



Instagram As A Media Of Communication Online Date

Aldi Dwi Susilo¹, Vethy Octaviani², Saptia Sari³

^{1,2,3} Universitas Dehasen Bengkulu

¹ e-mail: ajoald2@gmail.com

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Abstract. In this modern era, there are many applications that can be used as a forum for online dating communication. Having applications like Instagram really helps people communicate long distances without having to be in the same location. From Instagram you can see the online dating process that occurs. Through the Instagram application, someone can do online dating which is relatively more effective in communicating online. In interacting using CMC, namely existence, time, form of communication and also use which allows someone to communicate without knowing time limits, the same existence and the communication that is formed is relatively more comfortable. This requires informants who have Instagram accounts that meet the criteria, such as the accounts @Luthfiah, @fajar and @Riaayu. And the results showed that Instagram is very suitable as an online dating communication medium because the features available are relatively more complete and also safer in carrying out personal communication. On Instagram, someone can also post photos and videos that can be watched by other friends. According to the three informants, the online dating that occurred using Instagram ended in their relationship, or it could be said that they were officially dating.

Keywords: *CMC, Instagram, Online Dating*

INTRODUCTION

In today's era of convergence, the development of science and technology occurs very rapidly to meet the basic needs of society. The development of information and communication technology results in new needs of society in the aspect of information and communication. Information and communication media has a big role in shaping today's society. Current social activities are supported by the presence of the internet as a new media in society. The use of old media has been abandoned by the community because its use only has one function and the user is only a passive consumer, such as newspapers, magazines, etc. which are only to be read, radio which is only to be heard, and television which is only to be seen (Herdianti, A. H, 2018).

This internet-based communication media is now a community need to communicate and get information that can be fulfilled only with a tool as big as the palm of a hand that has been connected to the internet. This also makes people turn to the use of the internet as a new space of existence. People openly make their choice to consume the internet, not as a fulfillment of needs, but as a lifestyle to characterize contemporary urban society. Each user enters a dimension of social life outside of the real life environment that was previously unfulfilled with various limitations (Hestor, 2008).

Through the internet, people are able to communicate without recognizing time limits, regional boundaries, or distance limits that hinder them. In fact, it does not rule out the possibility that two individuals who do not know each other beforehand can communicate until a more intimate interpersonal relationship is established. The internet user community, it does not rule out the possibility that the interpersonal relationship of users who consume the internet as a

new media in supporting communication can build interpersonal relationships through, online-based applications, or websites that are present lately. It is not surprising that the presentation displayed by new media causes the flow of foreign culture to enter and merge with local culture and become a cultural phenomenon that is popular among people who consume this media (Yuni Tresnawati, M. R, 2018).

Instagram is a smartphone application specifically for social media, which is a type of digital media that has almost the same function as Twitter, but the difference lies in taking photos in a form or place to share information with its users. Instagram can also provide inspiration for its users and can also increase creativity, because Instagram has features that can make photos more beautiful, more artistic and better.

Online dating is a form of communication with one's partner that requires communicating both from the approach process to establishing a dating relationship. There are various kinds of arranged love stories that occur on Instagram, most of them use Instagram only as a forum for communication. Apart from that, some Instagram users feel the impact of the features used in communication. One of the Instagram users who found his idol was the *lutfiyyahdwi_* account, this account found his idol when the *lutfiyyahdwi_* account was commenting on another Instagram account, at the same time another Instagram account commented too, then the other account started stalking and chatting with the *lutfiyyahdwi_* account in the application Instagram. You can see a screenshot of the *lutfiyyahdwi_* account.



Figure 1 Instagram Account Screenshot

LITERATURE REVIEW

Communication

Communication is the most important role for human life in interacting in their daily lives. Especially communication that occurs within the smallest community, namely the family. In a communication feedback is expected, to be able to achieve the intended goals in communication. Communication comes from the Latin *cum*, which is a preposition meaning with, together with, and *unus*, which is a number word meaning one. From these two words the noun *cummunio* is formed which in English becomes *cummunio* which means togetherness, unity, fellowship, combination, association, relationship (Widiastuti, T. 2017).

