Analysis of the Motivation and Effects of Using Dating Apps: Literature Review

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Abstract

Seiring dengan perkembangan zaman, tren aplikasi jodoh pun dimulai. Aplikasi Kencan adalah platform yang memungkinkan komunikasi dengan pengguna lain dan menyediakan pencocokan dengan pengguna lain atau dengan mitra yang berpotensi kompatibel. Penelitian ini bertujuan untuk mengetahui motivasi dan pengaruh penggunaan aplikasi kencan. Sebagai tinjauan literatur, penelitian ini meninjau penelitian sebelumnya dengan serangkaian proses tertentu. Hasil penelitian menemukan bahwa motivasi penggunaan aplikasi kencan terbagi menjadi beberapa kategori seperti relasional, intrapersonal, hiburan, dan sosial. Efek yang diberikan oleh penggunaan aplikasi kencan juga memiliki sebelas efek signifikan.

Keywords: *Dating Apps; Motivation; Effect.*

Pendahuluan

Along with the times, globalization began to appear in the world. Robertson (Malcolm Waters, 2001) describes globalization as a concept that refers to the compression of the world and the intensification of consciousness of the world as a whole. From an academic perspective, globalization is applied to different dimensions of social life in the contemporary world, including the transformation of culture, technology, information, environment, and politics (Andrew Jones, 2006). One of the most significant impacts of globalization is the rapid change in the flow of information. In the past, sending personal messages by mail took several days, but in this digital era, sending messages only takes a fraction of a second. Previously, interpersonal relationships were formed only with the closest people in an environment, but now it has become wider and can even build interpersonal relationships with people in other countries. Also supported by technological developments, people are now easier to understand and adopt different cultures. This is also supported by many globalization theorists such as Martin Albrow, globalization is said to weaken cultural ties to places so that significant cultural changes occur (Andrew Jones, 2006). For this reason, the way to build connections and interpersonal relationships is now changing by utilizing digital communication technologies such as social media and various applications.

One of the applications that can help humans build interpersonal relationships is a dating application. Dating App is a platform that allows communication with other users and provides matchmaking with other users or with potentially compatible partners. In general, the use of dating apps aims more than any other use of social media. Dating applications are similar to online-based dating sites in that these applications provide access to other users or in this case potential partners. When interacting through an online dating site or dating app, the site or app itself serves as a frame that invites and legitimizes romantic interaction. The context of an online dating site serves as a constant backdrop that supports romantic and sexual advancement. Based on this dynamic, one could potentially conclude that simply by interacting within the social space of an online dating site – for example, visiting someone's profile, viewing displayed photos, and emailing each other – users are inherently 'flirting' with other users (Kristine Køhler Mortensen, 2017).

Reporting to businessofapps.com data, in 2021, the number of online dating app users will reach 323.9 million worldwide (Naomi Adisty, 2022). This number increased by 10.3% compared to the previous year which reached 293.7 million users (Naomi Adisty, 2022). The most popular online dating app is Tinder, launched in 2012 in the United States, Tinder has been downloaded more than 340 million times and is available in 190 countries and 40+ languages (Anugerah Ayu Sendari, 2022). As the most popular app, Tinder has many users, so it is possible to meet other suitable users. The second place went to the dating app Badoo which got 35 million downloads. Badoo provides the 'People Nearby' feature that allows users to search for a mate or partner in the area around them. In the Badoo application, users can also see the mutual friends users and other people have (Asti, 2021). Followed by Bumble in the third position with a total of 22 million downloads. Unlike other apps, Bumble allows female users to start a conversation. The men have 24 hours to respond to the message, and if there is no response, the match will be deleted automatically (Avissa Harness, 2019). Tantan is in fourth place with 20 million downloads. This application increases security by providing a feature to filter fake profiles to avoid fraud (Asti, 2021). And the fifth is Cute-U with total downloads reaching 18 million. Cute-U is a Real-time video-matching application that allows users to video match and chat at the same time. Then sequentially, from sixth to the tenth position, dating app users in the world consist of Grindr with 12 million users, Plenty of Fish with 11.3 million users, Lamour with 11.2 million users, and Hinge with a total of 10 million users (Naomi Adisty, 2022). Different from other dating apps, Grindr is a relationship app specifically dedicated to the gay, bi, trans and queer community. On the Plenty of Fish (POF) application, after creating an account and filling in your data, you must complete a chemistry test about the things you like and don't like. You will also be asked several questions about romance so that the search engine will look for the opposite sex who is close to or according to your criteria (Avissa Harness, 2019). And there is also Hinge which takes data from Facebook friends to make new connections (Avissa Harness, 2019). And many other dating apps.

Various dating applications emerging as a form of technological development indicate a shift in how humans interact and build interpersonal relationships. This study aims to find out what are the motivations and effects of using dating applications. This study uses a Systematic Literature Review to get an overview of what other researchers have done before and get more perspectives from previous research.

Methode

This section will describe the extraction of various articles to identify factors that are coherent with the topic of discussion of dating applications. Resources for this review came from journal databases, namely SAGE Journal, Taylor & Francis, and Wiley.

A. Study Selection

Included in this article are only reliable scientific articles from the SAGE Journal, Taylor & Francis, and Wiley. Books, book series, book chapters, and conference proceedings are excluded. This article also focuses on the latest publications for five years, namely for the years 2017-2022. This selection is to ensure that the discussion is still relevant to the keyword "dating apps".

