

Reshaping of Dating Culture through the Presence of Online Dating Application

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ABSTRACT

Online dating is an inevitable phenomenon in this digital age. The close interaction of digital natives with the internet makes them seem to entrust all activities in their lives to the internet, including dating and finding a mate. This makes them more likely to use online dating applications. This thesis investigates the drivers of the use of online dating applications by the digital natives, their opinions about online dating application and how the use of such application is different or the same between Indonesians and Americans. Data collection techniques are using questionnaire and interview. The secondary data in this study were obtained from other sources such as research results presented on the official website. This research found that there are many factors that influence digital natives in using online dating applications. This study reveals an array of eastern philosophical ideas, such as the predominance of female gendered application users in Indonesia, which implies that the gender line has become more ambiguous.

Keywords: *cultural diffusion; digital natives; globalization; online dating; transnationalism*

Article information
(Filled by Editorial
Management)
Received: 16 Mar, 2023
Revised: 24 Apr, 2024
Accepted: 27 Apr, 2024

DOI : <https://doi.org/10.22146/rubikon.v11i1.83037>

Available at <https://journal.ugm.ac.id/rubikon/article/view/83037>

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INTRODUCTION

The use of the internet that has grown tremendously has

created a world community called digital natives. Digital natives are today's young people who were

born in the digital age and raised in contact with the constant flow of digital information. Digital natives are a generation or population that grew up in an environment surrounded by digital technologies and computers and the Internet are natural components of their lives. Digital natives are those who are skilled and actively contributes, shares, finds, and consumes content - as well as works and games - on social media platforms.

Digital natives are the new generation of young people born in the digital age. Thus, we can say that digital natives are people born in an era of widespread use of communication technology. Digital Native is the next generation, namely the generation born after the 1980s, where they are always surrounded and use computers, video games, digital music players, video cameras, cell phones and other digital toys. Meanwhile, Digital Immigrants are people who were born before 1980 and did not grow up in the era of digital culture. They need the ability to adapt to technology in everyday life. Digital native generation have expectation to get things done easily through technology.

In America, those born after 1980 are said to be digital natives. In Indonesia, the so-called digital native generation are those born after 1985 or several years later than Americans. They were born when internet technology was about to start and when they entered elementary school, internet technology was already accessible. However, the people who can truly be called digital natives are those called Generation Z.

These digital natives determine the level of penetration of internet users in a country, including Indonesia. The following is the data on the penetration rate of internet users in Indonesia. Internet User Penetration Rate by Occupation and Education Level in Indonesia students. Coupled with the fact that they are faced with the Covid19 pandemic which forces students and college students to study from home with the internet, so this makes them people who want to do not want to continue to connected to the internet.

This is because most internet users in Indonesia are students and students who use the internet to find sources of their lessons, both at school/campus and at home. Based on gender, more men

use the internet than women. Indonesia as an archipelagic country and the vast territory of the country certainly requires information and communication technology infrastructure for interconnectivity between islands, between regions, between communities, or between agencies. So that there is inequality in information and communication technology infrastructure which results in a digital divide.

In simple terms, the digital divide can be understood as the difference in access to information and communication technology. The digital divide in Indonesia occurs mainly in the western and eastern regions as well as urban and rural areas.

The factors that cause the digital divide are

Human resources are the most influential factor in the world of science, technology, and information because it is human resources who can share their knowledge with the community. Lack of using the internet itself. Improper use of the internet results in a lack of benefits that can be taken from the internet. There are many reasons someone is connected to the internet.

This is the reason of online dating applications usage. Online dating is defined as the development of romantic relationships over the internet. Online date apps are a preferred device for navigating the turbulent waters of intimacy and are increasingly becoming a ubiquitous part of mobile digital life. With the popularity of dating apps, people now have the option of getting regular attention from someone through online dating networks, if one chooses to search for it.

