

ABSTRACT

The birth of online dating applications is one of the results of technological developments that can make it easier to access them and changes in people's behavior. Online dating applications provide an opportunity for individuals to no longer use traditional ways of socializing, and provide access to individuals by providing various types of partners that can be adjusted to the criteria sought by the individual. However, as time goes by there are new cultures such as casual relationships or relationships without labels or status towards students. This causes the high level of activity that occurs in online dating applications to be inconsistent with its essence and function, namely looking for a partner. One of the online dating applications that is active in Indonesia is Bumble. This research aims to determine the motives for using the Bumble application in the casual relationship phenomenon among students. This research is included in qualitative research with a narrative approach to analyzing and describing research results. Through Alfred Schutz's phenomenological theory, two forms of motives for using the Bumble application in the casual relationship phenomenon were found, namely because of motives in the form of relationship motives, boredom motives, environmental motives, entertainment motives, loneliness motives, and curiosity motives. Then in-order-to motives are relationship motives, entertainment motives and romance motives.

Keywords: *Motive, Digital Communication, Casual Relationship, Bumble, Students*