In the SAGE Journal database, articles are selected based on the journal title, namely communication & media studies. In the Taylor and Francis, and Wiley databases, articles are not filtered by journal title but only by publication date and type. Lastly, to observe the discussion related to dating apps, this article is not limited to a particular region or country. The research criteria that can be included in the SLR are based on the inclusion and exclusion criteria which are presented in table 1.

Table 1 <Inclusion and Exclusion Criteria>

Kriteria.	Inclusion.	Exclusion.
Document Type	Research Article	Books, book series, book chapters, conference proceedings
Publication Date	2017-2022	<2017

B. Stage Analysis Process

The first step that the researcher took was identification. At this stage, keywords similar to and related to dating applications in previous studies were identified. It was found that there were 8,451 articles with the keyword dating application on the SAGE Journal, 20,208 articles on Taylor & Francis, and 31,312 articles on Wiley. The second stage is screening. At this stage, articles are filtered by document type, publication date, and subject. In SAGE Journal,10,513 journals are excluded, so 305 articles can be used. By using the feature provided by SAGE Journal, namely refine search: relevance feature, the researcher uses 20 articles on the front page. Then use 15 articles that are by the purpose of this research, which relates to communication and interpersonal relationships through dating apps such as Tinder, Grindr, OkCupid, Bumble, etc., dealing with the culture, effects, and impacts of using dating apps. Some of the articles used by researchers in the SAGE journal, are (1)

Dating gone mobile: Demographic and personality-based correlates of using smartphone-based dating applications among emerging adults, (2) Deception in online dating: Significance and implications for the first offline date, (3) Attached to dating apps: Attachment orientations and preferences for dating apps, (4) Why settle when there is plenty of fish in the sea? Rusbult's investment model applied to online dating, (5) Looking for "interesting people": Chinese gay men's exploration of relationship development on dating apps, (6) Online dating and courtship among Muslim American women: Negotiating technology, religious identity, and culture, (7) The Datafication of Intimacy: Mobile Dating Apps, Dependency, and Everyday Life, (8) Where Dating Meets Data: Investigating Social and Institutional Privacy Concerns on Tinder, (9) "Mr. Right Now": Temporality of relationship formation on gay mobile dating apps, (10) Let's Play Tinder! Aesthetics of a Dating App, (11) Tinder's lesbian digital imaginary: Investigating (im)permeable boundaries of sexual identity on a popular dating app, (12) Flirting in online dating: Giving empirical grounds to flirtatious implicitness, (13) Self-presentation and impressions of personality through text-based online dating profiles: A lens model analysis, (14) Dating the Media: Participation, Voice, and Ritual Logic in the Disability Dating Show The Undateables, and (15) Video Games as Dating Platforms: Exploring Digital Intimacy through a Chinese Online Dancing Video Game.

At Taylor & Francis, 12,196 journals have been excluded so 8,012 articles can be used. The researcher uses 10 articles on the front page because after screening through the abstract, the article considered the most relevant articles for dating apps keyword. Some of the articles used by researchers at Taylor and Francis are (1) Negotiating gender scripts in mobile dating apps: between affordances, usage norms and practices, (2) How Sexual Racism and Other Discriminatory Behaviors are Rationalized in Online Dating Apps, (3) Gay Dating Apps in China: Do They Alleviate or Exacerbate Loneliness? The Serial Mediation Effect of Perceived and Internalized Sexuality Stigma, (4) Geolocating the stranger: the mapping of uncertainty as a configuration of matching and warranting techniques in dating apps, (5) Censoring the Sexual Self: Reflections from an Ethnographic Study of Gay Filipinos on Mobile Dating Apps in Manila, (6) Feeling Like a Fetish: Racialized Feelings, Fetishization, and the Contours of Sexual Racism on Gay Dating Apps, (7) Dating apps as public health 'problems': cautionary tales and vernacular pedagogies in news media, (8) The Role of Gay Identity Confusion and Outness in Sex-Seeking on Mobile Dating Apps Among Men Who Have Sex With Men: A Conditional Process Analysis, (9) Use of 'gay dating apps and its relationship with individual well - being and sense of community in men who have sex with men, (10) The construction of gender in dating apps: an interface analysis of Tinder and Bumble.

Finally, on Wiley, there are 22,608 articles have been excluded so there are 8,704 articles that can be used. The researcher chose 10 articles on the front page because they are considered the most relevant articles for the dating apps keyword. Then use 6 articles that are by the purpose of this research, which relate to communication and interpersonal relationships through dating apps such as Tinder, Grindr, OkCupid, Bumble, etc., dealing with the culture, effects, and impacts of using dating apps. Some of the articles used by researchers at Wiley are (1) Looking for politically like-minded partners: Self-presentation and partner-vetting strategies on dating apps, (2) The mediation of gay men's lives: A review on gay dating app studies, (3) Collective Exclusion: How White Heterosexual Dating App Norms Reproduce Status Quo Hookup Culture, (4) Exploring the impact of COVID-19 on mobile dating: Critical avenues for research, (5) Limitations of existing

cultural globalization perspectives: A case study of the influence of technology on sexualities, and (6) Online dating applications and risk of youth victimization: A lifestyle exposure perspective.

