ABSTRACT

The development of technology make people easy to communicate and to find information. As the smartphone which is not only to communicate but also to access information on the internet. One of the social networking applications that is often to use is Tinder. This is an application that brings users with other users who have similar hobbies or even a dream partner, in other words Tinder as online dating application. Users can choose their partner based on their own criteria and can communicate each other in chatroom if they push same "like" button. From the users opinion they use this applications only for entertainment and tend to be used by male, because of that the the writer is interesting to make research about the motive of male to use this application for finding a partner or a friend. This research used qualitative methods with virtual etnography methods that use three key informan and one support informan the purpose of this reserach to know what the motives of most users using Tinder. The result of this research we can conclude that the users of tinder using this application because their friend use this application too, to fill activities in their freetime by using this application, to show their existence in front of their friends, a desire to defend their identity, searching for attention from their opposite sex, searching for friend to talk to reduce stress, and the last a desire to get an appreciation from their environment.

Keyword : Social Media Tinder, Virtual Ethnography, Motive