TRANSFORMATIVE SHIFTS: A CASE STUDY OF DATING APPLICATIONS IN SHAPING MODERN SOCIAL PRACTICES IN INDONESIA (2022–2024)

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ABSTRACT

This study aims to analyze the impact of dating applications on dating culture in Indonesia, with a focus on the interplay between tradition, digital technology, and gender dynamics. Employing a qualitative approach, data were collected through in-depth interviews with 22 informants who had experience using dating apps. The data were analyzed using NVivo 12 Plus software to identify thematic patterns. The findings reveal significant changes in dating behaviors and cultural norms resulting from the use of dating applications. Indonesian society is undergoing a transformation in how individuals build relationships and manage self-presentation in online spaces. These results underscore the importance of understanding the social implications of dating apps within the context of local culture and gender relations. The study also highlights notable differences in privacy management strategies between men and women, particularly in setting information boundaries and selecting conversation topics. These gendered approaches to online interaction reflect broader cultural values and social expectations. This research makes a critical contribution to understanding the dynamics of contemporary dating culture in Indonesia and the broader social implications of digital technology in shaping interpersonal relationships. The findings are relevant for the development of social policy, digital literacy education, and the design of more inclusive and culturally sensitive dating platforms.

Keywords: Dating applications. Dating culture. Privacy management.

INTRODUCTION

Dating culture in Indonesia is a manifestation of complex social dynamics, cultural norms and traditional values that are deeply rooted in society. However, the introduction of technology, particularly online dating apps, has led to significant changes in these dynamics(Isisag, 2020). Indonesia's dating culture, which has been influenced by long-standing social customs and standards, is now facing the impact of modernization and globalization facilitated by digital technology. Indonesia, a country in Southeast Asia, has a unique dating culture that is deeply rooted in traditional values and family involvement. (Paramita, 2021). In traditional dating, cultural norms, and values play an important role. Family consent, taking things slowly, and maintaining conservative values regarding physical intimacy and premarital sex are key principles.(Paramita, 2021). Men often take the lead in the dating process, and it is important for men to express their love and commitment to start a formal relationship. (Boo.world, 2024). Family approval is of utmost importance, and couples should get approval from their respective families before going any further. Dating culture in Indonesia involves a slow process, getting to know each other gradually, and refraining from public displays of affection. Indonesian society holds conservative values, prohibiting cohabitation before marriage and emphasizing chastity

until marriage. However, in recent years, there has been a significant shift towards online dating in Indonesia(Boo.world, 2024; Hanadian, 2023; Paramita, 2021). This study aims to analyze the transformational shift in dating culture in Indonesia involving the interaction between tradition, technology, and gender dynamics, specifically using hook-up apps.

The rise of online dating apps has given rise to a remarkable new trend in dating culture, known as "courtship culture", which poses a challenge to the traditional norms and values that have long prevailed in Indonesian society. The traditional rules and social standards used to govern the concept of dating are now influenced by technology, which has introduced a more liberal and unrestricted dating paradigm(Cabañes & Collantes, 2020; Chen, 2019). The notion of "dating culture" relates to romantic experiences that prioritize physical intimacy over emotional attachment or long-term commitment(Castro & Barrada, 2020). This goes against conventional norms that prioritize the importance of dedication and lasting partnership in the dating world. As a result, this change creates a conflict between conventional beliefs that prioritize loyalty and conformity to societal standards, and the desire for independence and self-discovery in relationships(Byron & Albury, 2018; Hatfield et al., 2020). In addition, changes in dating culture are also influenced by gender dynamics. Changes in gender roles and expectations, both in society and in personal relationships, can affect individuals' understanding and engagement in the dating process. Online dating apps can promote, and challenge established gender norms, while offering users the opportunity to explore their sexual identities and preferences(Oishi, 2019).
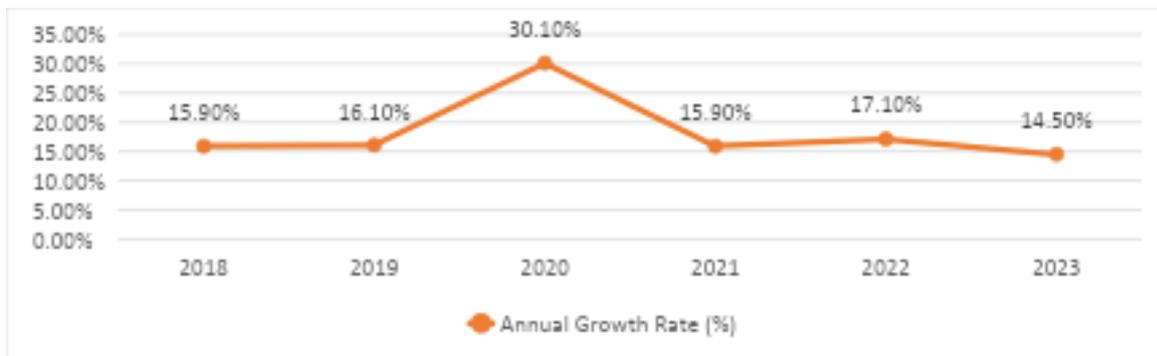

Figure 1. User Hocks-up apps
Sources:(Stoicescu & Flaherty, 2023)

Figure 1 shows the percentage growth of hocks-up app users globally during 2018 to 2023 shows a decline. In 2021, the number and trend of online dating users globally in 2018-2023, showed a 14% increase in dating app users compared to the previous year, with a total of 293.7 million users(Stoicescu & Flaherty, 2023). Dating app revenue in 2021 also reported a surge of 46.85%, from US$3.82 billion in 2020 to US$5.61 billion in 2021, attributed to the Covid-19 pandemic (Ayu Rizaty, 2022). Online dating has experienced a significant increase in Indonesia in recent years, the number of online dating users in Indonesia reached around 4.4 million in 2022 (Hanadian, 2023).