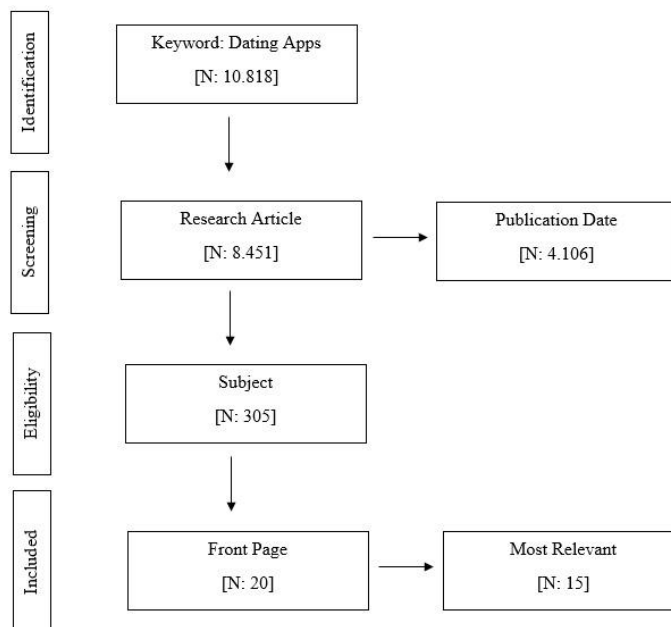The stages of analysis in the SAGE Journal can be seen in figure 1 below.

Figure 1 <Stages of SAGE Journal Analysis>

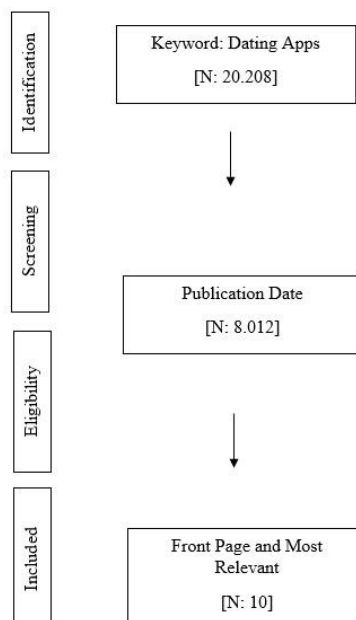The stages of analysis on Taylor and Francis can be seen in figure 2 below.

Figure 2 <Stages of Taylor and Francis Analysis>

The stages of analysis on Wiley can be seen in figure 3 below.
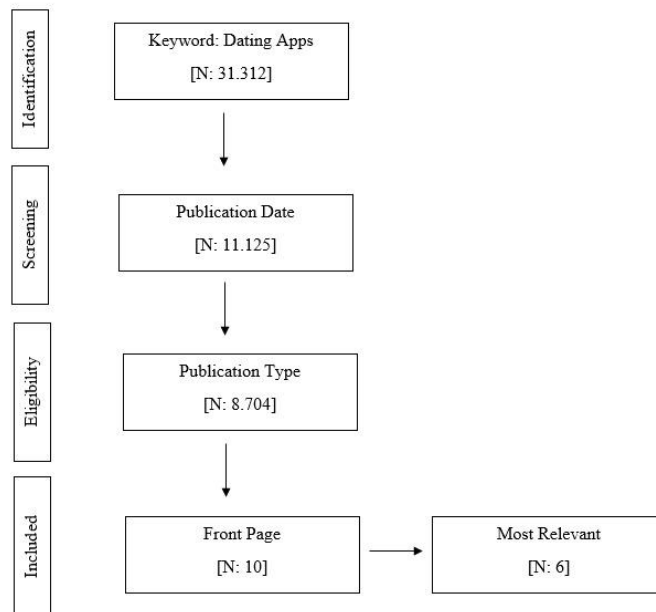

Figure 3 <Stages of Wiley Analysis>

The following is the final number of articles used in the SLR that successfully met the article criteria and followed several stages. As seen in figure 4.
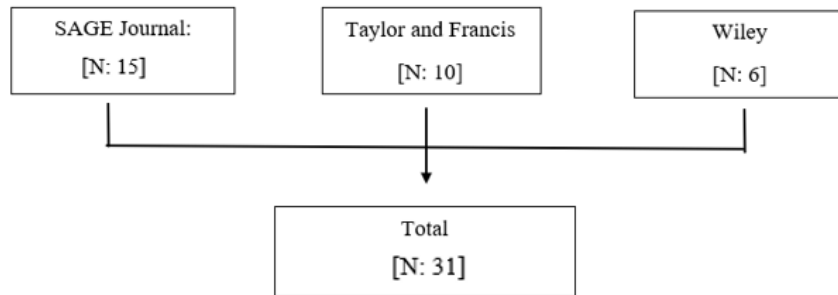

Figure 4 <Total Article Count>

Results and Discussion

This dating app raises various discussions about the motivations for using and leaving dating apps and the self-representation they have formed. In addition, there is also a discussion on the effects of using or creating dating applications as a development of digital technology. Some articles that discuss the motivations for using and leaving dating apps are (1) 'Dating gone mobile: Demographic and personality-based correlates of using smartphone-based dating applications among emerging adults' with keywords: Dating, mobile communication, sexual orientation, smartphone applications, Tinder, young

