# Personal Branding of Female Virtual Biography Users on the Bumble Dating Application in a Romantic Relationship

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| Article Info | Abstract |
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| <br><br><br><br> | *Bumble is a dating platform that empowers women during the initiation phase of romantic relationships. With the "women make the first move" feature, the application creates a more controlled and secure experience for women in the realm of online dating. In this app, personal branding serves as a method to shape an individual's image in the eyes of others, reflecting the portrayal of women through virtual biographies. This research focuses on female users of dating apps in Indonesia, aiming to understand the personal branding strategies employed by women. The research method involves a qualitative approach with a case study methodology. Data collection techniques include observation, interviews, and documentation, while informant selection utilizes purposive sampling. The study's findings reveal that the personal branding strategies of female dating app users in Indonesia encompass competency aspects such as interests or hobbies in sports, makeup, and writing. Individual styles, both in communication without small talk and in clothing that reflects either a glamorous or simple style. Standards for seeking a partner involve shared preferences in humor or the partner's level of activity in interactions. Thus, personal branding in dating apps serves as a means to construct the virtual biography and image of women.* |

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## 1. INTRODUCTION

The dating application phenomenon in Indonesia refers to the popularity and use of a dating application called Bumble among Indonesian people. Bumble is an online dating platform that allows users to find partners, new friends, and even business friends. One of the unique features of Bumble is that the app gives women control over the dating process. In this application, only women can send the first message after a match between two users. This feature aims to provide a safer and more controlled experience for women in the world of online dating.

In an explanation from research (Dilens & Widyantoro, 2021) bumble was officially released to the public in 2014 with the concept of a dating application that carries feminist principles. Bumble founder Whitney Wolf Herd created the app with the aim of changing the dynamics that exist in the world of dating apps, focusing on creating a safe dating environment for women. Whitney Wolf Herd is also known as one of the founders of Tinder, a dating application that was very popular at that time. In 2014, after experiencing sexual harassment and gender discrimination, Whitney decided to leave Tinder and founded Bumble. The name "Bumble" itself in English is often associated with the buzzing sound produced by bees. This analogy reflects a bee colony led by a queen bee, representing the power and courage of women in this context.

The presence of this online dating application provides an opportunity for those who want to start exploring in search of a romantic relationship, casual or otherwise. Mobile dating app Bumble has been known as the "feminist version of Tinder" because it allows

women to have full control over their conversation activities. (Haryadi & Simangunsong, 2022)

Basically, the main purpose of the Bumble application is similar to other applications, namely connecting two individuals who do not yet know each other to form a relationship. The main difference between Bumble and other apps lies in the requirement for women to initiate conversations. Once there is a match between the woman's and the man's choices, which is called a "match" in the application, the communication process can begin.

Women who take the initiative or approach (PDKT) towards men are often considered too brave. Previously, women tended to be the ones who waited and accepted decisions, especially when it came to choosing a partner. However, this view is now starting to shift, because women now have the ability to take over all decisions related to their own lives, including choosing a partner. This is considered normal, showing that women can express interest and take the initiative in relationships.

According to (Pramjingtyas, 2021) that currently women also have the same right to express their feelings and also have the right to start a relationship first. Bumble is an online dating application that has a quite unique concept. This application gives women the freedom to choose and take the first step to start a conversation with their match partner.

However, if within 24 hours the woman does not start a conversation, then the "match" will expire. In this case, the men do not have the option to start the conversation, because they can only wait until the woman takes the initiative to start the conversation. This feature was designed by Bumble with the aim of giving women more control in relationships. Women use personal branding on the online dating application Bumble as a way to attract the attention of their "match" partners. According to research (Butar Butar & Fithrah Ali, 2018) Personal branding is an image or thought that appears in people's minds about something they see or hear and each individual tries hard to build a self-image that suits their skills and interests. Likewise, women who use virtual biographies via the Bumble application, one of whose goals is to make an impression in their efforts to establish a romantic relationship with the man they choose to be their friend or partner.

The concepts used in this research are the three main dimensions that form personal branding as explained by Mc Nally and Speak in research (Franzia et al., 2018), namely consisting of (1) individual competence or ability, (2) personal style, ( 3) a person's personal standards. Thus, it can be concluded that personal branding is a person's attempt to introduce his or her image, including personality, abilities and values, to as many people as possible. The goal is to build people's trust in us. Before carrying out personal branding, it is important to understand your own personality, knowing what makes us different from other people. For example, in building personal branding on a dating application, you need to update your profile according to your charm, show the image of yourself that you want to realize, and gradually expose these sides. Having clear goals about how you want to be known by others and how you want to be seen by them is also important. Apart from that, there is no need to be embarrassed to present yourself confidently, showing that we are unique and continue to develop.

