

ABSTRACT

The increasing number of fraud cases through romantic stories using dating apps has indeed become a significant phenomenon, even globally. This phenomenon has even been made into a documentary titled *Tinder Swindler*. Of course, Tinder has not remained silent on this issue. Tinder has updated their Terms of Use, and now users can report accounts. However, the dissemination of this information has only been done through the website. This has led to many users still being unaware of the Safety Toolkit. The Safety Toolkit is a security system that can prevent negative experiences and has partnered with Garbo. However, the system developed by Tinder needs to learn fraud patterns through user reports. The design of this creative TV commercial (TVC) can be a creative solution to socialize Tinder users about fraud cases. The research method used is qualitative, using AOI, SWOT, and AISAS analysis methods to assess the comfort and safety of active and inactive Tinder users. The creation of this TVC provides information about user safety and comfort, packaged through an emotional approach, so that users can avoid negative experiences when using the Tinder app.

Keywords: Tinder App, Dating App, Creative TVC, Safety Toolkit.