Effort and work are needed in *cummunio*, from which the verb *communicare* is made which means to share something with someone, give some to someone, tell something to someone, have a conversation, exchange ideas, relate, make friends. The verb *communicare*

was eventually made into the noun *communicatio*, or what in English is communication, and in Indonesian is absorbed into communication (Lubis, F. O., Lubis, F. M., & Arindawati, W. A. 2019).

The term communication in English "communication", from Latin "communicatus" which means sharing or belonging together, communication is defined as the process of sharing between the parties who carry out the communication activity. According to Lexicographer, communication is an effort aimed at sharing to achieve togetherness. If two people communicate then the same understanding of the messages that are exchanged is the goal desired by both. Webster's New Collegiate Dictionary 1977 edition among others explains that communication is a process of exchanging information between individuals through a system of symbols, signs, or behavior (Mala, P. A. 2016).

The definition of communication according to several experts itself, one of which is Crispin Turlow, L. L. defines that communication is an action by one or more people who send and receive messages that are distorted by interference, occur in a certain context, have a certain influence and there is an opportunity to do feedback. Communication science as a multidisciplinary social science, cannot avoid the perspectives of several experts who are interested in communication studies, so that the definition and understanding of communication become more and more diverse. Each has a different emphasis on meaning, scope, context, but basically complement each other and refine the meaning of communication in line with the development of communication science (Crispin Turlow, L. L. 2004).

According to Hovland, Jains and Kelley, communication is a process through which a person (communicator) conveys a stimulus (usually in the form of words) with the aim of shaping the behavior of other people (audience). Communication is the process of conveying information, ideas, emotions, skills and others. Through the use of symbols such as words, pictures, numbers and others (Hovland, Jains and Kelley, 2015).

Wibowo argues that communication is the activity of conveying what is in our minds, the concepts we have and the desires we want to convey to others. Or as the art of influencing others to get what we want. While Astrid argues that communication is the activity of passing symbols that contain meaning / meaning that needs to be understood together by those who are seen in communication activities. Judging from some of these definitions complement each other.

The definition of communication in general is a process of forming, delivering, receiving, and processing messages that occur within a person and or between two or more with a specific purpose. This definition provides some basic understanding, namely communication is a process regarding the formation, delivery, reception and processing of messages. Every conqueror of communication will thus perform four actions: forming, conveying, receiving, and processing messages. These four actions usually occur sequentially. Forming a message means creating an idea. This happens in one's head through the workings of the nervous system. The message that has been formed is then conveyed to others. Either directly or indirectly. The message received will then be processed through the nervous system and interpreted. After being interpreted, the message can cause a response or reaction from the person. If this happens, the person will again form and deliver a new message. Thus, these four actions continue to occur repeatedly.

Messages are the main product of communication. Messages are symbols that carry ideas, attitudes, feelings, practices, or actions. It can be in the form of written, spoken words, pictures, numbers, objects, gestures or behavior and various other forms of signs. Communication can occur within a person, between two people, between several people, or many people.

Communication has a specific purpose. This means that communication is carried out in accordance with the wishes and interests of the perpetrators. The interpretation of information is

subjective and contextual. Subjective means that each party has the capacity to use the information disseminated or received based on what he feels, believes, and understands and based on the level of knowledge of both parties. While contextual is that meaning is closely related to the conditions of time and place where the information exists and where both parties are (Yuni Tresnawati, M. R., 2018).

Communication Media

The development of communication today has a major influence on the emergence of communication media itself. The development of communication according to Crispin Turlow, L. L. through four phases, including the period of communication through writing (The Writing Era), the period of printed communication media (The Printing Era), the era of communication that utilizes simple technology (Telecommunication Era), and the period where the media becomes more interactive (Interactive Communication Era). In the last phase, new media emerged and caused a shift in the process of delivering messages. The existence of new media makes media more interactive in communicating through computer-mediated networks (Crispin Turlow, L. L. 2004).