This research uses qualitative research methods aimed at exploring the phenomena experienced by the research subjects thoroughly through descriptions using words and language, especially in natural contexts. The aim is to explore the meaning that arises from the social environment of the research subject (Creswell, 2019), in this case the strategy of women using virtual biographies via the Bumble application. According to (Nurhadi & Din, 2012) qualitative research is also used to find new perspectives on things that the public already knows a lot about.

The research approach adopted is a case study which will explain this phenomenon in depth and has its own uniqueness, as has been explained by (Alwasilah, 2015) that through

case studies researchers in depth and intensively analyze various symptoms and constitute the life cycle of the unit. complex and unique, researching case studies means that the writer will go all out in researching the details to the roots. The researcher chose to initiate research with the title discussion of women's personal branding strategies on dating applications for the reason that they wanted to re-understand or re-present previously existing phenomena, with the aim of reconstructing or updating the information in order to achieve a more accurate understanding. This effort was carried out with the hope of gaining new insights in the field of communication science.

## 2. RESEARCH METHOD

This research uses qualitative research methods with a case study research approach. Qualitative explanation according to (Moeloeng, 2019) The qualitative research method is defined to find out and describe or describe women's personal branding strategies on the Bumble dating application in an effort to establish romantic relationships. The researcher will also carry out research according to what happens in the field, the researcher will also describe the data from the analysis that will be obtained through interviewing informants to obtain data from the field. The data collected is in the form of words from interviews with informants who are new to using the Bumble dating application. The research approach uses case studies which explain according to (Yin, 2015). Case studies are one of the research methods in the social sciences. In general, a case study is a more suitable strategy if the main research question is related to how and why, if the researcher has little opportunity to control the events to be investigated, and if the focus of the research is on contemporary (present) phenomena in the context of life. real.

The factors that researchers use in this case study look at the phenomenon or uniqueness of the object, namely women who use the Bumble dating application through virtual biographies uploaded by users on their Bumble profile, emphasizing the personal branding strategy of women as direct users who have attracted the attention of their partners. match or her male date. Then, the author identifies the problem, collects data, presents data reduction in the form of interview data with selected informants. Then the data that has been obtained from the informants is arranged and sorted, then the researcher checks again the data that has been obtained from the interviews, the data sources compare the observation data and the interview data, until the data is correct and finally conclusions can be drawn. The data collection techniques used were interviews, observation and documentation. Interviews were conducted by researchers to obtain in-depth information. The researcher will conduct in-depth interviews with 4 informants who have been determined by the researcher according to the informant categorization.

Through this interview, the researcher tried to dig up more in-depth and detailed data from the informant regarding the informant's views, attitudes and experiences. The observation method is a data collection method used to observe and review carefully and directly at the research location to determine the conditions that occur and then use it to prove the correctness of the research design being carried out. Researchers will only examine the personal branding strategies carried out by women on the Bumble dating application.

The documentation that the author obtained and will use in this research captures data from each Bumble account to support other data and documentation. Documentation can ensure that the data collected and the information analyzed are available.

In this research, purposive sampling was used, which according to (Bungin, 2017) is one of the general strategies in qualitative research is to select informants by considering criteria that have been carefully selected and are relevant to the research issue, where

groups of participants who match these criteria are identified as informants. Based on the explanation above, the criteria for the informants selected in this study were (1) The researcher chose a female informant who was the object of the research and had been actively using the Bumble dating application for approximately 2 years, (2) The researcher also chose a male date who actively used Bumble in the last 2 years as a comparison of the views of women from the money in their virtual biographies.

## 3. RESEARCH RESULTS AND DISCUSSION

In the context of dating applications, each individual has varying preferences in the process of forming women's personal branding. They tend to choose unique and interesting ways to present themselves, with the aim of attracting the attention of others. By referring to the concept of the three main dimensions of personal branding formation according to McNally and Speak, these three concepts can be described as follows: (1) Individual competence or skills, as well as roles with other people. (2) Personal style or style, which includes the way we interact with other people. (3) A person's personal standards, namely how we carry out our actions and behavior.

### 3.1. Research result

#### 1) Helping Women's Personal Branding Apply to Dating Applications

In this research, it was found that the formation of personal branding in the context of dating applications can be done through highlighting a person's skills, hobbies and competencies.