The rise of global dating app users has given rise to a new industry, with a variety of services categorized as social dating, matchmaking, and adult dating (Wu & Trottier, 2022). Of course, the increase in users of hock-up apps is influenced by the rapid digital revolution taking place globally. The digital revolution, initiated by the progressive development of the Internet, has changed the dynamics of society in Indonesia, especially in the field of

dating and romance. The paradigm shift from mechanical and analog technologies to the pervasive influence of digital platforms has been ongoing since the 1980s, marking the beginning of the information age (Adeyinka-Skold, 2020; Albury et al., 2021; Eaton et al., 2016; Wu & Trottier, 2022). This evolution not only changed the traditional role of intermediaries such as 'matchmakers', family, friends, and community leaders in matchmaking, but also redefined the engagement process previously facilitated by newspaper columns and dating agencies (Stoicescu, 2022). The digital revolution, encapsulated by embedded communication through the medium of the Internet, has ushered in a new era in relationships and intimacy (Andrejek, 2020; Hobbs et al., 2016)

Reflecting the growing popularity of this method of finding love. Cupid and Tinder Indonesia are among the popular dating apps in the country, connecting local and foreign singles (Ilmiawan et al., 2021). Tinder and Badoo are the highest-rated online dating services in Indonesia, gaining recognition and popularity among users (yougov, 2017). The introduction of technology, especially through apps like Tinder, has had a huge impact on the dating culture in Indonesia.(Jakartapost, 2022).

Examining the changing relationship landscape in this digital age requires an understanding of the intricacies of dating. Successful relationships rely on commitment, intimacy, and passion (Andhika & Julianti, 2020). Intimacy, defined as the personal expression of thoughts and feelings that foster mutual understanding and appreciation, plays an important role in romantic relationships (Setyasari, 2022). Erikson's perspective underscores the importance of communication in establishing and enhancing intimacy, thus linking it closely to connection formation and dating (Manasikana & Noviani, 2021).

In the contemporary   context, the fusion of intimacy and dating in the digital era is facilitated by interpersonal communication, which places a higher focus on self-disclosure and privacy management through online dating platforms (Laksana & Fadhilah, 2021). Computer Mediated Communication (CMC) in online dating introduces anonymity, enabling impression formation and selective self-presentation to gain trust (High et al., 2023; Faidlatul Habibah et al., 2021). The proliferation of dating apps has not only reshaped interpersonal communication, but also changed perspectives on intimacy in today's digital age (Licoppe, 2020). However, the ease of connecting with others on these platforms raises considerations related to privacy ownership, control, and turbulence, which are essential elements in the personal management of communication to build meaningful and secure connections (Lidwina, 2021; Lupton, 2021).

Hookup apps have become an important component in modern cultural contexts relating to intimacy, technology, and relationships. These apps have attracted substantial scholarly attention from various disciplines, including sociology, communication, anthropology, and cultural studies. Due to the significant impact of these apps, scholars are increasingly studying the consequences of dating behavior and hook-up culture. Bogle (2008) examined the behavior of people seeking partners on university campuses in the United States, highlighting the growing dynamics of casual sexual encounters. Aggleton et al. (2018) examined shifts in young individuals' sexual practices in relation to sexual citizenship, while Watson et al. (2017) explored evolving patterns of sexual relationships among LGBTQ+ youth. Duguay et al. (2017) and Wu and Ward (2018) analyze the various purposes served by gay dating apps and explore the historical development of digital platforms that enable sexual relationships. Smith (2016) provides a concise overview of

Pew Research findings on the increasing prevalence of dating apps among American internet users. Degim et al. (2015) offer valuable insights into the phenomenon of digitally mediated dating in different cultural contexts. Although there are some gaps, such as the need to consider local cultural differences and the viewpoints of alternative relationship advocates such as the Indonesia *Tanpa Pacaran movement* (Larasati et al., 2018), these studies collectively enhance our understanding of the interplay between technology, culture, and intimacy in the current era of digital technology.

This research aims to fill the knowledge gap relevant to the Indonesian dating culture context and to bring novelty by analyzing the interaction between tradition, technology, and gender dynamics in that context. While previous information provides valuable insights into hook-up culture and the use of dating apps in various cultural contexts, this research will specifically focus on Indonesian dating culture. By exploring the complex interactions between tradition, technology, and gender dynamics in the Indonesian dating context through dating apps, this research will make a significant contribution to the understanding of the transformation of dating culture in Indonesia.

Delving deeper into the transformative effects of the digital revolution on modern romance in Indonesian society, it is important to analyze the dynamics of this communication privacy management from a gender perspective. The rise of online dating apps has brought about a re-evaluation of traditional gender norms, prompting a feminist exploration of how these platforms challenge or perpetuate gender stereotypes and biases. This article aims to outline the multifaceted nature of contemporary romance by considering not only the evolution of technology, but also the complex interplay of gender dynamics in the digital age.

METHODS

This type of research is qualitative. Qualitative research is research that produces descriptive data in the form of both spoken and written words, as well as observable behavior of the people under study (J. W. Creswell, 2020). According to Creswell, a case study is a research strategy in which researchers explore a program, event, activity, process, institution, or group of individuals. Researchers must collect in-depth and detailed information using a variety of data collection procedures over a period of time or based on a specified time. (J. Creswell & Poth, 2018).. The types of informants used in qualitative research methods are small, non-representative, purposive, and can develop as the research process is carried out. Qualitative methods take a small number of samples or informants based on research objectives (Saidah, 2023).(Saidah, 2023).

This qualitative research consists of a sample of 22 informants, divided into 11 men and 11 women, who have used dating apps such as Tinder, Badoo, and Tantan. The research informants have different educational backgrounds, ranging from high school graduates to postgraduates, and come from different regions, such as Yogyakarta, Jakarta, Padang, Magelang, Bandung, and Palembang. This research was conducted from mid-2022 to mid-2023 using the in-depth interview method. As comparative data, the author also used secondary data in the form of analysis of issues related to the use of hocks-up apps sourced from twitter social media and online news during the 2018-2024 time period. Following the principles of Creswell's qualitative research methodology, this research does not use the term 'population', but rather refers to the group under study as a 'social

situation' characterized by its constituent elements: place, actor, and activity. (J. W. Creswell, 2020).