Computer Mediated Communication (CMC) is a new form of communication that can be said to mark an era of technological and social change. Previously, we only knew intrapersonal, interpersonal, group and mass communication. Nowadays, it has become commonplace for people to communicate with other people using computer facilities (recently added through smartphones). A form of communication can be categorized as CMC when two or more people can only communicate or exchange information through a computer which is included in the new communication technology (Crispin Turlow, L. L., 2004).

Online Dating

Online dating is a new way to find a partner without having to meet offline in the form of computer-mediated communication where users do not need to meet each other face to face to communicate and can show their best selves (Sari, W. P., & Kusuma, R. S., 2018).

Online dating is defined as developing a romantic relationship via the internet (O' Brien in Teixeira, 2014). The motivations of online dating users also vary, ranging from the aim of finding a partner for a serious relationship such as marriage, to looking for someone to talk to online or just to flirt, to curiosity and wanting to have fun without the aim of meeting their partner in person (Brym and Lenton, 2001).

Online dating is a form of computer-mediated communication where users do not need to meet each other face to face to communicate. Because of these limitations, online dating users have the opportunity to present themselves by only showing a few things that are considered good, even presenting themselves inaccurately in order to be considered their ideal self (Sari, W. P., & Kusuma, R. S., 2018).

Instagram

Through the internet, people are able to communicate without recognizing time limits, regional boundaries, or distance. It does not even rule out the possibility that, communication can be carried out by two individuals who do not know each other before until a more intimate interpersonal relationship is established. One of the social media used by young people today to communicate is Instagram. Instagram is a photo sharing application and takes pictures or photos that apply digital filters to change the appearance of photo effects, and share them to various social media services (Alim, C. A., 2014).

METHODS

This research uses a qualitative method. This method is more concerned with appreciation and understanding in capturing symptoms (phenomenological). This method takes a natural approach, using free observation (without strict arrangements). In addition, it is also closer to the situation and conditions that exist in the data source, by trying to put yourself and think from an "insider's" point of view (Lexy., 2002).

RESULTS

1) Existence

The interaction does not have to be at the same time and location. In this case, the existence of online dating friends on Instagram is based on the results of an interview with Luthfiyyah's sister in the following interview: "My online dating friend is currently in Jakarta, because he currently works at a company in Jakarta" (L, interview on 10 Feb 2024, at 09.00 WIT).

On the other hand, Fajar revealed the existence of his online dating friend: "Until now, I have communicated with my date who is in the Palembang area, South Sumatra" (F, interview on 13 Feb 2024, at 09.00 WIT).

Ria Ayu Lisandra also expressed the same thing, as follows: "Currently my online dating friend is outside the city in the Padang area because he is working there" (R, interview on 24 Feb 2024, at 14.00 WIB).

Based on the results of interviews related to the existence of online dating friends, it was found that each informant's online dating friends had a distant presence from the informant. This is what creates quite a distance between the informant and his date. The location of each informant's date is outside the city of Bengkulu.

Furthermore, the time and place of communication in establishing an online dating relationship on Instagram is based on the results of the interview with Luthfiyyah's sister in the interview as follows:

"When communicating with online dating friends, the communication time is more flexible and also for the place of communication, we communicate at our respective locations" (L, interview on 10 Feb 2024, at 09.00 WIB).

Fajar also revealed the whereabouts of his online dating friends: "For the communication process with my online dating friends, sometimes the communication time is uncertain, and the location is sometimes adjusted to where each person is busy" (F, interview on 13 Feb 2024, at 09.00 WIT).

The same thing was also expressed by Ria Ayu Lisandra, as follows: "Sometimes communicating with online daters can be at night or during the day according to your busy schedule, and the place is sometimes at home, sometimes in the office" (R, interview on 24 Feb 2024, at 14.00 WIT).

Based on the results of interviews with the three informants, it has been found that the dating friends of each informant have different times in communicating with online dating friends. The time used to communicate is somewhat more flexible and also not determined for the location of each person.

The distance location of online dating friends on Instagram based on the results of an interview with sister Luthfiyyah in the interview results as follows: "The distance location of dating friends that are far away makes sometimes the communication that is created is a little difficult and takes a long time to reply to chats" (L, interview on February 10, 2024, at 09.00 WIB).