adulthood, (2) 'Attached to dating apps: Attachment orientations and preferences for dating apps' with keyword: anxious attachment, attachment, avoidant attachment, dating apps, potential partners, romantic relationships, (3) 'Why settle when there is plenty of fish in the sea? Rusbult's investment model applied to online dating' with keyword: Account termination, commitment, computer-mediated relationship development, online dating, Rusbult's Investment Model, (4) 'Flirting in online dating: Giving empirical grounds to flirtatious implicitness' with keyword: Chronotopes, critical theory, Denmark, discourse analysis, ellipses, email interaction, emoticons, fantasy, flirtation, flirting, heterosexuality, imagined togetherness, implicitness, instant messaging, interactional sociolinguistics, modality, online dating, romantic interaction, (5) 'Looking for "interesting people": Chinese gay men's exploration of relationship development on dating apps' with keyword: affordances, casual sex, Chinese gay men, dating apps, hook-up, online dating, platform switching, polymedia, relationship development, sociability, (6) 'Online dating and courtship among Muslim American women: Negotiating technology, religious identity, and culture' with keyword: Computer-mediated communication, courtship, culture, marriage, Muslim Americans, online dating, qualitative methods, (7) 'Gay Dating Apps in China: Do They Alleviate or Exacerbate Loneliness? The Serial Mediation Effect of Perceived and Internalized Sexuality Stigma' with keyword: Gay, Bisexual, Dating Apps, Sexual Minority, Loneliness, Stigma, China, (8) 'Censoring the Sexual Self: Reflections from an Ethnographic Study of Gay Filipinos on Mobile Dating Apps in Manila' with keyword: Sexual Evidence, Censorship, Mobile Phones, Dating Apps, Manila, GROWLr, Stuff, Path and (9) 'Looking for politically like-minded partners: Self-presentation and partner-vetting strategies on dating apps' with keyword: Hong Kong, information seeking, online dating, political homophily, political polarization, romance, self-presentation.

Some articles that show discussion about self-presentation are (1) 'Tinder's lesbian digital imaginary: Investigating (im)permeable boundaries of sexual identity on a popular dating app' with keyword: Affordances, dating apps, digital imaginaries, gender, lesbian, LGBTQ, mobile apps, online dating, self-presentation, sexuality, social media, (2) 'Self-presentation and impressions of personality through text-based online dating profiles: A lens model analysis' with keyword: Computer-mediated communication, impressions, language, lens model, online dating, personality, self-presentation, and (3) Collective Exclusion: How White Heterosexual Dating App Norms Reproduce Status Quo Hookup Culture.

The articles that discuss the effects of using or creating dating applications are (1) 'Deception in online dating: Significance and implications for the first offline date' with keywords: Deception, first dates, linguistic analysis, modality switching, online dating, (2) 'The Datafication of Intimacy: Mobile Dating Apps, Dependency, and Everyday Life, (3) 'Where Dating Meets Data: Investigating Social and Institutional Privacy Concerns on Tinder' with keyword: privacy, social networks, online relationships, mobile dating, Tinder, (4) '"Mr. Right Now": Temporality of relationship formation on gay mobile dating apps, (5) 'Let's Play Tinder! Aesthetics of a Dating App'' with keyword: aesthetics, Tinder, dating app, gameplay, social media, (6) 'Dating the Media: Participation, Voice, and Ritual Logic in the Disability Dating Show The Undateables' with keyword: factual entertainment, disability representation, television production and participation, emancipation, voice, media ritual, (7) 'Video Games as Dating Platforms: Exploring Digital Intimacies through a Chinese Online Dancing Video Game' with keyword: video games, online dating, media convergence, digital intimacies, sexuality, (8) 'Dating apps as

public health 'problems': cautionary tales and vernacular pedagogies in news media' with keyword: Dating apps, News Media, Public Health, Sexual Health, Health Promotion, (9) 'The Role of Gay Identity Confusion and Outness in Sex-Seeking on Mobile Dating Apps Among Men Who Have Sex With Men: A Conditional Process Analysis' with keyword: Conditional Process Analysis, Dating Apps, Gay, Grindr, Hook-up, Jack'd, Men Who Have Sex With Men, MSM, SCRUFF, Sex, Uses and Gratifications , (10) 'Use of 'gay dating apps' and its relationship with individual well-being and sense of community in men who have sex with men', (11) 'Feeling Like a Fetish: Racialized Feelings, Fetishization, and the Contours of Sexual Racism on Gay Dating Apps', (12) 'Negotiating gender scripts in mobile dating apps: between affordances, usage norms and practices' with keyword: Dating apps; gender scripts; gender representations; LGBTQ+; affordances and constraints, (13) 'Geolocating the stranger: the mapping of uncertainty as a configuration of matching and warranting techniques in dating apps' with keyword: Geolocation; dating apps; matching; warranting; uncertainty, (14) 'How Sexua l Racism and Other Discriminatory Behaviors are Rationalized in Online Dating Apps', (15) 'The construction of gender in dating apps: an interface analysis of Tinder and Bumble' with keyword: Gender; affordances; social media; mobile applications; identity, (16) 'Exploring the impact of COVID-19 on mobile dating: Critical avenues for research', (17) 'Limitations of existing cultural globalization perspectives: A case study of the influence of technology on sexualities', (18) 'The mediation of gay men's lives: A review on gay dating app studies' , (19) 'Online dating applications and risk of youth victimization: A lifestyle exposure perspective'.

