

ABSTRACT

The development of digital communication technology has transformed the way individuals build and maintain interpersonal relationships, including through online dating applications such as Bumble. In this context, there has been a growing trend in the use of paid features that offer personalization and efficiency in the partner-searching process. This study originates from the problem of how paid features in the Bumble application influence users' interaction motives. Using the Uses and Gratifications theory by Denis McQuail (1987), this research aims to identify users' motives in utilizing paid features and how these features fulfil the four general categories of gratification. This study employs a descriptive qualitative approach, with data collected through interviews, observations, and literature studies. The results indicate that users' motives for using paid features on Bumble fulfil all the gratifications outlined in the Uses and Gratifications theory: Entertainment (users experience more enjoyable and less boring app navigation), Information (helps users gain relevant and personalized information), Personal Identity (paid features enhance users' self-confidence), and Integration and Social Interaction (paid features allow users to build more meaningful and higher-quality social connections).

Keywords: Bumble, paid features, Uses and Gratification, User Motive