Fajar also revealed the distance of her online dating friend's location: "Dating friends with a very far location makes the communication system a little delayed, it can be due to network conditions or other busyness" (F, interview on February 13, 2024, at 09.00 WIB).

The same thing was also expressed by Ria Ayu Lisandra, as follows: "With a long distance location, I try as much as possible to always give news to my date in any condition and always be good at communicating" (R, interview on February 24, 2024, at 14.00 WIB).

Based on the results of the interviews, the distance between each informant and their date did not reduce their enthusiasm and sense of comfort in communicating online. The informant and his date always communicate well and take time out of each informant's busy schedule.

The influence of existence on the form of online dating that occurs from online dating friends on Instagram is based on the results of an interview with sister Luthfiyyah in the following interview: "Existence does not really influence the form of online dating that is created" (L, interview on 10 Feb 2024, at 09.00 WIT).

On the other hand, Fajar also revealed the form of online dating for his online dating friends: "The form of online dating that occurs due to long distances is that there is still harmonious online dating" (F, interview on 13 Feb 2024, at 09.00 WIT).

The same thing was also expressed by Ria Ayu Lisandra, as follows: "Existences separated by long distances make online communication possible, but the online dating that is formed is still good" (R, interview on 24 Feb 2024, at 14.00 WIT).

Based on the results of interviews related to the influence of existence on the form of online dating that is created. Where communication is still carried out well. So the form of online dating that occurs is online dating that remains harmonious.

2) Time

Interaction is adjusted to the time desired by media users, in this case the use of social media can be adjusted by users such as in the morning, afternoon, or evening. Whenever they want without any time limit while still connected to the internet network.

Communication time with online dating friends on Instagram based on the results of an interview with sister Luthfiyyah in the interview results as follows: "In communicating via Instagram, we usually communicate at 19.00 WIB. That's most often" (L, interview on February 10, 2024, at 09.00 WIB).

On the other hand, Fajar also revealed the communication time of her online dating friends: "Usually we communicate at 12.00 at lunch time and also at 20.00 when we get home from work" (F, interview on 13 Feb 2024, at 09.00 WIB).

The same thing was also expressed by Ria Ayu Lisandra, as follows: "The communication time that we most often use is at 20.00 at night" (R, interview on Feb 24, 2024, at 14.00 WIB).

Based on the results of interviews related to the communication time usually used by each informant to communicate with online dating friends who are separated by distance. The majority of time used is between work breaks and also in the evening after returning from work.

How long does it take to communicate with online dating friends on Instagram based on the results of an interview with sister Luthfiyyah in the following interview: "Communicating via Instagram with online dating friends usually takes 4 hours a day" (L, interview on 10 Feb 2024, at 09.00 WIB).

On the other hand, Fajar revealed how long his online dating friend's communication took: "In communicating with online dating friends, I usually spend up to 3 hours a day" (F, interview on 13 Feb 2024, at 09.00 WIB).

The same thing was also expressed by Ria Ayu Lisandra, as follows: "The communication time usually used to communicate with online dating friends can take up 3-4 hours a day" (R, interview on 24 Feb 2024, at 14.00 WIT).

Based on the results of interviews related to the communication time usually used by each informant to communicate with online dating friends who are separated by distance. The

majority of time used is between work breaks and also in the evening after returning from work. In a day, the majority of informants spend 3-4 hours communicating with online daters.

How long has it been since you communicated with your online date on Instagram based on the results of the interview with sister Luthfiyyah in the following interview: "I have been communicating with my online date on Instagram for 1 year" (L, interview on 10 Feb 2024, at 09.00 WIT).

In a month the least amount of communication with online dating friends on Instagram is based on the results of an interview with sister Luthfiyyah in the following interview results: "In communicating with dating friends, sometimes time is something that needs to be sacrificed, in a month I communicate at least 1 hour a day" (L, interview on 10 Feb 2024, at 09.00 WIT).

On the other hand, Fajar revealed the least amount of communication between his online dating friends: "In communicating with online daters, the time used is flexible, maybe at least 1 hour" (F, interview on 13 Feb 2024, at 09.00 WIT).