"I think it should be because in online dating, we only know from what's on our profile, right, and it's easier to connect if we know the expertise, whether we're experts in the same field or we're *kepo* (we can build questions from the hobby) ) like I'm a *kpoper*, I don't hold back because I don't care, but I also want them to know that I'm a *kpoper* (because there are many guys who don't like that) as long as I don't brag about my skills, I'm always welcome"- Zura

Interviews with dating app users, such as Zura and Kayra, show that showing skills or hobbies can be an effective way to attract other people's attention and build deeper connections.

"*It helps a lot and makes the experience more enjoyable*, because it helps get *matches* who apparently have the same interests/frequency as us. I also show my interests/hobbies, write a bit of a bio *flirty but funny*, showing my taste in music, then apart from including photos of myself, I also include funny memes"
- Kayra

Zura and Kayra emphasize the importance of showing different sides of your personality through flirty, humorous descriptions and photos that reflect your interests and skills. In a woman's view, showing hobbies or talents can make a profile more attractive, while in a man's view, this reflects character and added value.

"A woman who shows hobbies/talents in her profile shows that she is a woman who has character and definitely has more value in my eyes" - Salim

"The woman is looking for someone who shares her hobby, and if it's not interesting in my opinion then there won't be any curiosity"- Abyan

Salim and Abyan's views show that men appreciate women who show interesting hobbies or interests, and conversely, women also look for similar interests in finding a partner. However, each individual has unique criteria, and diversity of interests can be an important factor in building meaningful relationships. While indicating hobbies or interests can help in the search for a

suitable partner, an emphasis on honesty, personality, and communication remains key factors in determining the success of a relationship. Thus, establishing personal branding on dating apps involves a balance between showing personal interests and remaining open to diversity to build strong and meaningful relationships.

Style in the context of dating applications includes the way a person presents themselves and interacts with potential partners. In an interview with Zura, it was revealed that clothing style can be a means of showing various sides of personality. Zura emphasizes the use of colors and cute designs to reflect her preferences and personality. Additionally, she tries to maintain a balance between cute and more mature looks.

> "Because my overall style is cute and colorful, I usually like to balance it like that, for example, a photo of a cute outfit like overalls/colorful clothes, then a more casual shirt or dress? Little grown up? In any case, it's not so bad that you make a selfie photo that's as funny as normal?? I don't understand, so he can see my likes/personality, it's not just 1" - Zura

> "I'm wearing it in the photo *style* the clothes I usually wear when I go out with friends, wear *makeup* and the hijab arrangement in *styling* too" - Kayra
> "Usually, I compliment interesting things about him *or make flirty jokes about it*, or if we have the same interests at least talk about it "- Kayra

Kayra, in the context of clothing style and make-up, chooses to look like she does when she is with her friends. This strategy helps others see him in a more casual context, providing a better picture of his personality outside of dating situations. He also emphasized the importance of complimenting or making flirty jokes about shared interests to build a connection. The male gaze, as expressed by Salim and Abyan, highlights personal preferences for women's style. Salim prefers a casual and not too formal style, while Abyan likes a simple and uncomplicated style. However, it is important to remember that these preferences vary between individuals.

> "I am attracted to women who look the same as me, I don't like women who wear eccentric clothing styles and tend to be strange"- Salim
> "A woman whose dressing style is the same as me, simple, not complicated" - Abyan

Style in dating applications is not only related to physical appearance, but also reflects a person's personality and interests. While there are individual preferences, diversity in styles can open up opportunities for new experiences and learning in relationships. The importance of mutual respect and acceptance of differences in finding a partner was also highlighted, emphasizing that comfort and confidence in clothing is paramount. Personal branding standards play a key role in how others perceive us, and we are often the ones who set them. Sometimes, setting standards that are too high can result in failing to achieve them, creating a gap between expectations and reality. In the context of dating apps, standards can vary greatly between individuals.

> "Actually, I'm online with me *offline* it's not much different because I don't really care what people think. Maybe I'm sometimes shyer when I just met,

especially if only two, but if I'm very connected, yes, I'll be fun. I really do not feel there is a difference that there is at least I'm a bit different from ordinary girls my age who are more *reserved*"- Zura

"Show me *the best version of ourselves not the fake version*, be yourself and be authentic"- Kayra

Zura, in interviews, emphasized that she tends to be herself without any obvious differences between online and offline life. He displays an attitude that cares less about other people's views and focuses more on his true interests. Kayra emphasizes the importance of showing the best, authentic and honest version of yourself in your interactions with others.

