

ABSTRACT

Vittorio Irsyaad Khairan (01041180119)

USERS MOTIVATION BEHIND THE UTILIZATION OF BUMBLE SOCIAL MEDIA

(xv + 158 pages: 12 pictures; 15 tables; 25 attachments)

Keywords: Gen – z, Dating Apps, Bumble, Maslow’s Hierarchy of Needs, The Forgotten four Wishes

With the presence of gen z in a digitalized era, it is highly authentic for openness and comprehending towards diversity. Mainly, gaining access towards one of the worlds technological advances, dating apps, Bumble with millions of users it is still blurry on the motives behind their usage. Therefore, the researcher would like to explain their motives with the help of Maslow’s Hierarchy of Needs and the forgotten four wishes.

The researcher uses a qualitative approach with a descriptive analysis. The data was collected through in-depth interview, journal reviews, and literature review. the informants for this research were individuals who were qualified with the time, experience, and what do they get from Bumble.

The result of this research shows that based on Maslow’s pyramid, it is entitled to all the stages except, self-actualization because Bumble doesn’t help a person’s potential growth, the researcher also uses the forgotten four wishes, and the results shows that all informants are driven by all four wishes, experience, security, response, and recognition.

Reference: 111 (1927-2022)

ABSTRAK

Vittorio Irsyaad Khairan (01041180119)

MOTIVASI PENGGUNA DI BALIK PEMANFAATAN MEDIA SOSIAL BUMBLE

(xv + 158 halaman: 12 gambar; 15 tabel; 25 lampiran)

Kata kunci: Gen – z, Aplikasi Kencan, Bumble, *Maslow's Hierarchy of Needs*, *The Forgotten four Wishes*

Dengan hadirnya gen z di era digitalisasi, sangat otentik untuk keterbukaan dan pemahaman terhadap keragaman. Terutama, untuk mendapatkan akses ke salah satu kemajuan teknologi dunia, aplikasi kencan, Bumble, dengan jutaan pengguna, motif di balik penggunaannya masih belum jelas. Oleh karena itu, peneliti ingin menjelaskan motif mereka dengan bantuan *Maslow's hierarchy of needs* dan *the forgotten four wishes*.

Peneliti menggunakan pendekatan kualitatif dengan analisis deskriptif. Pengumpulan data dilakukan melalui wawancara mendalam, tinjauan jurnal, dan tinjauan pustaka. Informan dalam penelitian ini adalah individu-individu yang memenuhi syarat dengan waktu, pengalaman, dan apa yang mereka dapatkan dari Bumble.

Hasil penelitian ini menunjukkan bahwa berdasarkan *Maslow hierarchy of needs*, semua tahapan terkait kecuali self-actualization karena Bumble tidak membantu pertumbuhan potensi seseorang, peneliti juga menggunakan *the forgotten four wishes*, dan hasilnya menunjukkan bahwa semua informan didorong oleh keempat keinginan, pengalaman, keamanan, tanggapan, dan pengakuan.

Referensi: 111 (1927-2022)