Motivation

The findings of the literature review resulted in four main themes of matters related to motivation to use and leave dating applications: Relational, Intrapersonal, Entertainment, and Social with 12 sub-themes.
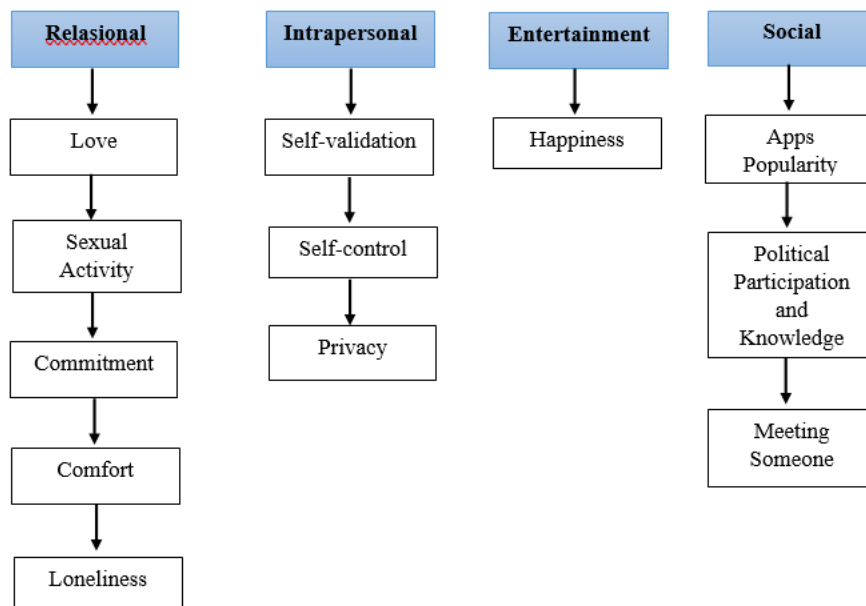

Figure 5 <The structure of the motivational model for the use of dating apps>

Relational

Regarding the motivation for using dating applications as a relational goal, it includes love relationships, casual sex, built commitments, perceived comfort, and loneliness. Some articles that discuss the motivation for using dating applications for relational purposes are (1) Dating gone mobile: Demographic and personality-based correlates of using smartphone-based dating applications among emerging adults, (2) Attached to dating apps: Attachment orientations and preferences for dating apps, (3) Why settle when there is plenty of fish in the sea? Rusbult's investment model applied to online dating, (4) Looking for "interesting people": Chinese gay men's exploration of relationship development on dating apps, (5) Online dating and courtship among Muslim American women: Negotiating technology, religious identity, and culture, (6) Gay Dating Apps in China: Do They Alleviate or Exacerbate Loneliness? The Serial Mediation Effect of Perceived and Internalized Sexuality Stigma. According to some of these articles, the dating applications used are Tinder, Grindr, Happn, Scruff, OkCupid, Plenty of Fish, Aloha, etc.

Romantic relationships that are built through digital are commonplace in this modern era. Information communication technologies (ICTs) have succeeded in shaping how individuals interact with others of the same faith, including how they seek romantic partners to marry (Annisa MP Rochadiat et al., 2017);(Brenda E Brasher, 2004). This digital interaction is supported by Computer-Mediated Communication (CMC). CMC deals with the direct use of personal computers for online communication (Littlejohn Stephen W & Foss Karen A, 2009). CMC activities include sending messages through chat applications, replying to messages in online forums, and making friends on social media. Meeting romantic partners through CMC removes the barriers to meeting romantic partners offline which takes time to find a potential partner and the lack of access to available potential partners. When meeting a romantic partner through CMC, the tendency for self-disclosure is greater. It also shows that in this digital era, women increase individual agency in their romantic relationships, and are also simultaneously affected by concerns about conforming to the sociocultural and religious values that exist in their respective communities (Annisa MP Rochadiat et al., 2017).

Research by (Sindy R. Sumter & Laura Vandenbosch, 2018); (Giulia Ranzini & Christoph Lutz, 2016) that adult men are more motivated to use the dating application Tinder for casual sex than women. Tinder is the world's most popular dating app (available in 190 countries worldwide) that allows users to view profiles of people within a selectable radius and age group (Anugerah Ayu Sendari, 2022). Likewise, in lesbian, gay, and bisexual (LGB) adult relationships, they have more sexual encounters (i.e. casual sex purposes), but also find romantic partners (i.e. romantic love goals) (Sindy R. Sumter & Laura Vandenbosch, 2018). This is because of the affordability of the visual dominance and synchronicity that dating apps have, and are perceived by users as the main perks of promiscuous sex and hinder relationship development (Shangwei Wu & Janelle Ward, 2019); (Tien Ee Dominic Yeo & Tsz Hin Fung, 2017). (Race, 2015) framing sex as a "game" that has both social and affective functions of sex, and viewing sex as a site for socializing. In accord with (Shangwei Wu & Janelle Ward, 2019), Young gay men in China have a preference for relationships with people they can make friends with either before or after having sex, as a process of socializing.

Another motivation relates to commitment, according to (Liesel L Sharabi & Elisabeth Timmermans, 2020) commitment also relates to the user's decision to use or discontinue the use of dating apps. Online dating intensity with greater commitment has a lower probability of account termination (Liesel L Sharabi & Elisabeth Timmermans, 2020).

Consistent with the investment model (Liesel L Sharabi & Elisabeth Timmermans, 2020); (Caryl E Rusbult, 1980) explains that intense dating app use affects commitment indirectly by increasing alternative quality, investment, and satisfaction with current online dating relationships. The commitment built-in online dating is not only about determining a partner, but also deciding to leave the application or platform (Liesel L Sharabi & Elisabeth Timmermans, 2020).

Dating apps are also used for "convenience", by using dating apps, individuals find it easier to weed out unsuitable people. Also meet other people who are considered suitable to bring comfort (Kristi Chin et al., 2018). In accord with (Sindy R Sumter & Laura Vandenbosch, 2017), This motivation arises because of feeling more comfortable communicating online than offline (related to the ease of communication).