This breaks the traditional «face-to-face» dating cycle, as with online platforms it is possible to skip certain stages of a relationship and act more quickly as it develops. Started in 1995 in the United States, an online dating site called Match. Matchmaking patterns are starting to change towards digital because this media provides greater opportunities and is faster than print media. Co dating site has had a huge impact on digital media matchmaking.

There are many online dating sites circulating in the digital world such as OkCupid, eHarmony, HowAboutWe, Xmatch. Some people think that online dating and computer-mediated communication are not

very good ideas. The close interaction of digital natives with the internet makes them seem to entrust all activities in their lives to the internet, including dating and finding a mate. This makes them more likely to use online dating applications.

The level of tendency of digital natives in one country to another in using this application is certainly different, including between users in the United States and in Indonesia. What influences digital natives to use online dating apps, what do they think of these apps as a new way of life, and how does the US and Indonesia compare in terms of online dating app usage are the research questions.

METHODOLOGY

Data collection techniques is using questionnaire. The questionnaire method is a data collection method that involves providing a list of questions for respondents to fill out. Another data used in this research is secondary data from supporting theories to help answering questions about the comparison of the use of online dating applications in Indonesia and in the US.

This study also uses secondary data. Secondary data in this study were obtained

from other sources such as research results presented on the official website. Data collection is conducted by using Google Form.

DISCUSSION

From the results of the questionnaire obtained, the researchers grouped them into two parts, namely factors that support users in using online dating applications and increase the success of online dating applications in entering the lives of digital natives which form the basis of several indications listed. From the table of The Factors that Influence Digital Natives in using Online Dating Applications, it was found that all the reasons for having a high poll were all above 50%. The three reasons that occupy the first position in line with the current state of digital natives are online dating applications as a form of dealing with loneliness. The second factor arises due to the ease of using online dating applications. The third factor is that digital natives want to invite friends and relations so they use online dating applications.

According to Vertovec (2001), transnationalism is a social phenomenon and scientific research agenda that emerges as humans are

increasingly interconnected and economic and social boundaries between countries are becoming increasingly blurred. Transnationalism in this study can be seen from the demographic background of the respondents where they come from various economic, social and age backgrounds. Thus, it can be concluded that online dating sites are not only used by certain backgrounds, but all people from various backgrounds are proven to use them and mingle in the same application.

4.4 Dating Online Application and The Relationship with Globalization

Ritzer and Dean (2019) defines globalization is a process of international integration that occurs due to the exchange of world views, products, ideas and other aspects of culture. The perspective of respondents who consider online dating sites as the right place for them to find a partner is one form of globalization. This is because this global perspective uniforms the actions of netizens to choose online dating sites as a solution for them in finding a partner. Another example of globalization in the use of this online dating application is that what is used by users from Indonesia and from the United States are all the same. All the features found in online dating apps are the same

for users from any country. There is no difference at all. Therefore, every user must be prepared with the global effect that online dating applications have. The spread of artificial applications in various parts of the world including Indonesia is also an effect of globalization. The emergence of taaruf ID, Setipe, Kepo, Christian dating, and so on is proof that it is true that the phenomenon of globalization is taking place in Indonesia and America.

4.5 Dating Online Application and The Relationship with Cultural Diffusion

Coşkun (2021) defines cultural diffusion is defined as the diffusion of cultural factors due to interactions between people of different cultures. Online dating applications will obviously lead to cultural diffusion. In this research, two people who come from two different countries decide to become a couple, and even end up getting married. This shows that cultural diffusion occurs in them. They will share each other's culture, adapt to each other's culture, and then decide which culture they will stick with and which they will leave behind. Another form of cultural diffusion in the use of online dating applications is the creation of a hookup culture. In online dating applications, the motivation of

users varies, not only to find a partner, but also to just find friends for fun, sleep buddies, or temporary relationships. Seeing a variety of complex user needs, OkCupid offers user motivation into four options, namely hookup, new friends, short term relationship, and long-term relationship. The term hookup appears in western culture, and has many meanings including having sex with someone, being served or serving each other's sexual needs, and making out with someone. Other sources define hookup as casual sexual encounters, including one-night stands and other related activities, without involving emotional attachment or long-term commitment. The hookup culture is very contrary to eastern culture and Indonesian cultural norms of decency; however, hookup culture has become a new phenomenon in Indonesia, especially with the emergence of online dating applications.