Matthew B. Miles and A. Michael Huberman described the process as follows: a) Data Reduction; b) Data Presentation; c) Conclusion Drawing or Verification.(Conclusion drawing or verification) (Aldaihani, 2021). Knowing that the data analysis process is carried out after data collection, the data is reduced according to the limitations of the problem to be solved in this study. (Sadikin & Hamidah, 2020). This is done with the intention that the collected data can be selected and sorted according to the research needs.

This research analysis uses NVivo 12 Plus software as an analysis tool that presents interactive data. Nvivo 12 Plus is one of the popular programs widely used by social researchers, this software can be used on all information systems and can serve as an advanced analysis tool for text, images, audio and video, web pages, social media posts, emails, and data sets. (Izza & Abdurrahman, 2023). The stages of data analysis in qualitative research on the use of dating apps such as Tinder, Badoo, and Tantan begin with the data reduction process. Here, relevant data is carefully selected from the results of data collection both through in-depth interviews and Twitter social media sentiment analysis, in accordance with the limitations of the research problem. The next step is data presentation, where NVivo 12 Plus software is used to interactively display data in various formats such as text, images, audio, and video, to facilitate understanding and further analysis. After that, data analysis was carried out carefully using NVivo 12 Plus to identify patterns, themes, and relationships between the data collected. This analysis aimed to understand respondents' perceptions, experiences, and attitudes towards using dating apps, as well as the sentiments expressed on social media. The final stage is conclusion drawing or verification, where the results of the data analysis are evaluated to ensure their validity and reliability. The conclusions drawn from this research were then verified to illustrate the implications that may arise from the findings. Thus, these stages of data analysis provide an in-depth understanding of the use of online dating apps and their impact on dating culture and behaviour.

RESULT AND DISCUSSION
The Impact of Hookup Apps on Cultural Traditions and Norms

The influence of "hookup" apps such as Tinder, Bumble and OkCupid on Indonesian dating traditions and cultural norms is significant. Previously, dating traditions in Indonesia tended to be conservative, with norms emphasizing the importance of politeness, respect, and commitment in relationships(Albury et al., 2021; Eaton et al., 2016). However, with the advent of "hookup" apps, there has been a marked shift in the way individuals go about dating(Stoicescu, 2022). These apps introduce a more casual and open dating culture, which often goes against traditional norms. By focusing on individual desires rather than family and community values, hookup apps increase individualism in Indonesian dating culture. In addition, these apps also speed up the dating process by allowing users to meet many people quickly and easily. However, these changes also alter the way people communicate, with short, informal messages becoming the common language used, which can affect the way people build relationships and express their feelings(Yap, 2021). However, the use of hookup apps also brings with it an increased risk of online fraud and harassment, as with many interactions taking place online, individuals are vulnerable to

identity fraud, financial fraud, and sexual harassment. Thus, while hookup apps bring convenience in meeting new people, they also bring complex impacts to the way individuals interact and understand relationships in Indonesian dating culture.

Communication and privacy management (CPM) theory is used to understand the communication process of privacy, boundary management, and self-disclosure of users in virtual spaces. This theory can be used to measure interpersonal communication between dating app users in Indonesia. The following is information about research informants who have conducted in-depth interviews, both in person and online.

Table 1. Information data

Detailed information	Using since	Dating apps name
Resource person 1, Digital nomad aged 35, male, Javanese	2018	Tinder,Tantan badoo, Tinder
Resource person 2, Businessman, aged 34, male, Javanese	2018	
Resource person 3, Mechanic, aged 24, male, Javanese	2018	Tinder, Tantan
Resource person 4, Postgraduate student, aged 23, male, Minang	2020	Tinder, Tantan
Resource person 5, Talent scout, aged 30, male, Javanese	2018	Tinder
Resource person 6, Postgraduate student, aged 26, male, Kerinci	2019	Tinder, Badoo
Resource person 7, Businessman, aged 29, male, Malay	2019	Tinder, Sugarbook
Resource person 8, Graduate student, aged 22, male, -	2018	Tinder
Resource person 9, Businessman, aged 35, male, Palembang	2019	Tinder, Luxy
Resource person 10, Businessman, aged 33, male, Javanese	2020	Tantan, Tinder
Resource person 11, Graduate, aged 21, male, Javanese	2020	Tinder, Badoo
Resource person 12, Self-employed, aged 35, female, Javanese	2019	Tinder
Resource person 13, Civil Servants, Aged 30, female, Sundanese	2019	Tinder, Badoo
Resource person 14, Staff, Aged 33, female, Javanese	2020	Tinder
Resource person 15, Doctor, Aged 32, female, Javanese	2020	Tinder
Resource person 16, Marketing, Aged 26, female, Sundanese	2018	Tantan
Resource person 17, Sales, Aged 27, female, Sundanese	2020	Tinder
Resource person 18, does not mention her job, Javanese female	2023	Tinder
Resource person 19, Graduate, aged 23, Javanese female	2020	Tinder
Resource person 20, Staff, aged 33, female, Javanesse	2019	Tinder, Badoo
Resource person 21, Freelancer, aged 26, female, Javanesse	2020	Tinder, Badoo
Resource person 22, Graduated, aged 22, female, Javanesse	2021	Tinder

Based on the results of the in-depth interviews shown in Table 1, we found a variety of answers that made this research even more interesting. The results of the interviews with informants were then used in the data reduction process by coding on the Nvivo Plus 12 application to group the categories of answers in accordance with this research question. The results are obtained in the form of pictures and graphs which are part of the data display, which then becomes the basis for analysis. In addition to using NVivo Plus 12, some graphic images were obtained from the process of analyzing interview data by grouping data and translating through graphs to facilitate understanding. The following is data regarding the use of dating apps by 22 informants consisting of 11 men and 11 women.
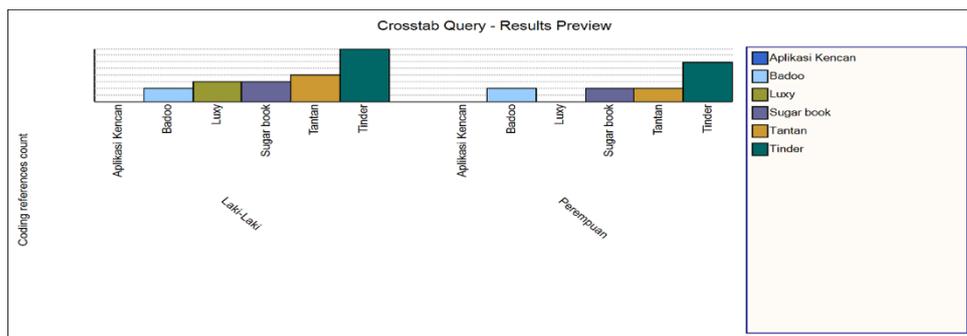

Figure 2. Crosstab of dating app user queries

Based on the results in Figure 2, there are significant differences in the selection of dating apps used by the 22 informants. Most of male informants tend to use dating apps such as Tinder, Tantan, Sugarbook, Luxy, and Badoo. On the other hand, female informants also tend to use similar apps, including Tinder, Tantan, Sugarbook and Badoo. However, there are similarities between the two genders in using certain apps to find dates, such as Tinder, Tantan and Badoo.