The same thing was also expressed by Ria Ayu Lisandra, as follows: "My online dating friends usually communicate regularly every day, at least only 1-2 hours" (R, interview on 24 Feb 2024, at 14.00 WIT).

Based on the results of interviews related to the communication time usually used by each informant to communicate with online dating friends who are separated by distance. The majority of time used is between work breaks and also in the evening after returning from work. In a day at least 1-2 years of communication to communicate with online dating friends using the Instagram application. This is caused by the busyness between each of them.

3) Forms of Communication

In interpersonal contexts, CMC theory assumes an innovative method of conveying emotions in their messages by using emoticons. While hyperpersonal occurs when individuals find that they can better express themselves in a mediation environment than in direct interaction.

Topics of discussion in communication with online dating friends on Instagram based on the results of an interview with sister Luthfiyyah in the interview results as follows: "In communicating with online dating friends via Instagram, we usually talk about our day's activities" (L, interview on February 10, 2024, at 09.00 WIB).

On the other hand, Fajar also revealed the topic of communication of her online dating friends: "In communicating with online dating friends, the chat is relatively casual" (F, interview on Feb 13, 2024, at 09.00 WIB).

The same thing was also expressed by Ria Ayu Lisandra, as follows: "For the topic of conversation with dating friends every day is more about casual chat, at most there are moments of serious discussion" (R, interview on February 24, 2024, at 14.00 WIB).

Based on the results of interviews related to the communication time usually used by each informant to communicate with online dating friends who are separated by distance. The majority of time used is between work breaks and also in the evening after returning from work. In communicating, the chats that are usually carried out are related to casual chats only.

The use of media in communicating with online dating friends on Instagram is based on the results of an interview with Luthfiyyah's sister in the following interview: "When communicating with online dating friends via Instagram, we usually only chat about daily activities, usually using text media" (L, interview on 10 Feb 2024, at 09.00 WIT).

On the other hand, Fajar revealed the topic of communication between his online dating friends: "In communicating with online daters, relatively casual chats usually use text media" (F, interview on 13 Feb 2024, at 09.00 WIT).

The same thing was also expressed by Ria Ayu Lisandra, as follows: "The topic of conversation with your date every day is more of a casual chat, there are at most moments of serious discussion using text media" (R, interview on 24 Feb 2024, at 14.00 WIT).

Based on the results of interviews related to the communication time usually used by each informant to communicate with online dating friends who are separated by distance. The majority of time used is between work breaks and also in the evening after returning from work. In communicating, the chats that are usually carried out are related to casual chats only. The media used is in text form.

The same thing was also expressed by Ria Ayu Lisandra, as follows: "The topic of conversation with your date every day is more of a casual chat, at most there are moments of serious discussion using text media. Therefore, two-way communication is created" (R, interview on 24 Feb 2024, at 14.00 WIB).

Based on the results of interviews related to the communication time usually used by each informant to communicate with online dating friends who are separated by distance. The majority of time used is between work breaks and also in the evening after returning from work. In communicating, the chats that are usually carried out are related to casual chats only. The media used is in text form. The form of communication that was created at that time was two-way communication.

Communication via video call with online dating friends on Instagram is based on the results of an interview with sister Luthfiyyah in the following interview results: "When communicating with online daters via Instagram, our chats are usually only about daily activities, usually using text media, so the form of communication that is formed is two-way communication. "In this case, we rarely use the video call feature" (L, interview on 10 Feb 2024, at 09.00 WIT).

On the other hand, Fajar also revealed the form of communication between his online dating friends: "In communicating with online daters, relatively casual chats usually use technology media. In this case, two-way communication is formed, in this case we rarely use the video call feature" (F, interview on 13 Feb 2024, at 09.00 WIT).

The same thing was also expressed by Ria Ayu Lisandra, as follows: "The topic of conversation with your date every day is more of a casual chat, at most there are moments of serious discussion using text media. Therefore, two-way communication is created. It's very rare to use the video call feature" (R, interview on 24 Feb 2024, at 14.00 WIT).

