

ABSTRACT

The Bumble online dating app has become one of the most widely used platforms for finding a partner, friends, or shared hobbies. This study aims to measure the impact of using the Bumble online dating app on self-disclosure in the community of Bandung. The more active users are in interacting through this app, the greater their tendency to openly share personal information. This process of sharing information leads to increased emotional closeness between users, which in turn accelerates the formation of more intimate relationships and impacts the seriousness of those relationships. The method used in this study is descriptive quantitative with a survey approach and non-probability sampling technique, specifically purposive sampling, involving 100 active Bumble users in the Bandung community. Data were collected through a questionnaire that measured the level of self-disclosure formed through the Bumble app. The results of this study show that the Bumble online dating app has a significant positive effect on self-disclosure. This means that the Bumble online dating app variable contributes 71.8% to the self-disclosure variable, while the remaining 28.2% is attributed to factors not examined in this study.

Keywords: Online dating app, Bumble, Self-Disclosure, App Impact, Bandung Community.