Interestingly, the Luxy app was only accessed by male informants, suggesting a difference in preference between the two genders in terms of dating platforms used. This distribution of app usage data provides deeper insights into the processes involved in interpersonal communication in the context of online dating. In addition, the analysis also revealed various sentiments related to the interview questions. The data analysis illustrates the various concepts that make up communication in personal management on online dating, which can provide a deeper understanding of relationship dynamics in the context of specific dating apps.

The use of hookup apps has changed the landscape of dating culture in Indonesia in various ways. First, the use of technology has made it easier to interact and arrange dates through online dating apps such as Tinder and OkCupid. By simply searching and interacting online, users can easily find potential partners without having to go through the conventional process in the real world. However, the impact of using online dating apps is not just limited to technological convenience. The hookup culture often associated with these dating apps has also emerged, where sexual intercourse is practiced in the absence of a deep emotional connection(Comunello et al., 2021; Delgado, n.d.; Jackson, 2023). This often goes against Eastern cultural norms and Indonesian cultural decency that emphasize the importance of more meaningful relationships based on moral values.

In addition, online dating apps also bring about changes in people's overall behavior. Individuals tend to form a desired self-image in the virtual world, eliminate social judgment from society as in real life, and have diverse motivations for using the apps(Filice et al., 2021; MacLeod & McArthur, 2019; Rochadiat et al., 2020). Although online dating apps have been accepted in the global culture, their acceptance goes against the norms of eastern culture and Indonesian cultural decency. Traditional dating patterns are also changing, with many individuals moving away from more traditional ways of dating such as through mutual friends, cafes, or educational institutions, towards more modern ways. In addition, online dating apps also remove cultural norms in a region, such as user motivation, gender, and profile photos in online dating apps, which often clash with cultural values in a region. This also affects the user experience, with standardization in search systems and predictability in introduction activities.

Users' motivations for using online dating apps are also very diverse. Not only to find a partner, but also to simply find a friend for fun, a bed mate, or a temporary relationship. This reflects the complexity in individual needs and desires in the context of relationships and social interactions. As such, the use of hookup apps has had a broad and complex impact on dating culture in Indonesia. The following are the results of the sentiment analysis of 22 respondents.
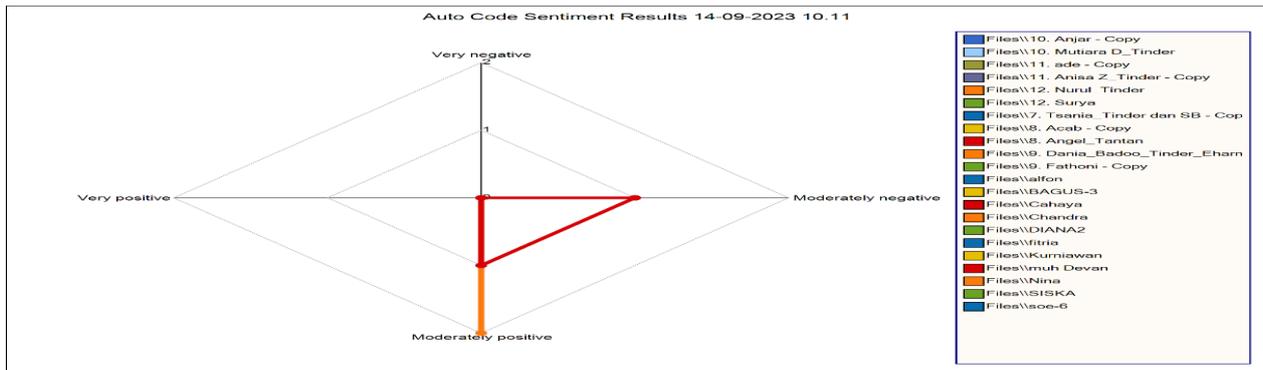
Figure 3. Auto-coded Sentiment

Based on the visual representation in Figure 2 depicting the Auto Code Sentiment analysis in NVivo 12 and the related questions regarding CPM in the context of online dating apps, most informants' express sentiments that lean towards the negative or provide negative emotional responses to various questions regarding CPM in dating apps. The results of this auto-coding of sentiments about CPM will be explained more clearly and in detail using the Informant Response Table, which relates to privacy ownership, control, and turbulence.

