

## TABLE OF CONTENTS

<b>TITLE PAGE</b> .....	<b>i</b>
<b>FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT</b> .....	<b>ii</b>
<b>ADVISOR’S APPROVAL SHEET</b> .....	<b>iii</b>
<b>FINAL PROJECT EXAMINER’S APPROVAL</b> .....	<b>iv</b>
<b>ABSTRACT</b> .....	<b>v</b>
<b>ABSTRAK</b> .....	<b>vi</b>
<b>PREFACE</b> .....	<b>vii</b>
<b>TABLE OF CONTENT</b> .....	<b>x</b>
<b>LIST OF TABLE</b> .....	<b>xiii</b>
<b>LIST OF FIGURE</b> .....	<b>xiv</b>
<b>LIST OF APPENDIX</b> .....	<b>xv</b>
<b>CHAPTER I INTRODUCTION</b> .....	<b>1</b>
1.1 Background.....	1
1.2 Problem Identification .....	10
1.3 Research Problem .....	13
1.4 Research purpose .....	14
1.5 The Use of this research.....	14
1.5.1 Academic .....	14
1.5.2 Social .....	15
<b>CHAPTER II RESEARCH OBJECT</b> .....	<b>16</b>
2.1 Research Subject.....	16
2.2 Research Object .....	18
<b>CHAPTER III LITERATURE REVIEW</b> .....	<b>23</b>
3.1 Computer Mediated Communication (CMC) .....	23
3.1.1 Dating.....	27
3.1.2 Online Dating.....	30
3.1.3 Bumble.....	37
3.2 Maslow’s Hierarchy of Needs .....	41

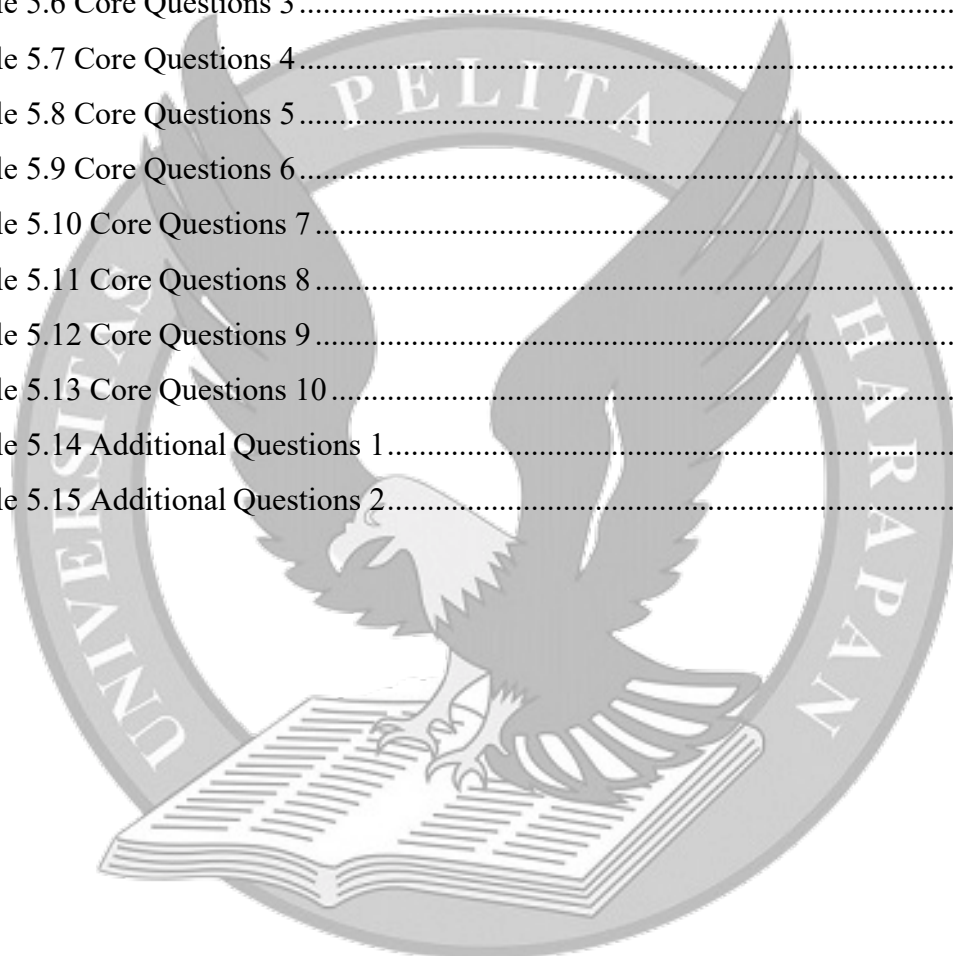
3.2.1	Physiological.....	42
3.2.2	Safety .....	42
3.2.3	Love and Belongingness .....	42
3.2.4	Esteem.....	44
3.2.5	Self – Actualization.....	45
3.2.6	Deficiency Needs & Growth Needs.....	45
3.3	The Forgotten Four Wishes by Florian Znanieckian & W.I Thomas .....	47
3.3.1	The Wish for New Experience.....	49
3.3.2	The Wish for Security .....	49
3.3.3	The Wish for Response .....	50
3.3.4	The Wish for Recognition.....	51
<b>CHAPTER IV RESEARCH METHODOLOGY .....</b>		<b>52</b>
4.1	Research Approach .....	52
4.2	Research Method .....	54
4.3	Unit Analysis .....	55
4.4	Data Analysis Technique.....	56
4.5	Data Source.....	58
4.6	Data Analysis Technique.....	59
4.7	Data Validity.....	61
4.8	Research limitations.....	62
<b>CHAPTER V RESULTS AND DISCUSSION .....</b>		<b>64</b>
5.1	Research Results.....	64
5.1.1	Intro Questions.....	64
5.1.2	Core Questions.....	68
5.1.3	Additional Questions .....	85
5.2	Discussion.....	89
5.3	Users Motives on Using Bumble .....	89
<b>CHAPTER VI CONCLUSION &amp; ADVICE.....</b>		<b>105</b>
6.1	Conclusion .....	105
6.2	Advice.....	109
<b>BIBLIOGRAPHY .....</b>		<b>111</b>

