Of the five informants who were interviewed, each had different characteristics. Pingkan and Ayu have introverted personalities while Oca, Gaby, and Diaz have extroverted personalities. Based on the interview, Ayu and Pingkan revealed that it was not easy for them to trust strangers so they needed to understand the person's character and needed enough time to become close because they acted carefully. However, if they have communicated for a long time, Ayu will open up by providing more information or allowing communication via telephone and others. The more intense the conversation will create a sense of comfort so that Ayu can dare to provide more personal information (Ayu, September 1, 2023, Yogyakarta). Meanwhile, Oca, Gaby and Diaz are very happy to talk about many things. One of the informants, Diaz, openly said that he was an extrovert (Diaz, September 18, 2023, Yogyakarta). The differences in characteristics possessed by the five informants also influenced their social penetration process in the Bumble online dating space.

The first stage in the theory of social penetration is orientation, namely a situation where individuals only provide a little personal information or it can be said that individuals still rely on their image as portrayed by most people. Communication that takes place at this stage generally only shows general information such as personal data. Simply put, this is the stage of small talk between individuals.

The five informants revealed that the initial stage of user introduction consists of simple conversations or small talk. At this stage, informants are still careful in providing information to their match friends. Each individual tries to maintain a good image of themselves during this stage. If people at this stage get

a good response, then there will be consideration for the next stage. However, if at this stage their match partner gives a bad impression, then the action that will be taken is to unmatched.

The initial stage of finding a chat partner for the five informants was done by filtering profile photos, biodata such as hobbies, interests and music playlists. After that, if they feel that there is something suitable or interesting, they will swipe right to match and then start a conversation. Height 170cm, mature is the type of partner that informant Oca wants when seeing other users on the Bumble application. The bio listed does not really affect Oca, as long as the person does not like clubbing (Oca, August 28, 2023, Yogyakarta).

Three of the five informants, such as Gaby, Diaz and Pingkan, started the conversation by starting the conversation as creatively or interestingly as possible, such as commenting on hobbies, or the contents of the bio listed on the profile or even opening the chat with a joke. They did this to give an impression to their match friends and so that it would not be too boring if they only used the usual method. After opening a chat with a matched friend, each user will then ask basic questions such as, "where are you from?", "what are you busy with?", "still in college or working?" and other basic informative questions. From this basic question, it can be a topic of discussion for the next chat. From this basic question, it can also be a factor for making further relationships or communication. Because from this basic chat, it can be known how the scope of his friendships, or his associations, which can be adjusted to the wishes of the informant.

Not all chats or communications run smoothly, making informants reluctant to proceed to the next stage, one of which is when a match friend provides a chat that leads to sexual matters. When asked what could make informant Pingkan unmatched another user, it was if the other user talked about or invited them to something sexual. What Pingkan experienced was that another user who matched at the beginning had asked a question to invite them to a "staycation". The meaning of "staycation" itself is leading in a negative direction, namely an invitation to engage in sexual activities by staying at an inn (Pingkan, August 21, 2023, Yogyakarta)

The next stage is the exchange of affective exploration, namely the process of self-disclosure and the information provided becomes deeper than the previous stage. The interesting thing at this stage is that individuals begin to feel relaxed and comfortable in communicating. Information that was previously private begins to become public. This is the stage to decide whether the relationship will continue or stop.

Based on the results of interviews with the five informants at this stage, they have not decided to have a relationship that is more like dating because at this stage each individual is still trying to understand and get to know their match partner more deeply. In this stage, the informant and also their match partner try to find out what each other's personality is like by looking at the conversation or chat that occurs. Informants can find out at a glance what the character or personality is like based on the profile. According to informant Diaz's experience, getting a reply or feedback from a match partner will make the chat last longer because it starts with small talk and then can talk about other things

(Diaz, September 18, 2023, Yogyakarta). In addition, at this stage, informants have switched to other social media, such as Instagram, and chat applications such as Line or WhatsApp. Of the five informants, if they feel connected and comfortable communicating, they will switch to chatting on WhatsApp, but usually they start by exchanging Instagram first. This is done to ensure that the match partner is not fake, but to exchange or provide other social media IDs takes time as Ayu said. So the conversation is quite long and intense to get to the stage of telling or exchanging social media IDs (Ayu, September 1, 2023, Yogyakarta). Gaby and her match partner because they feel close so they make phone calls or video calls to communicate (Gaby, August 20, 2023).

At this stage, the informants evaluate their match friends, because for them the important thing when interacting or communicating with match friends is the same frequency. Having the same interests such as liking cats makes Diaz interested in users who have the same interests. In addition, humor or funny things in other users' bios also make Diaz interested in these users (Diaz, September 18, 2023, Yogyakarta). The experience of informant Gaby because she felt that the conversation she was having with her match partner was not connected and made her feel uncomfortable made her not continue the conversation by not replying to the person's message (Gaby, August 20, 2023).