The intensity of gay dating app use was positively related to loneliness. According to him, the relationship between the intensity of using dating apps and loneliness is mediated by the perceived and internalized stigma of sexuality, thereby exacerbating loneliness (Bolin Cao & Kumi Smith, 2021).

After using a dating application, the relationships built by dating application users for relational purposes are successful in meeting a romantic partner and making greater self-disclosure than dating without an application (Annisa MP Rochadiat et al., 2017). In addition, in sexual activity, it was found that adult men and lesbians, gays and bisexuals (LGB) were motivated to use dating applications for sexual encounters. Still, some found romantic partners (Sindy R. Sumter & Laura Vandenbosch, 2018). In the relationship between gay men in China, it was also found that they were good friends before or after sex, so sex was considered a socializing process (Shangwei Wu & Janelle Ward, 2017). After using a dating application, users are more comfortable getting rid of people who do not match and meeting other people who are considered suitable (Kristi Chin et al., 2018).

The indications that cause dating app users to stop using dating apps, according to (Liesel L Sharabi & Elisabeth Timmermans, 2020) are small commitments. In terms of choosing a partner and the intensity of using dating apps, the less committed people are to using dating apps, the easier it is for people to leave dating apps. It is also supported by (Bolin Cao & Kumi Smith, 2021), which state that the more users use dating apps, the more lonely users feel and leave dating apps.

A. Intrapersonal

One of the intrapersonal aspects of the motivation for using dating apps is self-validation. According to (Sindy R. Sumter, Laura Vandenbosch, 2018; Daniel B. Chorney, Tracy L. Morris, 2008) Individuals who have high levels of dating anxiety are usually characterized by a need for validation and an increase in shyness in social situations. (Sindy R. Sumter & Laura Vandenbosch, 2018)mentions that women are more likely to go on offline dating to validate their self-esteem. The nature of gender uncertainty also supports this; namely, women experience more uncertainty. But regarding the validation of self-esteem in the Tinder application, there were no gender differences. Besides that, in the case of heterosexual adolescents, they appear to need less self-validation than non-heterosexual (Sindy R. Sumter & Laura Vandenbosch, 2018); (Renee V Galliher & Sharon Scales Rostosky, 2004). When compared to the case of young LGB adults may be more motivated to use dating apps to validate their self-esteem and take advantage of the initial anonymity offered by dating apps (Sindy R. Sumter & Laura Vandenbosch, 2018).

Online dating has also been proven to provide greater convenience and control, as well as increase access to potential partners (Annisa MP Rochadiat et al., 2017); (Eli J. Finkel et al., 2012). With the convenience offered by dating applications, users can control the presentation of themselves that they want to portray on the dating application. According to (Annisa MP Rochadiat, Stephanie Tom Tong, Julie M Novak, 2017), Information communication technologies (ICTs) have succeeded in influencing the dating experience of Muslim women in particular, including changes in the process of choosing a partner (control and selection). Research by (Annisa MP Rochadiat et al., 2017) shows that some Muslim women are selective in their self-presentation behavior on online dating sites. For example, one visually impaired participant, claimed on an online matchmaking website that she could initiate contact with potential romantic partners and communicate with them well beyond the early stages of the relationship. This particular respondent, who was "a little anxious" and "self-conscious" about her appearance, added that online dating allowed her to showcase her colorful personality instead of her disability. His research also reports how increased control over self-presentation in online dating allows users to decide how and when to disclose personal information to potential partners (Annisa MP Rochadiat et al., 2017). Various theories and studies predict that people use CMC features, including dating apps, to encourage intimacy in online dating, but respondents to the study by (Annisa MP Rochadiat et al., 2017) stated they use CMC mediation to maintain social distance rather than intimacy. To quote one respondent: "I make sure that our conversation is not flirty in any way" (S20). Another respondent also noted that online communication acts as a boundary, allowing her to decide how and when to develop an emotional connection.

According (Annisa MP Rochadiat et al., 2017), privacy is an advantage of using an online application, because it has little confidentiality and knows that the individual has nothing to lose, only focusing on whether or not the individual has the potential to become a potential partner. Most clearly mentioned by various respondents on (Annisa MP Rochadiat et al., 2017) is that dating apps greatly increase privacy and anonymity, thereby reducing the embarrassment associated with traditional matchmaking.

Entertainment

The motivation for using dating apps also has an entertainment purpose, which is to be excited about the prospect of using dating apps (Trill of Excitement) (Sindy R. Sumter & Laura Vandenbosch, 2018). In terms of entertainment purposes, (Sindy R Sumter & Laura Vandenbosch, 2017) found that men use dating apps, especially Tinder, more often than women because of the increase in sensation seeking, which is also ultimately related to the Thrill of Excitement. Regarding entertainment purposes as well, research on how sexual orientation affects sensation seeking is lacking and thus unknown. There have been no studies examining individual differences according to sensation seeking (Sindy R. Sumter & Laura Vandenbosch, 2018). However, it is known that according to (Sindy R. Sumter & Laura Vandenbosch, 2018); (Robyn L. Fielder et al., 2013), Sexual permissiveness has something to do with the thrill of excitement motivation, as it is known that sexual permissiveness and sensation seeking are related. Sexually permissive individuals, tend to use dating apps for sex or the excitement dating apps bring (Sindy R. Sumter & Laura Vandenbosch, 2018).

