

## ABSTRACT

*Technological developments make it easy to communicate and find information. Like a smartphone that is not only for communicating but can access information via the internet. One of the most frequently used social networking applications is Tinder. This is an application that brings users together with other users who have similar hobbies or even ideal partner criteria, in other words, Tinder is called a dating app. Users can choose the opposite sex according to their criteria, and can communicate in the chat room if they press the same “like” button. Of the many statements from users, one of them is for entertainment and tends to be used by students, this is interesting to be raised in research with the aim of uncovering the underlying motives for students using the Tinder application. This study uses a qualitative method with a phenomenological study conducted on six key informants and one supporting informant to find out what motives underlie users using Tinder. From the results of this study, it can be concluded that Tinder application users using this application are based on imitating people in their social environment, filling their spare time activities by playing the Tinder application. Shows his existence in front of other users, the desire to maintain his identity, seek attention from the opposite sex he enjoys in order to establish a relationship, get a chat partner to reduce tension, and the desire to gain respect from the surrounding environment.*

*Keywords: Tinder social network, Phenomenology, Motive*