

ABSTRACT

The existence of the Bumble application as a social networking application is the latest communication breakthrough for building friendships or other relationships. This phenomenon of Bumble use is based on the realization that currently many individuals build friendships on social media, especially through social networking applications, by projecting a certain self-image to attract attention. This process of self-representation influences how individuals build digital communication, and until now has not been related to self-representation in the context of friendships on the Bumble application. The purpose of this study is to analyze the self-representation of Bumble users in building friendships. This research focuses on self-representation norms, namely social norms and personal norms. The research method used is descriptive qualitative, with data collection techniques including interviews, observation, documentation, and literature studies. This research is supported by expert informants, namely self-development psychologists and also key informants, namely Bumble users. The results show that Bumble users who represent themselves by trying to display an attractive appearance. An attractive appearance is done by paying attention to social norms and personal norms. Social norms are considered an important part of providing comfort to other Bumble users. And personal norms are found to be a strategy used by Bumble users in presenting themselves to others.

Keywords: *Bumble, Norm Social, Norm Personal, Self-Representation, Friendship*