Social

According to (Kristi Chin et al., 2018), The motivation for using a dating application is also because many people around are using the application. Dating apps are also used because they are new and many people are using them (trendy) (Sindy R. Sumter & Laura

Vandenbosch, 2018). Thrill-seeking individuals are generally more open to new experiences (Sindy R. Sumter & Laura Vandenbosch, 2018);(Arnett & Jeffrey Jensen, 2000) thus potentially related to trendlines motivation and thus the relative newness of dating apps. But according to (Sindy R Sumter & Laura Vandenbosch, 2017) no gender difference appears related to Trendliness.

In accord with (Chan, 2021); (Adam Isaiah Green, 2014)The advancement of the use of dating applications is also supported by political participation and knowledge which is considered "sexual capital". Sexual capital is a mixture of attributes that are collectively considered attractive in a particular field. Some people are reported to display political participation and knowledge of someone's dating profile as sexual capital over time (Chan, 2021).

Meeting other people is the most common category reported by people as a reason to use dating apps (Kristi Chin et al., 2018). According to (Kristi Chin et al., 2018), People who have attachment anxiety are more likely to use dating apps to meet other people, than people who are lower attachment anxiety.

B. Effects

The effects of using dating apps are as follows:

The first is the presence of harassment through dating apps. According to (Kath Albury et al., 2020) there are a variety of unsolicited sexual messages and images, including in the case of Women who were sent 'dick pics' via Tinder (Richard Hartley-Parkinson, 2017). According to (Markus Kaakinen et al., 2020), of various age groups, adolescents are the group most vulnerable to sexual harassment (Caitlin H Douglass et al., 2018). Teenagers tend to be at higher risk of receiving unwanted sexual advances online than adults (Susanne E. Baumgartner et al., 2010).

The second is fraud. Matters relating to personal data and the breach of data privacy by the app address the disclosure of Grindr users' HIV status to third-party apps, raising concerns about fraud (Kath Albury et al., 2020). Scams in dating apps can alert you of extreme romance scams (Liesel L Sharabi & John P Caughlin, 2018); (Whitty, 2008).

The third is to cause dependency effects. According to (Christoph Lutz & Guilia Ranzini, 2017); (Marcus, 2016) the user makes a "swipe up" decision depending on the photo displayed. Interdependence also emerges as an existential burden that people experience emotionally and demands reflection on how data-driven technology has become an environment for building close human relationships (Ridder, 2021).

The third is to cause dependency effects. According to (Christoph Lutz & Guilia Ranzini, 2017); (Marcus, 2016) the user makes a "swipe up" decision depending on the photo displayed. Interdependence also emerges as an existential burden that people experience emotional and demands reflection on how data-driven technology has become an environment for building close human relationships (Ridder, 2021).

Fifth, the use of dating applications with high intensity can help sex-seeking people find casual sex partners quickly (Lik Sam Chan M.A., 2016). This in turn will also lead to more encounters with casual sex partners on the dating app (Lik Sam Chan M.A., 2016).

The sixth, in the use of gay dating apps (GDA), (Karyofyllis Zervoulis et al., 2019) shows that overall, the use of dating apps resulted in lower feelings of community, and actually higher levels of loneliness. For that reason, the dating app in this case is a gay

dating app (GDA), effective for people looking for sex partners, but has negative implications for people looking for other types of relationships, and interactions (Karyofyllis Zervoulis et al., 2019).

Seventh, the use of dating applications, shows the existence of racial fetishization that induces certain racial feelings, especially in white men (Lawrence Stacey & TehQuin D. Forbes, 2021). Thus, white men feel objectified, feel that it hinders intimate relationships, and is compartmentalized and stereotyped (Lawrence Stacey & TehQuin D. Forbes, 2021). It can be concluded, the use of dating applications creates racial and sexual inequality (Lawrence Stacey & TehQuin D. Forbes, 2021).

The eighth, the effect of using dating applications allows users to explore unfamiliar territory with a feeling of being controlled by applications that seek to protect users from stalkers (Kristin Veel & Nanna Bonde Thylstrup, 2017). However, the possibility of a stalker is undeniable, and the user (himself) is a stalker who is considered dangerous to others (Kristin Veel & Nanna Bonde Thylstrup, 2017).

Ninth, it is known that the use of dating applications does not reduce discriminatory behavior, because users normalize and tolerate such discriminatory behavior(Conner, 2020). Discrimination here includes racism, sexism, fat shaming, and discrimination against dating app users who have HIV+(Conner, 2020).

Tenth, dating apps can bring tension to new romantic relationships, where couples haven't discussed the goals of their relationship or negotiated how they relate to strangers on dating apps (Shangwei Wu & Janelle Ward, 2017);(Kath Albury et al., 2017). Tension generally arises among gay dating app users, because on the one hand, they aim to express themselves by generating positive perceptions from other users. But on the other hand, they don't want to reveal too much of their identifying information (Shangwei Wu & Janelle Ward, 2017).

Eleventh, this dating app constructs gender as a rigid category that has more to do with function or matching profiles than identity (Caitlin MacLeod & Vicky McArthur, 2018).

With the various effects of using dating apps, every user needs to be wiser in using dating apps. Users must double-check other users about them, starting from what their motivations for approaching them are, what their character is like, and whether other users are not fake. In addition, users must also choose the proper dating application according to their needs and the user's character. For example, female users who are more comfortable starting conversations then choose the Bumble application, etc. Users need to know in detail what features are offered by dating applications and how safe and suitable it is for user needs.