Other topics that make informants uncomfortable besides those that lead to sexual are such as education for Gaby, for informant Pingkan the topic is about families comparing lives, for informant Ayu it is religious debates, and for informant Oca it is the topic of clubbing or vaping.

If in the affective exploration exchange both parties feel that there is a match, then the relationship will continue to the effective exchange stage. At this stage each individual has the courage to convey deeper personal information, for example by conveying complaints to each other or "confiding". This stage is marked by the emergence of a sense of comfort, communication without the burden of communication that occurs spontaneously, and each individual makes decisions quickly, often paying attention to the relationship as a whole. However, if a problem occurs at this stage the relationship may not continue to the next stage.

Pingkan's experience with her match partner on Bumble, she felt very close so that at that time Pingkan helped with her thesis and also told each other about their families and complaints which showed their closeness. Pingkan at that time felt tired of her activities which she told her match partner, but her match partner actually compared her life with Pingkan's life even to her family life that what Pingkan experienced was better than hers. However, because they were quite close and Pingkan understood her character like that because they were quite close (Pingkan, August 21, 2023). The same thing was felt by informant Oca, when she felt that her match partner gave her comfort and she felt closer to her match partner, she did not hesitate to tell her personal problems, one of which was about family. Where for Oca if she had told about her family then she felt very close to that person (Oca, August 28, 2023).

The more intense the communication, the more often she would exchange ideas and talk about many things. This allows for differences of opinion or views on something, so that differences in mindset or views can cause conflict. Pingkan and Diaz's experience, where they experienced differences of opinion towards their match partners. There were differences of opinion because of something

experienced by informant Diaz which ended in an argument, including because of differences of views. However, the conflict experience that Diaz felt at that time could be resolved because her match partner tried to melt Diaz with what Diaz liked. This may happen to get to know each other (Diaz, September 18, 2023).

At this stage, an attitude of mutual support is very important because the communication carried out is based on feelings of sharing information that they experience every day or in their daily lives. For example, they talk about their problems, discuss their concerns or joke with each other.

The five informants said that often joking or sharing humor is one of the factors to get closer and the conversation is more interesting and not boring. Because of the intense communication, the chat also leads to humor or jokes with each other. Chatting about funny or humorous things makes the conversation not boring for Oca (Oca, August 28, 2023).

At the affective exchange stage, it is important to make a decision to meet and ensure that the meeting takes place in a comfortable, safe and mutually agreeable way. The first meeting in person will be a positive experience and strengthen the relationship.

Feelings of attraction and wanting to have arise because of intense conversations and having met each other as experienced by Oca, Ayu and Diaz who found partners through this application. Interest in a match partner may not only happen once, because for Oca's informant, even though they know and know from online dating applications, it is possible to be attracted to several people met online. For Oca, meeting new people even on online dating applications is the same as in real life, where if women and men often communicate, it gives rise to feelings of greater attraction. (Oca, August 28, 2023)

However, Pingkan and Gaby experienced something different, the furthest relationship they felt was as close friends. Based on Pingkan's experience, she has a close friend from the Bumble application with whom they still communicate until now. They are so close that they have shared information or shared about personal and family problems. However, Pingkan's interest in her match friend was only as far as close friends because from the start they had different beliefs. Informant Gaby had more or less the same experience, where she was only a close friend. Informant Gaby had an interest and desire for a deeper relationship because they were quite intense in communicating, both chatting, calling and meeting, but the relationship was only as far as close friends (Gaby, August 20, 2023).

It can be concluded that at this stage, communicating with people on the same frequency can create a sense of comfort that is important for the success of a relationship. Compared to the previous stage, the level of affective exchange is also marked by topics of conversation that have touched on personal topics by revealing more information such as daring to complain, sharing stories of daily life or telling very personal family problems.

The continuation of the relationship after successfully passing the affective exchange stage is entering the stable exchange stage. In this final stage, each individual is already in an intimate area, where deeper conversations occur. It can be said that at this stage, there is a more open expression of feelings, thoughts

and behavior. If you have reached this stage, each individual already understands and understands how each other feels, for example understanding self-value, emotional feelings, each other's thoughts, values and self-concepts.

From the results of interviews that have been conducted with five informants, three of them managed to get a partner from this application, namely Oca, Ayu and Diaz. The three match informants like each other because the chats and interactions that are established are intense and trust and comfort arise with each other so that the relationship that is established becomes more intimate. These three informants have also met several times or dated until finally dating. However, to meet also requires an introduction period first which is not short or gradual. The emergence of feelings of comfort in women, then women will exchange news with their partners either via messages or telephone. At this stage, there is an expression of feelings felt by each individual and there is acceptance of feelings in each individual in order to establish a deeper relationship, namely dating.

The three informants who had gotten a girlfriend through the Bumble dating application shared their experiences when they reached this stage, sometimes there were still arguments but they were able to resolve them. The arguments experienced were about differences of opinion, misunderstandings in communication, or because of each person's busyness. However, all three have their own ways of resolving them. The experience of informant Diaz when in a relationship, he felt that arguments and differences of opinion or views might occur and not only once, but because they had understood each other, it could be overcome. At that time, Diaz felt that the time provided by his partner was lacking because of each person's busyness, so the dispute occurred because of longing for each other (Diaz, November 2, 2023).