Based on the results of interviews related to the communication time usually used by each informant to communicate with online dating friends who are separated by distance. The majority of the time used is during work breaks and also at night after work. In communicating the usual chat is related to casual chat only. With the media used is in the form of text. The form of communication created at that time was also two-way communication. And rarely to call or video call.

4) User

Interaction does not require the same status between users. In this case, CMC has brought a revolution in the world of communicating with each other. The increasing number of people interacting via the internet, and the emergence of new platforms and technologies have brought people from different social, cultural, and geographical backgrounds to present their thoughts, ideas, and opinions on topics that interest them.

In this interview the researcher wants to know that interaction does not require the same status between users. From the results of interviews with informants, several statements were obtained as follows:

According to sister Luthfiyyah in the interview as follows: "Oh yes, during the introduction process, I was looking for information about the account by asking several friends, looking at the

profile photo and Instagram story so that I could confirm that the account used was genuine. "In my opinion, this application is very good to use in the online dating process because we can find out information from online dating friends through profile photos, posts and stories of themselves and their friends so we can get to know each other and start to get close to each other." (L, interview on 10 Feb 2024, at 09.00 WIB).

Fajar said something different "When I first communicated with my date, there were many things that made me wary of the appearance of fake accounts. However, by finding out through posts and stories that were often uploaded by my date, it made me more confident that my date Don't use fake accounts, currently Instagram strongly recommends long distance communication with someone."(F, interview on 13 Feb 2024, at 09.00 WIB).

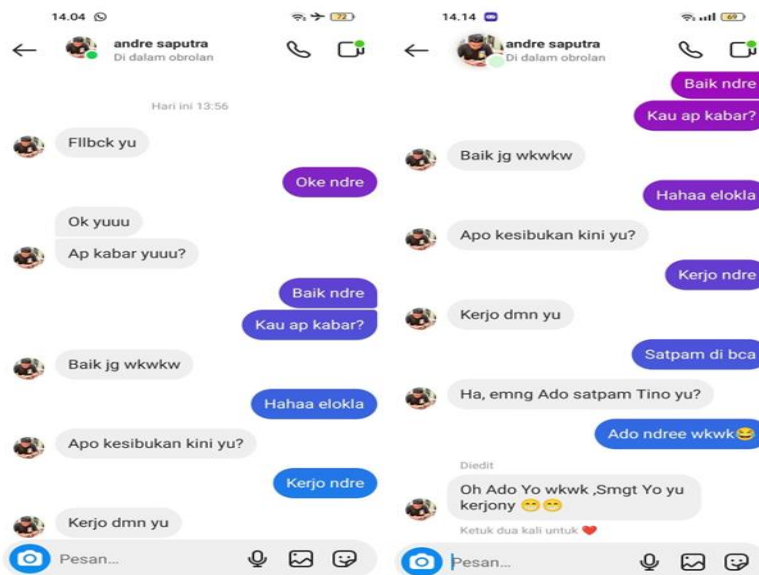
Meanwhile, the same thing was also expressed by Luthfiyyah and Ria Ayu "Before getting acquainted, I first find out about my date, because I think if I don't find out, it could be that the account is a fake account" (R, Interview 24 February 2024, at 09.00 WIB)

Based on the results of interviews and documentation, it can be seen that of the three online dating informants on Instagram, they all use the same method to find out the status of their online dating partners. Furthermore, for these users it is further strengthened by when using the Instagram application, whether you are aware of changes in the status of your online dating partner. From the results of interviews with informants, several statements were obtained as follows:



Figure 2 Interview Process With Instagram Account Owners @luthfiyyahdwi_ And @riaayulisandraa

From picture 2 It can be seen that the interview process with informants named Luthfiyyah and Ria Ayu. In the interview process in digging up information related to how the development of communication carried out by informants to their respective dating friends. In addition, to find out how a long-distance communication that only relies on the Instagram application in communication media with online dating friends. After that, the interview results obtained will be used as a material to find out how efficient the Instagram application is as an online dating communication medium. Furthermore, the online dating chat process carried out by the @andresaputra account can be seen in Figure 3 below.