Gender Dynamics in the Use of Hook-up Apps
Privacy Owner

In the use of dating apps, gender dynamics play an important role in privacy management, privacy control, and privacy turmoil that male and female users may experience(Gómez-Urrutia & Tello-Navarro, 2021; Newett et al., 2018; Wu & Trottier, 2022). Petronio's theory states that individuals manage their personal information through boundary management processes influenced by cultural norms, social roles, and personal preferences. They create privacy rules based on context, relationship history, perceived risks, and benefits of disclosure. Privacy ownership, which is a personal right, is particularly important in online dating platforms where users can manage their presentation through profiles(Cruz-Cada et al., 2024). Communication privacy management plays an important role in shaping how users construct and curate their online personas, thus significantly affecting their capacity to attract potential partners(Conner, 2023; Tanner & Tabo, 2018; Waldman, 2019). Profiles on dating apps serve as an introduction and display of personal details. The following is a graph of self-profile disclosure obtained from processing the results of research informant interviews divided into male and female informants.
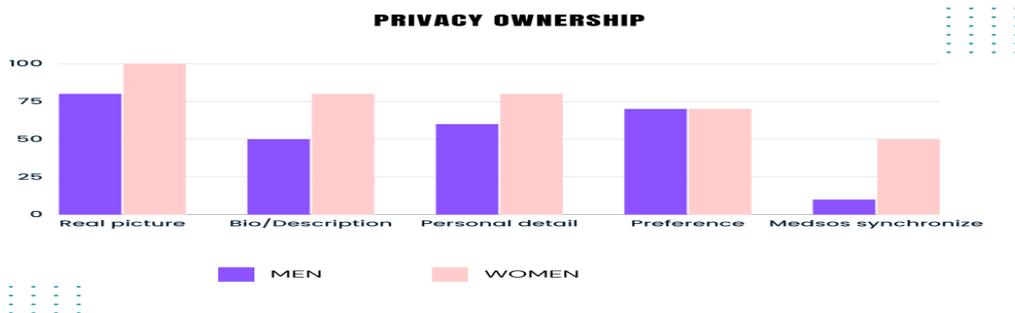

Figure 4: Informant Privacy Ownership
Sources: (data processed by Author,2024)

To display personal details, interests, and preferences. The following is a graph of self-profile disclosure obtained from processing the interview results of the research informants divided into male and female informants. The two graphs above show some differences in answers between male and female informants. The interview questions consisted of elements related to privacy management when using dating apps, particularly in the self-profile section. These elements include profile picture, biography or description, personal details, preferences, and even integration to social media. Profile photos visualize the user and are usually the first thing a potential match sees. Users usually choose a few photos that highlight their appearance, hobbies, or activities they enjoy. Photos are important in creating a good first impression and attracting attention. In the graph, the profile photos of male informants prominently feature attention-grabbing original photos that are strategically crafted to elicit 'swipe right' interactions. As for female informants, it is worth noting that the profile photos used are real photos, which are carefully selected as the most representative and attractive photos to showcase on dating apps. There is no significant difference, but most male and female informants show honesty in revealing their real profile photos.

The bio, or description, section serves as a platform for users to provide an overview or introduction of themselves. This can include age, occupation, location, interests, hobbies, and a brief personal statement. Some users may use clever or imaginative catchphrases to differentiate themselves. In the findings of biographical or confidential interviews, differences emerged between male and female informants. Some male informants chose not to provide detailed biographies.

In contrast, when using dating apps, others entered names, ages, occupations, and locations that were more authentic and easily changed to meet their needs. Most cited security considerations as the reason behind not providing real bios, with some considering the use of dating apps only as an experiment or for casual interactions(Hatfield et al., 2020; Liu & Lin, 2023; Minina et al., 2022; Young & Roberts, 2023). However, a small number of informants did provide real bio descriptions, mainly motivated by their intention to find a suitable partner. For example, an informant named Donnie, who provided a bio as a digital nomad and art activist looking for a long-term relationship, found success in using such a profile, as it facilitated successful matchmaking. For most female informants, the majority use real profiles. Most informants did not want to lie about themselves to potential dating partners(Parisi & Comunello, 2020). In addition, some female informants also have multiple dating app accounts. If the information used is genuine, it will be easier to manage the follow-up information of each communication made when getting acquainted because not lying becomes more practical. The biodata description shows that most of the male dating app users are closer to the female informants.

Personal details in dating apps by providing quizzes or questions for new users to fill in personal details such as education, height, religion, relationship status, and more(Huang et al., 2022; Sobieraj & Humphreys, 2021). These details give users a brief overview of the person's background and demographics. Based on the interview analysis, when male informants provide details about themselves, most informants will provide information related to education, religion, and relationship status, although these details tend to be intentionally modified. The reason for providing personal details is to convince potential dates that they are not fake or that there are more fake accounts, giving them the

opportunity to get more likes and matches. While 30 percent of those who did not write down details about themselves admitted that not all information can be easily shared in the anonymous virtual world, as well as the facility to be able to make financial transactions with desired intimacy, such as one-night stands or prostitution services, in addition, some informants used dating apps with the aim of benefiting from their dates. From the analysis of personal data, most of the male informants wrote their real personal data but modified it for certain purposes.

For most female informants who include profile details, this is used to make it easier to get likes from potential dates. In listing their personal details, female informants revealed their real personal data according to their profiles. However, a small number of female informants did not include detailed personal information and usually only wrote personal data such as fake names, ages, and occupations. This is because some informants use dating apps for financial purposes, such as becoming a sugar baby or opening an online prostitution service, to gain material benefits from the dating process. Many dating apps allow users to specify their preferences for potential partners(Jung et al., 2019; Krüger & Spilde, 2020; Newett et al., 2018; Su & Hu, 2019). This can include factors such as age range, location, gender, or certain qualities or attributes they are looking for in a partner. By setting preferences, users can filter and narrow down their potential partners. Based on the results of the interview information, men and women wrote down preferences such as wanting to meet potential partners by age range, location, and gender at the time of initial dating app account creation.

Users can set these preferences when creating an account on a dating app, and these preferences can then be used by the dating app's algorithm to reference profiles displayed on the user's app page that are suitable and expected to be highly compatible. In addition, informants also detailed their preferences regarding the type of individuals they would like to meet, often looking for those with similar interests, hobbies, pets, or favorite foods to find a suitable date(Dwyer et al., 2021; Gesselman et al., 2020). Social media integration in dating apps allows users to link their social media accounts to their profiles, allowing potential partners to understand their lifestyle, interests, and tastes(Koch & Miles, 2021; Portolan & McAlister, 2022). Most male informants use this to protect their privacy and personal data. On the other hand, female informants want to make it easy for potential partners to understand their profiles and increase their "likes". Some informants do not want their social media accounts integrated to maintain privacy, while others use dating apps for specific purposes, such as financial exchange.

Privacy Control

Online dating involves setting and managing personal boundaries in communication, such as sharing personal information, speed of disclosure, and intimacy(Pinsky, 2019; Sumter & Vandenbosch, 2019). Users navigate these norms, such as response times, conversation topics, and preferred modes(Das, 2019). Both male and female users manage at least five to twenty conversations after a match, with possibly several chats a day. This complex process ensures privacy, control, and convenience in online dating. The results of the analysis of privacy awareness were carried out by comparing various research sources obtained from online news and twitter social media analyzed using Nvivo 12 plus which can be seen from the following table.

