

INTISARI

Studi ini menelaah bagaimana aplikasi kencan daring membentuk relasi modern sebagai praktik sosial di Indonesia (2022–2024). Berlandaskan kerangka Bourdieu (*habitus*, modal, arena, *doxa*) yang dipadukan dengan *Communication Privacy Management* (CPM), penelitian memandang intimasi digital sebagai dialektika struktur–agensis dalam kapitalisme digital/tingkat lanjut. Menggunakan studi kasus kualitatif pada tiga segmen layanan (kencan sosial, perjodohan, kencan dewasa), data dikumpulkan melalui wawancara semi-terstruktur (informan berkode L-0X/P-0X), observasi antarmuka, dan telaah dokumen. Analisis pengodean tematik memetakan keterkaitan fitur/algoritme, strategi pengguna, dan konteks sosiokultural. Temuan menunjukkan: (1) relasi intim bersifat *algoritmik–affordance* fitur dan skema ekonomi (*freemium*, datafikasi) membentuk ritme interaksi, hierarki visibilitas, dan kalkulasi reputasi; (2) praktik CPM tampak pada aturan pengungkapan, koordinasi *co-ownership*, dan respons turbulensi batas, dengan pengungkapan bertahap sesuai risiko dan tujuan merujuk sebagai praktik sosial; (3) terdapat variasi lintas segmen (kecepatan–volume pada kencan sosial, kompatibilitas–kredibilitas pada perjodohan, negosiasi batas mitigasi risiko pada kencan dewasa); (4) friksi norma lokal dengan ritme digital mendorong penyeimbangan antara keintiman likuid, legitimasi sosial, dan pengamanan privasi. Kontribusi riset merumuskan model “relasi algoritmik sebagai praktik sosial” serta rekomendasi desain ramah-privasi, penguatan perlindungan data/konsumen, dan literasi pengguna.

Kata kunci: aplikasi kencan daring; praktik sosial; CPM; Bourdieu; kapitalisme digital; batas privasi; algoritme.

ABSTRACT

This study examines how online dating applications shape modern relationships as social practices in Indonesia (2022–2024). Grounded in Bourdieu’s framework (habitus, capital, field, doxa) combined with Communication Privacy Management (CPM), the research conceptualizes digital intimacy as a dialectic of structure and agency within advanced/digital capitalism. Using a qualitative case study across three service segments (social dating, matchmaking, adult dating), data were collected through semi-structured interviews (informants coded L-0X/P-0X), interface observation, and document analysis. Thematic coding mapped the interplay between platform features/algorithms, user strategies, and sociocultural context. Findings indicate: (1) intimacy is algorithmic—feature affordances and economic schemes (freemium, datafication) shape the rhythm of interaction, visibility hierarchies, and reputation calculations; (2) CPM practices appear in disclosure rules, co-ownership coordination, and responses to boundary turbulence, with gradual disclosure aligned to risk and goals; (3) there are cross-segment variations (speed/volume in social dating, compatibility/credibility in matchmaking, explicit boundary negotiation/risk mitigation in adult dating); (4) frictions between local norms and digital pace compel users to balance liquid intimacy, social legitimacy, and privacy protection. The study contributes a model of “algorithmic relations as social practice” and offers recommendations for privacy-supportive design, strengthened data/consumer protection, and user literacy.

Keywords: online dating applications; social practice; CPM; Bourdieu; digital capitalism; privacy boundaries; algorithm