Dating app users should also be people of sufficient age to control themselves and understand what they need and what they want to achieve from dating apps. Dating app users should be prepared to find other very diverse user characters with different purposes for using dating apps, which allow users to feel uncomfortable, such as racial, discriminatory, and sexual harassment behavior. This is part of the risk that must be accepted by dating application users.

C. Scientific Approach

Analysis of 31 articles found that in the discussion of dating applications, 12 articles focused their research discussion on individual motivations for using dating applications.

Meanwhile, 19 articles focus on the discussion of this dating application on the effects that individuals feel after using dating applications.

Articles about dating applications are generally published in the journals New Media & Society, Mobile Media & Communication, Television & New Media, Social Media + Society, Information, Communication & Society. While in the Taylor & Francis database, dating applications are most discussed in the Journal of Homosexuality, The Journal of Sex Research, Health Sociology Review, and Psychology and Sexuality. In the Wiley database, the discussion of dating applications is discussed in personal a relationship, sociology compass, sociological inquiry, Social and Personality Psychology Compass, and aggressive behavior.

When viewed by affiliation, the discussion about this dating application is not only discussed by various western countries such as the United States and Europe, but also by countries such as China, Korea, and Hong Kong that focus on discussing this dating application.

Based on the research objectives, the discussion about this dating application is very diverse. Starting from aiming to find out the interpersonal relationships that occur through dating applications, which include the motivation of dating application users, the effects, and also the internal psychology felt by dating application users. Several articles also discuss the relationship between various communities that exist on dating applications such as LGBT+. In addition, several articles also focus on discussing the application itself such as how it works, its features, and so on.

The research method used by the researcher in the article about this dating application mostly uses qualitative methods or as many as 20 articles. Meanwhile, 9 other articles used quantitative methods and 2 articles used mixed methods. Some articles use qualitative methods, conduct in-depth interviews, Focus Group Discussions, analyze data (chat, email, or dating application user profiles, and make observations. While articles that use quantitative research methods mostly use data collection methods, namely by conducting online surveys, and some others use data analysis (profile). Data collection is used through data analysis and surveys for articles with mixed-method research methods.

Conclusion

Research that aims to determine the motivation and effects of using dating applications shows that; Individual motivation in using dating applications is for love relationships and sexual activity. Individual motivation to use dating applications is also related to commitment, comfort, and loneliness felt by individuals. Most individuals also use dating apps for self-validation, self-control, and privacy. Individuals also expect and feel happiness while using dating applications. Socially, individuals use dating apps because of the popularity of the app, political participation and knowledge, and meeting someone.

While the effects of using dating applications are the possibility of harassment, fraud, the effect of dependence on users, the effect of frustration for users who are looking for long-term relationships, and helping sex-seeking find casual sex partners quickly. The use of dating apps is also best suited for people looking for sex partners but has negative implications for people looking for other types of relationships and interactions. The use of dating apps also creates racial and sexual inequalities and allows stalkers to emerge. The use of dating apps does not reduce the existing discrimination, because its users normalize

discrimination. Dating apps can bring tension to new romantic relationships, and establish gender as a rigid category that has more to do with function or matching profiles than identity.

Of the 31 articles used, there is a discussion about the motivation and effects of using dating applications. The discussion was discussed in various trusted scientific journals with various objectives in various western and eastern countries. In the database used to find this article, namely the SAGE Journal, Taylor and Francis, and Wiley, there are some differences. In the SAGE Journal database, discussions about dating applications are mostly discussed in the journals of New Media & Society, Mobile Media & Communication, New Media & Society, Television & New Media, Social Media + Society, Games and Culture, and Discourse Studies. The discussion is mostly about interpersonal relationships through dating applications. While in the Taylor & Francis database, journals that discuss dating are Information, Communication & Society, Deviant Behavior, Journal of Homosexuality, Journal of Aesthetics & Culture, The Asia Pacific Journal of Anthropology, The Journal of Sex Research, Health Sociology Review, Psychology and Sexuality, and Feminist Media Studies. The discussion that is discussed is mostly about sexual interpersonal relationships, and from an LGBT+ perspective. In the Wiley database, discussions about dating applications are discussed in the journals Personal Relationships, Sociology Compass, Sociological Inquiry, Social and Personality Psychology Compass, and Aggressive Behavior. Discussion of dating applications is often discussed from a sociological perspective. Most of the research used qualitative methods.

In several articles in this literature review, most of the informants used the Tinder application, and some used the Hppn application, Scruff, OkCupid, Many Fish, Bumble, Match, Hange, eHarmony, Seeking Arrangement, Coffee Meets Bagel, MeetMe, Connected2. me, etc. Whereas in research related to LGBT+, the sources generally use the Grindr application. Articles covering the apps Tinder, Grindr, Happn, Scruff, OKCupid, and Plenty of Fish discuss relational motivations such as love and sexual matters, entertainment including fun sensations and trendy, related to comfort, etc. The Tinder app shows adult men are more motivated to find sex partners than women. In addition, the Tinder application is also used by adult men for entertainment purposes, namely, to increase the sensation associated with the thrill of excitement. For purposes related to sexual activity, the effect of using the Tinder application is harassment by sending unwanted sexual messages and images. On the Grindr app, fraud and personal data breaches occur. Grindr discusses disclosing HIV status to third parties and causing negative effects.

The limitation of this study is to focus on the topic of motivation and the effects of using dating applications. Focus on reviewing data based on previous research with predetermined research categories.

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