From picture 3 Above We Can See The Approach Process Carried Out By The Owner Of The @andresaputrad Instagram Account With The @riaayulisandraaa account

The beginning of the introduction starts from the man's account asking to follow his account back and then the man asks various questions to start getting acquainted. The man asked for news because they had previously known each other but had only communicated with each other via Instagram. And then they communicate with each other and start to know each other's information.

From research on the three Instagram accounts above, researchers found that in accordance with the theory of Widiastuti, T. (2017), namely that in communication feedback is something that is expected, to be able to achieve the intended goals in communication. They can communicate because of the feedback and response from the target person. Where if they give each other good feedback and responses to each other then the approach process can run smoothly and in the end the status between the two of them can change, namely dating.

From the observations that have been made of how the three accounts send messages, it also proves that the general definition of communication is a process of forming, delivering, receiving and processing messages that occurs within a person and/or between two or more with a specific purpose. This definition provides several basic meanings, namely that communication is a process regarding the formation, delivery, reception and processing of messages. Each communication conqueror will thus perform four actions: forming, conveying, receiving, and processing the message. These four actions usually occur sequentially. Forming a message means creating an idea or idea. This happens in a person's mind through the working process of the nervous system. The message that has been formed is then conveyed to other people. Both directly and indirectly. Form and send a message, someone will receive the message conveyed by someone else. The message it receives will then be processed through the nervous system and interpreted. Once interpreted, the message can cause a response or reaction from the person. If this happens then the person will again form and convey a new message. Thus these four actions continue to occur repeatedly.

Furthermore, from the observations that have been made, the results also show that the three Instagram accounts that carry out the process of approaching women are in accordance with the CMC theory according to Marc Smith in Aflaha, A., & Suhara, R. B. (2020), namely

Interaction does not have to be at the same time and location, Interaction is adjusted to the time desired by media users, Interaction tends to occur through the medium of text involving symbols and interaction does not require equal status between users. It is seen how they send messages to each other even though they are in different regions and can reply according to when they want such as leisure or leisure time while still connected to the internet. They can also send each other text messages that are added with symbols or commonly called emojis, such as laughing, crying, loving and other emojis according to what expressions they want to convey.

DISCUSSION

After writing data exposure and findings data generated by researchers from interviews, observation and documentation, then the researcher will analyze the data that has been collected. From the data exposure and the results of the researcher's findings described in the previous subchapters, it is necessary to analyze the research results. This is done so that the data generated can be interpreted so that it can draw research conclusions in accordance with the formulation of the problems posed.

The research here uses qualitative descriptive analysis (exposure) of the data obtained both through observation, documentation and interviews from parties who know about the data needed. Furthermore, the results are associated with existing theories including the existence of the internet has more or less changed the pattern of community interaction. The Instagram application has helped in the online dating process, this is because someone can communicate without having to be in the same position. Patterns of interaction are carried out without having to be in the same space and time. The internet dissolves the boundaries that prevent a person from interacting. From this statement, it can be seen that humans create new interactions without having to meet physically, one of which is through the internet.

In using Instagram as a communication medium for online dating, the interactions that occur are most likely at different times between the two. This is because in online dating communication using Instagram one can leave a text message with the intended date. And for the location of accessing or communicating, informants can communicate wherever and whenever it is even though it is a different location for communication. The time of using social media can be adjusted by the users themselves such as in the morning, afternoon, or evening. Whenever they want without any time limit while still connected to the internet network. A person can communicate with a date according to their wishes. This is not limited by time for informants to interact, sometimes the time used is different according to the free time each has. Time in communicating is not limited to each individual who communicates. The time used in the communication process on online dating is not determined, this is because each has a different busy life, so the time to communicate is also different.

In communicating, there will definitely be a form of communication, both unidirectional and two-way. In interacting with a date, a person tends to use text features accompanied by emoji symbols. This is because when the date is active, the date can read the text message sent. The form of communication formed in online relationships is relatively two-way communication. The form of communication in online dating occurs because of the exciting and comfortable chat, so that informants can be more free in telling stories and chatting.

