

ABSTRACT

Online dating is an inevitable phenomenon in this digital age. The close interaction of digital natives with the internet makes them seem to entrust all activities in their lives to the internet, including dating and finding a mate. This makes them more likely to use online dating applications. In addition to saving time, this method can give them many choices at one time. This phenomenon also reveals digital natives' response to online dating applications as their new lifestyle. This thesis investigates the drivers of the use of online dating applications by the digital natives, their opinions about online dating application and how the use of such application is different or the same between Indonesians and Americans. Data collection techniques is using questionnaire and interview. The secondary data in this study were obtained from other sources such as research results presented on the official website. This research found that there are many factors that influence digital natives in using online dating applications. As it was discovered that every component that increased a polling score was larger than 50%. The main three conclusions that the researcher draws from this research are that: (1) online dating services can be used to combat loneliness; (2) using online dating services is straightforward; and (3) digital natives want to invite friends. However, there is an intriguing discovery in this study, where we know that the rules circulating in the larger community that it is the nature of men to seek a mate, not women. This study reveals an array of eastern philosophical ideas, such as the predominance of female gendered application users in Indonesia, which implies that the gender line has become more ambiguous. Women used to wait for men to pick them up or offer to help; but, in the past, men were responsible for finding companions. The process of looking for a spouse is currently open to all people, regardless of gender.

Keywords: online dating, digital natives, transnationalism, globalization, cultural diffusion