Table 2. Trends and Changes in Privacy Control Practices

Year	Privacy Awareness	Sharing Personal Information	Privacy Features	Privacy Concerns
2018	35% read privacy policy	70% share personal information on profile	-	Online fraud (50%), Online harassment (40%)
2019	45% read the privacy policy	70% share personal information on profile	20% use profile disguise	Biometric data privacy (45%), Deepfakes (35%)
2020	-	70% share personal information on profile	30% use encrypted video calls	Health data privacy (40%), Contact tracing (30%)
2021	-	70% share personal information on profile	40% of apps offer stronger privacy controls	AI data privacy (35%), Machine learning (25%)
2022	-	70% share personal information on profile	50% of apps offer advanced privacy features	Metaverse data privacy (30%), Virtual reality (20%)
2023	70% of Generation Z read privacy policies	70% share personal information on profile	30% of Generation Z use privacy-focused apps	Deepfake (25%), Synthetic media (15%)
2024	80% of users expect strong privacy controls	70% share personal information on profile	20% of apps use innovative privacy technologies	Generative AI data privacy (20%), Chatbot (10%)

Source: (Data processed by the author, 2024)

Table 2 shows the increasing privacy awareness and use of privacy features in online dating in Indonesia, which is reflected in users' increasing demand for stronger and more transparent privacy controls from online dating apps. The growing privacy concerns need to be addressed by both online dating apps and regulators. This indicates important implications that should be considered.

The multifaceted process of communicating with various potential dating partners necessitates boundaries to maintain a smooth flow of information and ensure comfort in communication. In addition to serving as an advanced selection process to evaluate whether a potential date could progress further, such as moving to more private chat rooms on platforms like WhatsApp or Telegram and sharing information on social media, this phase is also an important step in determining the likelihood of meeting in person. The following analysis is drawn from interviews conducted with both male and female informants.
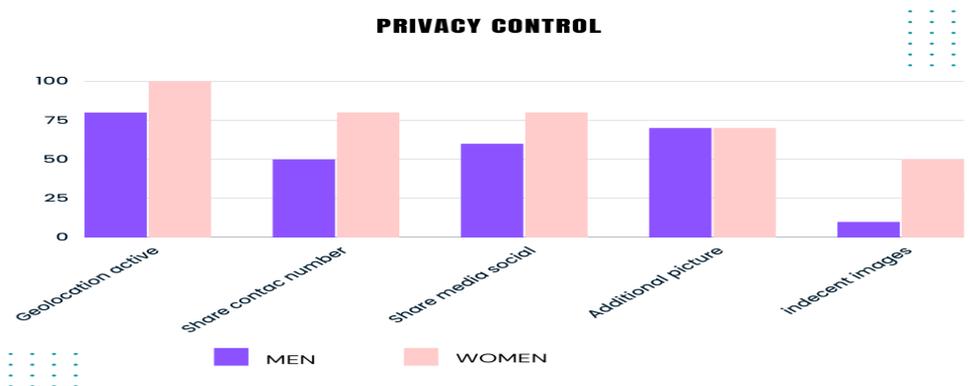

Figure 5: Informant Privacy Control
Sources: (data processed by Author,2024)

Figure 5. presents an analysis of the privacy control practices reported by male and female informants. It includes questions relating to their strategies in managing and controlling the information they share with potential dating partners. The study found that most informants enabled geolocation on dating apps, which provides real-time information

about the user's location. This feature can be beneficial for users to maintain privacy by detecting their location. However, this feature can also be a threat if an uncomfortable situation arises. Some informants use their personal phone number for excessive communication, while others use it for financial exchanges, such as adult dating, to keep their number private. On the question of whether male informants provide access to social media after a conversation with a potential date, 40 per cent of male informants responded that they do not provide any social media-related information they have. Most of them believe that it is not the time to share social media information with people found on anonymous dating apps and cannot verify the authenticity of the personal information of potential dates. While most female informants provide information about their social media accounts to get to know their potential dates better if they can make friends on other social media apps such as Instagram and Twitter, the reason for providing their social media is to ensure that their potential dates are real and safe to plan with.

When asking about the provision of additional information, such as additional photos beyond profile photos on dating apps, a prominent trend among male informants was their willingness to share details of these additional photos. This practice is often used as an incentive to encourage potential dates to reciprocate by providing additional photos as well. It is also done to check if the potential date has a real account. In addition, they will also usually do a video call to ensure the authenticity between the profile photo and the person communicating is the same person. As a surprise for female informants, all informants provide information about additional photos outside the profile photo to potential dates, because usually they will be asked for additional photos outside the profile photo.

Female informants considered it a reasonable request to make progress in the introduction process. On the question of whether any additional photo requests were uncomfortable, most male informants never received such requests from their potential dates(Dinh et al., 2022; Pozsar et al., 2018). While most of the female informants received uncomfortable requests for photos that were considered too private and suggestive of sexual harassment, some female informants also said that they had been sent photos or images that suggested sexual harassment. In the discussion on privacy control analysis, informants also touched on norms, such as response time, appropriate conversation topics and preferred modes of communication, for example, messaging, voice calls and video chats. Each informant had different preferences and ways of defining boundaries and conversation themes that met their expectations. Managing personal communication involves understanding and adapting to their own personal norms, but on the other hand, staying within their own preferences and boundaries.

Privacy Turbulence

Online dating users use communication strategies to navigate interactions and build connections. Personal communication management involves responding to messages, maintaining conversations, and avoiding harassment(Broeker, 2023; Minina et al., 2022). Trust is critical in online dating, and users make decisions to share personal information, evaluate the trustworthiness of others, and manage the risk of sharing sensitive details. However, privacy turmoil and anxiety can arise during this process.