CMC has brought about a revolution in the way the world communicates with each other. The increasing number of people, interacting through the internet, and the emergence of new platforms and technologies have brought people from different social, cultural, and geographical backgrounds to present their thoughts, ideas, and opinions on topics of interest to them.

The results of the author's observations made by informants can be seen from Online Dating on Instagram that informants really do online dating on the Instagram application and based on observations made, that it is true that the @Luthfiyyah account with the

@strongboy_p01 account often chats online romantically using love emoticons, hugs, and kiss emoticons in chatting on Instagram.

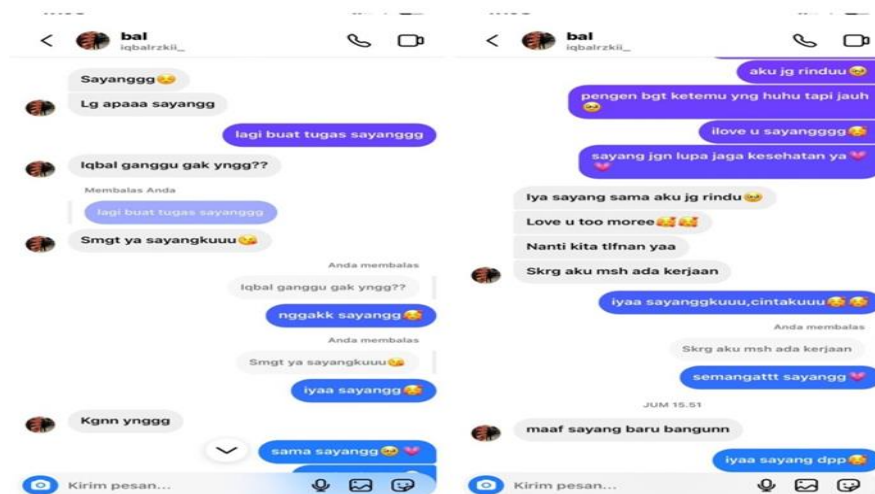


Figure 4 Romantic Chat Account @luthfiyahdwi_ With Account @strongboy_p01

While the @fajar Instagram account based on observations can be seen that it is true that the @fajar Instagram account chats online with the @vindyytaniaaaa account and also often uses romantic words such as words of praise towards their partners, for example praising with the words beautiful, cute, and other words of praise.

In communication, a person may not know the status or occupation of the date. On the Instagram app, people tend to communicate with their dates on a regular basis, without having to consider the job or status of their online date. Instead, they tend to look for convenience in communication only. However, before communication occurs informants will find out about the status of their partner, this is to avoid a problem when the dating process is already underway. Finding out about status is important for the sake of comfort and safety in online dating relationships. Online dating using the Instagram application gives its own impression in terms of communication because Instagram has complete features. On the other hand, on the Instagram application one can access other friends' stories or posts uploaded by someone. On the Instagram application messages can be left in the form of chat, voice notes or photos. Compared to other applications, Instagram is more complete for features that help one's communication.

CONCLUSION

This research titled Instagram as Online Dating Communication Media, can be concluded that Instagram has an important role in online dating communication. Based on research that has been conducted using three Instagram accounts as informants, namely @Luthfiyah, @fajar and Riaayu accounts. Online dating carried out by the three accounts is based on CMC theory, namely Existence, Time, Form of Communication and Users.

The existence and time of a person in communication is not a barrier to the formation of a communication in establishing an online dating relationship through the Instagram application. A person can communicate with a date at different times of existence. On the other hand, the time used to communicate with a date is not determined at what time can be interpreted as flexible communication. In addition, Instagram users involved in the online dating process must know their status before the date takes place so that the communication process that is being carried out is safer and more comfortable by knowing the status of each of their online dating friends.

In accordance with CMC theory, communication carried out through the Instagram application uses more chat / writing features that allow two-way communication when the communication process occurs. This is what makes Instagram a good application in ongoing communication to establish relationships with online dating friends wherever they are.

LIMITATION

Based on the results of the research, discussion and conclusions obtained. Although using the Instagram application is fun because of its various features, researchers hope that Instagram application users can be wise and careful in getting acquainted with unknown people..

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