

ABSTRACT

With the rapid development of technology, the communication process can be done anywhere and anytime. Inventions in the field of technology with the presence of smartphones and the internet make humans easy to interact with. It is undeniable, internet technology has become a necessity that cannot be avoided by humans until finally the name social media appears. With the presence of social media can make it easier for humans to interact and share information so as to form an online network that connects individuals to each other. Tinder is the most popular dating site in the world that can meet users with one another where users can also interact with each other. But the difference is, Tinder is a social network created specifically for mate searches. This research was conducted with the aim to find out what are the motives of Bandung city students in using the Tinder application. This study uses the motive theory of the use of social media according to Papacharissi and Rubin. From the results of this study, there are five motives for using social media including: Motive Convenience with an overall average value of 3.32; Motive Utility with an overall average value of 3.09; Motive Seeking Information with an overall average value of 3.05; Motive Entertainment with an overall average score of 2.91; Motive Passing Time with an overall average value of 2.90.

Keywords: Social Media, Tinder, Motive.