Table 2. Trends and Changes in Privacy Control Practices

Year	Privacy Awareness	Sharing Personal Information	Privacy Features	Privacy Concerns
2018	35% read privacy policy	70% share personal information on profile	-	Online fraud (50%), Online harassment (40%)
2019	45% read the privacy policy	70% share personal information on profile	20% use profile disguise	Biometric data privacy (45%), Deepfakes (35%)
2020	-	70% share personal information on profile	30% use encrypted video calls	Health data privacy (40%), Contact tracing (30%)
2021	-	70% share personal information on profile	40% of apps offer stronger privacy controls	AI data privacy (35%), Machine learning (25%)
2022	-	70% share personal information on profile	50% of apps offer advanced privacy features	Metaverse data privacy (30%), Virtual reality (20%)
2023	70% of Generation Z read privacy policies	70% share personal information on profile	30% of Generation Z use privacy-focused apps	Deepfake (25%), Synthetic media (15%)
2024	80% of users expect strong privacy controls	70% share personal information on profile	20% of apps use innovative privacy technologies	Generative AI data privacy (20%), Chatbot (10%)

Source: (Data processed by the author, 2024)

Table 2 shows the increasing privacy awareness and use of privacy features in online dating in Indonesia, which is reflected in users' increasing demand for stronger and more transparent privacy controls from online dating apps. The growing privacy concerns need to be addressed by both online dating apps and regulators. This indicates important implications that should be considered.

The multifaceted process of communicating with various potential dating partners necessitates boundaries to maintain a smooth flow of information and ensure comfort in communication. In addition to serving as an advanced selection process to evaluate whether a potential date could progress further, such as moving to more private chat rooms on platforms like WhatsApp or Telegram and sharing information on social media, this phase is also an important step in determining the likelihood of meeting in person. The following analysis is drawn from interviews conducted with both male and female informants.
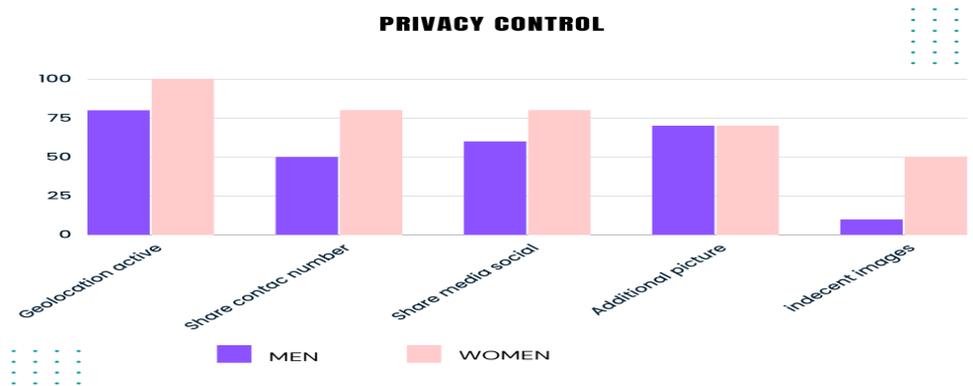

Figure 5: Informant Privacy Control
Sources: (data processed by Author,2024)

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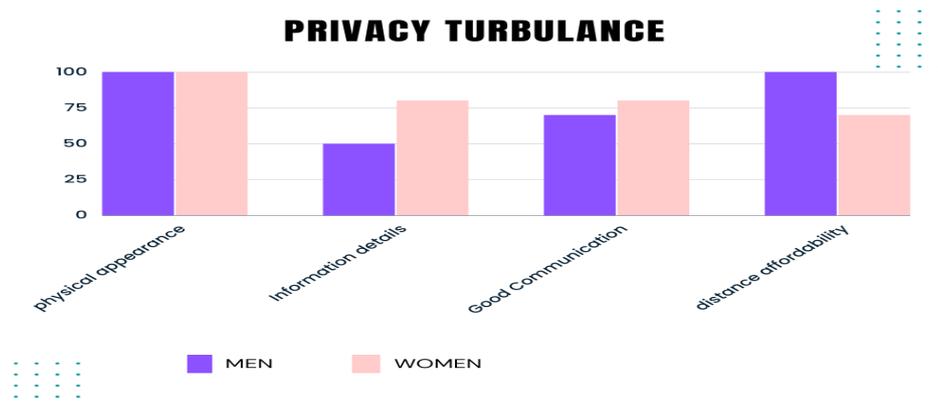
Figure 6: The Turmoil of Informants' Privacy
Sources: (data processed by Author,2025)

Based on interviews with informants related to privacy turbulence, the same and different results were obtained from male and female informants. In privacy turbulence, a person will have anxiety in determining what information to convey and what information to share, but to reduce this anxiety there are several things that can be done by dating app users, starting from persuasive physical appearance such as an attractive face, proportional posture, clothing, and accessories to be one of the main determining factors to foster self-confidence and reduce anxiety in the communication process. All informants expressed their readiness to provide additional information when they are interested in the physical appearance of their potential dates.

In addition, further privacy concerns can be mitigated by sharing full details of one's profile, including aspects such as age, place of residence, religion, ethnicity, education, and occupation. In this regard, while male informants do not care much about the personal information of their potential dates, some consider that meeting a date is the main thing, for female informants, the majority consider it important to know the details of their potential date's self-profile. This is due to safety and convenience factors when meeting in the future. However, some female informants did not consider detailed personal information important. The most important thing for these informants was what the engagement date would be; usually, this was related to financial offers on dates related to "adult dating". In addition, good communication leads to comfort, which is a contributing factor in reducing privacy turmoil.

Many male and female informants consider convenience as important when communicating through online applications. Convenience had different indicators among the informants, such as ethnicity, religion, and appropriate norms, but the biggest indicators were similar hobbies and balanced knowledge on a theme as factors that create convenience. Then, to reduce other privacy concerns, consider the factor of physical accessibility, or the distance between the user and their potential date. For most of both male and female informants, the distance factor has a big influence on whether they will meet a potential date. The majority thought that informants wanted 1-100 km from the informant's position, this distance would make the consideration important as the decision to meet a date would be easier with other factors such as transportation and accommodation. However, for some informants, there are men and women who do not

mind the distance consideration, thus opening opportunities to meet friends who are more than 100 km away, even thousands of km away, or outside Indonesia.