**APPENDIX A ..... A-1**  
**APPENDIX B ..... B-1**  
**CURRICULUM VITAE..... B-24**



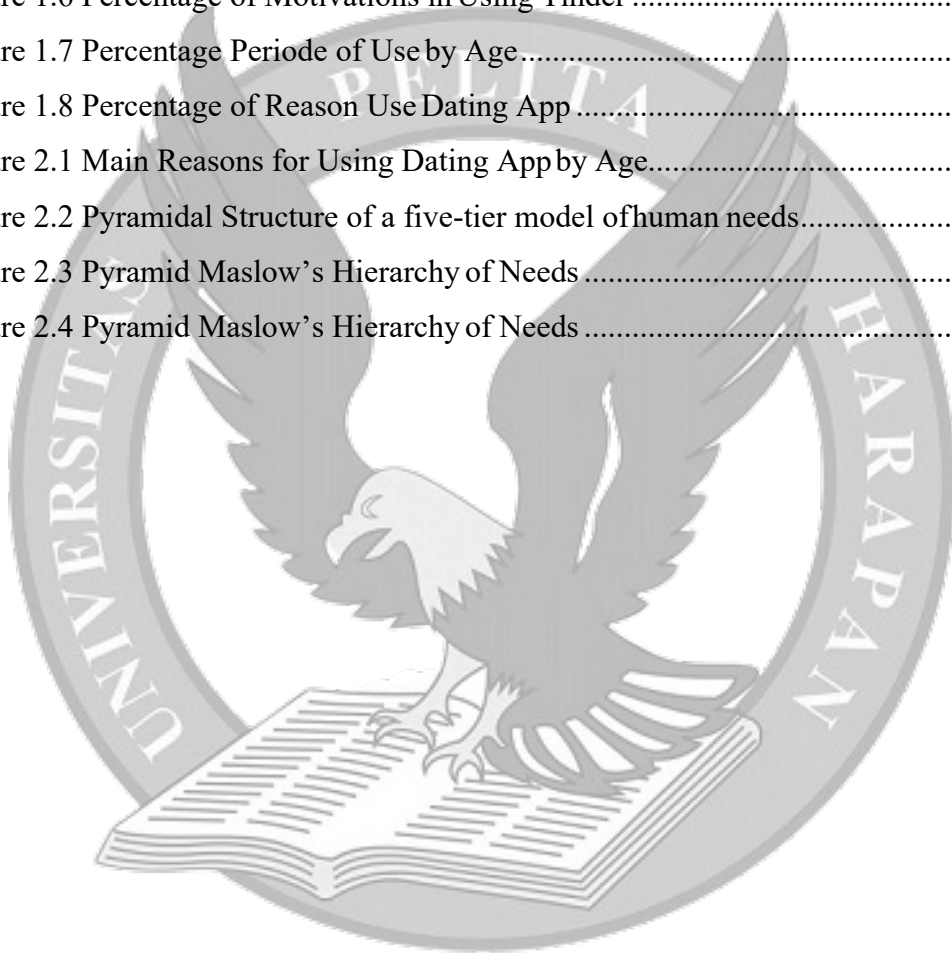
## LIST OF TABLE

Table 5.1 Intro Questions 1 .....	64
Table 5.2 Intro Question 2.....	65
Table 5.3 Intro Question 3.....	66
Table 5.4 Core Questions 1 .....	68
Table 5.5 Core Questions 2 .....	70
Table 5.6 Core Questions 3 .....	71
Table 5.7 Core Questions 4 .....	73
Table 5.8 Core Questions 5 .....	75
Table 5.9 Core Questions 6.....	76
Table 5.10 Core Questions 7 .....	78
Table 5.11 Core Questions 8.....	79
Table 5.12 Core Questions 9 .....	80
Table 5.13 Core Questions 10.....	84
Table 5.14 Additional Questions 1.....	85
Table 5.15 Additional Questions 2.....	87



## LIST OF FIGURE

Figure 1.1 Global Dating App Users .....	5
Figure 1.2 Global Dating App Valuations.....	6
Figure 1.3 Top Dating Apps in Indonesia .....	7
Figure 1.4 Respondent Percentage that Use Dating App in Indonesia.....	7
Figure 1.5 Percentage of Reasons for Downloading Tinder App.....	9
Figure 1.6 Percentage of Motivations in Using Tinder .....	9
Figure 1.7 Percentage Period of Use by Age.....	12
Figure 1.8 Percentage of Reason Use Dating App .....	12
Figure 2.1 Main Reasons for Using Dating App by Age.....	20
Figure 2.2 Pyramidal Structure of a five-tier model of human needs.....	21
Figure 2.3 Pyramid Maslow's Hierarchy of Needs .....	41
Figure 2.4 Pyramid Maslow's Hierarchy of Needs .....	46



## LIST OF APPENDIX

Appendix A.1 Final Project Guidance Monitoring Sheet.....	A-1
Appendix B.1 Interview Questions.....	B-1
Appendix B.2 Interview First Informant.....	B-3
Appendix B.3 Interview Second Informant .....	B-11
Appendix B.4 Interview Third Informant.....	B-17
Appendix B.5 Turnitin Result.....	B-23