CONCLUSION

Online dating application is an application which develop romantic relationships over the internet. It is mostly used by digital natives, those are who are skilled and actively contributes, shares, finds, and consumes content - as well as works and games - on social media platforms. Previously,

many people were in long-term, very devoted relationships and pretended to be married. On the other hand, many people today, particularly those who are digital natives, are single as can be and are nothing near ready for commitment. The concept of dating and relationships seemed unfamiliar and difficult to the digital native. They would watch films as they grew up, and the idea of dating looked so simple and clear. When two people like each other, they start hanging out, declare their emotions for each other, and thus a relationship begins. Though, dating may be far more difficult. They have the impression that a relatively clear road plan for life was extremely widespread in the past. Attend college, find someone, earn your degree, begin a career, settle down, and establish a family. But as the present generations have gotten older, they have noticed a significant change in how people are choosing to conduct their lives. With the rise of hookup culture and dating apps, dating has become much more informal. However, with the rise of online dating services and the mingling of western culture with Indonesian cultural values of decency, hookup culture has emerged in Indonesia. The idea of dating apps is another intriguing one

to consider. The internet provides the digital natives with exactly these long "name tags" in the form of social network accounts, online dating services, chat rooms, and other quick ways to meet people. Like in-person encounters, most of the resultant virtual meets happen because of attracting factors and shared interests (Gruman et al., 2016). If the digital native is looking to date or partner with a wide range of people who are different from them, the online dating application offers an expanded pool of potential partners. This research exposes several aspects of eastern thought, such as the prevalence of female gendered application users in Indonesia, which suggests that the gender boundary has now blurred. Whereas in the past, males were responsible for finding partners, and women would simply wait for someone to pick them up or offer to help. In the meanwhile, anyone of any gender can now actively participate in the search for a spouse. There are many factors that influence digital natives in using online dating applications, for example online dating application brings benefit. All the factors that contributed to a high polling score were found to be greater than 50%. Online dating services to deal with

loneliness are one of the three factors that take the top three spots according to the present demographic of digital natives. The second aspect results from how simple it is to use online dating services. The desire of digital natives to invite friends and family drives them to utilize online dating services, which is the third factor. Respondents' opinions about online dating application as a new lifestyle are various. There is no doubt about it. Advances in technology are getting faster and more sophisticated, making many new things from various parts of the world easily spread and adapted. In today's digital era, many younger generations are using dating apps to find a partner. The development of technology and information makes it very easy for someone to connect with anyone without any boundaries. Dating apps is being a trend because we can find soulmates who might be far away in the swipe of a finger. Just sit without moving anywhere we can easily meet new people. The researcher may infer that online dating applications now have their own place for digital natives and are even utilized as their reference platform or, to put it another way, culture, based on the six criteria for success of an online dating application that digital natives look at,

all of which reach more than 60%. The traditional methods of dating and matchmaking have been rapidly replaced by using online dating services. Online dating has become very popular for daters of all ages with the advent of the internet and improvements in contemporary lifestyles. People have switched to chat rooms and professional dating sites to meet their life mates because of their busy life plans. It becomes incredibly efficient device to us. There is no significant difference of respondents from Indonesia and USA. Most respondents from Indonesia are female, while from USA are male. However, most respondents from Indonesia and USA are both in the age of 23-24 years old and bachelor. The old idea that men actively hunt for a spouse while women just wait has somewhat faded in Indonesia, as evidenced by the gender comparison of users.

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