In exploring the interaction between tradition, technology, and gender dynamics in the context of dating culture through dating apps, two similar studies serve as comparative cases for this research. The first study, Peng, (2021) investigated the potential of new technologies to create utopian spaces where traditional cultural values and gender roles can be reimagined, particularly in the context of online dating games. The study, which adopted social exchange theory (SET), revealed that although some participants were able to transfer their online behaviors to offline contexts, most were still governed by offline gender roles and pre-formulated cultural values. The study involved forty participants and used in-depth interviews to analyze the data, which suggests that utopian visions of empowering online dating games for women in a masculine culture may not completely transform traditional patriarchal culture.

The second study, (Eaton et al., 2016) examined sexual scripts associated with early sexual or romantic encounters of heterosexual Hispanic and white young adults, focusing on differences in dating, hanging out, and hooking up. The research found that traditional gender roles were present across all scripts, with men placing a higher priority on physical intimacy. Interestingly, despite claims that "dating is dead", dating emerged as the most common script among young adults. The study also highlighted the influence of ethnicity on dating behavior, with Hispanic young adults more likely to date and white students more likely to engage in romantic relationships. This suggests that social and contextual variables play an important role in understanding young adults' intimate relationships. These studies underscore the complexity of dating culture in the digital age, where traditional gender roles persist despite the transformative potential of technology. These studies also highlight the importance of considering cultural and ethnic contexts when examining the dynamics of dating, hanging out and hooking up among young adults.

Broadly speaking, gender dynamics in the use of hook-up apps are different in the expectations, risks and experiences faced by male and female users. First, differences in expectations emerge as an important factor influencing the use of such apps. Research shows that men tend to use hook-up apps to seek casual sex, while women may be more open to a range of possibilities, including short-term or long-term relationships. Women may use these apps to seek validation, boost self-confidence, or simply to socialize and meet new people.

However, the risks faced by male and female users are also different. Women generally face greater security risks, such as sexual harassment, threats, or even physical violence, compared to men when using hook-up apps. From 2020 to 2023, according to the Ministry of Communication and Information of the Republic of Indonesia, there was a significant increase in the number of complaints related to online fraud through dating apps in Indonesia. In 2020, there were 40 cases of complaints related to online fraud through dating apps. This figure increased drastically in 2021 to 65 cases, showing a considerable spike in a one-year period. The upward trend continued in 2022, recording 80 cases of complaints related to online fraud through dating apps. However, by August 2023, the number of complaints had reached 55. While this figure shows a slight decrease compared to the previous year, it still reflects a high level of concern over the issue of online fraud through dating apps in Indonesia.

Social stigma is also an issue for women, especially in conservative societies. Women also experience double expectations, where they are expected to behave seductively and attractively, but can be negatively labelled if they are considered too aggressive or sexually open(Filice et al., 2021; Young & Roberts, 2023). Different experiences are also seen in interactions and communication through "hook-up" apps. Both genders can experience phenomena such as "ghosting" (abruptly cutting off communication) and "breadcrumbing" (being given false hope to continue communicating), but research shows that women are more emotionally affected by such behaviour(Hooff, 2019; Paul, 2022). Also, in terms of matches and conversations, men get more matches than women, but women tend to be more selective in choosing partners and have more meaningful conversations. In addition, the use of "hook-up" apps can also have an impact on existing relationships, with the potential to promote a casual dating culture that can make it harder to find long-term relationships for those who want them. Issues such as dishonesty, jealousy and trust issues may also arise in relationships affected using hook-up apps(Adeyinka-Skold, 2020). Understanding the relationship content regarding communication privacy management (CPM), revealed that each informant has a unique approach to maintaining and exchanging privacy during a more intimate communication process. Intimacy can be obtained if each user is able to manage the boundaries of their privacy to gain comfort and relationships that are as expected. Thus, gender dynamics in the use of hook-up apps are complex and important to consider. While these apps offer the convenience of meeting new people, a deeper understanding of the different expectations, risks and experiences faced by men and women can help in designing more inclusive and safe user experiences.

CONCLUSION

In this study, the influence of online dating apps on dating culture in Indonesia has been carefully analysed, focusing on the interactions that occur between tradition, technology and gender dynamics. Through a qualitative approach involving 22 informants who have experience using dating apps, data analysis was conducted using NVivo 12 Plus software. The findings of this study reveal a significant pattern of change in dating behaviour as well as cultural norms as a direct result of using online dating apps.

The findings highlight the complexity of the transformation of dating culture in Indonesia, emphasizing the importance of understanding the social impact of these shifts in the context of tradition, technology, and gender. Changes in dating behaviour and cultural norms reflect society's adaptation to digital technologies that are increasingly pervasive in daily life. The implications of this research provide valuable insights for policy development as well as more adaptive and inclusive practices of social interaction.

Petronio's boundary management hypothesis reveals that individuals control their personal information through social roles, cultural norms, and personal preferences. In online dating apps, users can manage their online persona, information disclosure, and self-presentation through profile creation, including profile photos, biodata, preferences, and social media integration. While most users are honest in sharing their real profile photos, some use fake photos for security or experimental reasons, while women often have multiple dating app accounts and real profiles to avoid misrepresenting themselves. Personal information, such as education, height, religion and relationship status, is used to reassure potential partners and increase the chances of getting likes and matches. Some

users even use dating apps for financial gain, such as becoming a sugarbaby or starting a Booking Order service.

Users can specify criteria for potential partners, including gender, location, age range, and desired traits, and the algorithm then recommends profiles accordingly. Privacy management plays an important role in enabling users to create authentic profiles while maintaining ownership of their privacy, with users having to set boundaries of confidentiality given the various communication processes with potential dating partners. It was found that male and female informants have different preferences and strategies in setting boundaries and selecting conversation topics, highlighting gender-specific nuances in how users manage their information, whether in profile photos, biographies, personal details, preferences, or social media integration. With the evolution of dating culture in today's digital age, it is important to understand how online dating apps affect the way individuals interact, form relationships, and understand the underlying cultural values. The transformation of dating culture includes not only technological aspects, but also involves changes in social norms, gender expectations and relationship dynamics. Therefore, this research makes an important contribution in understanding the changing dating culture in Indonesia and highlights the need for adaptations in social policies and practices to better accommodate this shift.

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