The resolution of the argument was mutual understanding and Diaz's partner tried to provide understanding and a solution that they would meet in the next few days. This is because their relationship was long enough that it allowed each other to understand each other so that they could overcome what if a problem like that occurred.

In addition, both Oca and Ayu experienced fighting while in a relationship. This is a natural thing for couples to experience for Oca's informant with arguments and differences of opinion. Oca wants her partner to understand and take her side, but what her partner does is the opposite. Oca's informant said that she had fought because of differences of opinion between the two of them. The way they resolved it was by calming each other down, and their partners explained what they meant and also told Oca what she should do (Oca, August 28, 2023).

Because for Ayu's informant, time is important, but her partner is the type who likes to be late when they have an appointment, causing arguments between them. Not only that, but arguments because of the prohibitions given by their partners cause disputes between them even though they are already a couple (Ayu, November 1, 2023).

The intimacy that exists between each informant is different. Oca's informant is close to her partner to the extent of discussing the future together, but is not in a hurry to move to a more serious level. Meanwhile, informant Ayu had already discussed what kind of future she would do after graduating, what job she wanted to take and even had time to discuss a serious relationship to the

level of marriage. Another experience experienced by Diaz was different, apart from discussing quite deep things about the future, Diaz and her partner at that time had visited each other's homes. The similarities between Diaz and her partner where both of them liked cats made their relationship more intimate which led them to meet each other's families and even go on vacation together. Diaz visited her partner's house to see her partner's cat and so did her partner. Discussions about a more serious relationship were sometimes discussed but Diaz was in no rush about it (Diaz, November 2, 2023).

Of the five informants who had been interviewed, all of them entered the intimate stage in a matched couple, where each achieved high openness to each other. Referring to the interview results, informants used the Bumble dating application not always to find a partner, but they also used it to find friends to share stories, chat and also build relationships. For informant Pingkan, the Bumble application is not effective for her to find a boyfriend or date, but for dancing friends it is quite effective because according to Pingkan, if you are in a different city from the matched partner, it will be difficult to get information about the person (Pingkan, August 21, 2023).

Based on this, in the last stage of social penetration, namely stable exchange, the five informants who have been interviewed have each entered an intimate relationship with different situations. Maintaining intimacy is important in maintaining relationships, both long-distance and close, which will later affect the couple's commitment. Intimacy in the form of behavior that is caring for each other, trusting each other, and interdependent will maintain commitment between partners. According to Altman and Taylor, intimate relationships can occur because self-disclosure helps in the development of communication that occurs between the two. Self-disclosure is a supporting factor for getting to know each other and helping to obtain satisfaction between two people in forming a relationship. The existence of reciprocal communication can develop a more intimate relationship, but if there is no reciprocal communication, it will give rise to social de-penetration which makes the ongoing communication unable to continue to the next stage.

Closing

With the analogy of an onion, namely from the outermost layer to the innermost layer, the informants provide their personal information gradually as in the interview results. Being in control of the application allows the five informants to be careful when providing their personal information. Thus, it can be concluded that individuals who use online dating applications have the ability to make friends, build new relationships, and expand their previous relationships.

The Bumble online dating application allows for stages of social penetration to get to know each other, but not all informants reach the stage of establishing a new, more intimate relationship such as dating, only three informants managed to go through all four stages of social penetration so that they got a girlfriend at that time through the Bumble application. To be able to reach the stage of intimacy in a relationship, it takes a long time to get to know each other, understand and understand each other. If there is a mismatch due to undesirable factors to things that cannot be tolerated at each stage, the process of

social depenetration or withdrawal can occur and cause the relationship to end or just be limited to friendship.

If the user has a goal such as finding a partner for a "staycation", the goal will end and the desire to find out more about the partner will no longer exist by creating intimacy without going through the previous three stages. However, in today's digital era, these stages can be accelerated by starting from the introduction phase and if you have the same desire during the introduction, then the orientation stage immediately moves to the intimacy stage.

Based on the results of this study, researchers have suggestions and input that can be a reference for both Bumble online dating application users and further research. Bumble online dating application users, especially women, should remain careful in using it. Everyone has different characteristics, so if other online dating application users want to establish a relationship, they must be able to understand each stage that is passed to establish a relationship with a new person. Researchers hope that further research can divert more deeply and analyze the points found in this study and find other factors and variables related to similar issues.

FURTHER STUDY

The researcher hopes that future studies will delve deeper into and analyze the key points identified in this research, as well as explore other factors and variables related to similar issues. For instance, future research could further examine the progression of relationships from the initial stages to deeper intimacy or depenetration, investigate the role of gender and power dynamics within online dating applications, and assess the pace of interactions and their impacts on users, particularly in the context of the Bumble application.

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