The views of men, such as Salim and Abyan, highlight certain areas in assessing women's personal branding on dating applications. Salim emphasizes the importance of appropriate pickup lines and appearance, while Abyan emphasizes honesty and authenticity as keys to building strong relationships.

"Usually, the personal branding that I assess is how he chooses and arranges pickup *lines* he wants to show on his profile. Another point is appearance, namely the face and outfit, the more suitable the combination of everything, the greater the personal potential" - Salim

"The way I have in mind is to truly understand and recognize the potential we have. Never force yourself to be humble if you are a cold person or vice versa, because that doesn't seem natural. Something that is made up is clearly less interesting, so make the most of what you have. If you are a cold person, act like that but learn to keep smiling warmly and communicate moderately but clearly. "If you feel that your facial appearance is less attractive, then tidy up your appearance, because being neat is more important than being handsome/pretty" - Abyan

It follows that each individual has unique personal branding standards, and presenting oneself authentically and honestly is important in the context of dating apps. Alignment between self-expectations and reality can help build more meaningful relationships with others. The importance of being yourself and understanding your potential is the main theme in this context.

2) **A Look from Match Couples on The Personal Branding of Female Dating App Users Bumble**

The views on personal branding of potential partners on dating apps can vary, and their expectations of personal branding can vary. Self-confidence in personal life can be a factor in attracting attention. Salim and Abyan, in interviews, stated that personal branding depends on an individual's goals, whether it is looking for a job or finding a life partner.

"*Personal branding* in my opinion, this is how someone, in this case a woman, "sells" the value of her attractiveness in the personality market, an example might be someone who highlights her talent in terms of singing and dancing. There are things that highlight visually, whether it's the face or body shape, and things that can be shown non-physically (virtually)" - Salim

"*Personal branding* depending on what the goal is first, looking for work or finding a soul mate. "If in this case it's possible to find a soul mate, you can start

by showing interesting things about yourself that you think can make the opposite sex interested." - Abyan

According to Salim, women's personal branding includes how they "sell" their attractiveness, whether through talents such as singing or dancing, physical appearance, or non-physical aspects. Abyan emphasized that personal branding goals will influence his focus, whether it is to find a job or find a soul mate. In both contexts, self-confidence and highlighting attractive aspects are key in personal branding. Therefore, personal branding is about building an attractive image, depending on the context and individual goals. Self-confidence and highlighting attractive aspects play an important role in building a successful personal brand, whether for professional purposes or finding a life partner.

3) **Barriers to the formation of personal branding for women on the dating application Bumble**

Forming personal branding on dating applications, especially for women, has several obstacles. There is pressure to conform to stereotypes about women's appearance and behavior, and there is often judgment and criticism of their appearance. Zura and Kayra, in interviews, revealed some of these obstacles.

"There's a reason why now I want to be as genuine as I can be, as authentic as possible, it feels like *a breach of privacy*? because if I talk about something on *Tiktok* the reach is now because the algorithm is very easy, it can suddenly be known by family or friends or people who are discussed or office people. it's not a bad thing both head over heels? so sometimes my personal branding is normal things that can be accepted by everyone in my life, it's not like it's professional for office friends, it's funny for friends" - Zura

"Barriers to forming personal branding for women on Bumble *in my opinion* Sometimes we don't really know ourselves, yet *indecisive* Also, I don't really know what side I want to highlight. *Maybe we want to show A side more because* we think *that's the best side that we can offer* then I keep thinking oh, but it seems like I'm showing this too, which is the opposite of what was shown before, well, it keeps happening. *personal branding* What we want is not delivered in the end. Then the second is self-confidence. I think, not everyone can be confident *even* in public spaces *that basically no one knows you like bumble* Wow, you're on Bumble, right? *supposed to* sell yourself. but there are many, not only girls but also guys who are not confident for example like using photos in groups or photos of cats or photos of his idol only right personal branding next to where*? u supposed to show you* that's it. that's the last one *we, us, women* Most people think, most of the things happen *personal branding* that was shown *is not really us* so it's like branding without proof and lying"- Kayra

Zura said that there were obstacles to expressing oneself freely due to concerns about privacy. Therefore, a good approach is to express yourself in a way that is normal and acceptable to various people in your life. Kayra identified obstacles such as lack of self-understanding, doubt, and fear of showing a different side. He emphasized the importance of developing self-understanding and increasing self-confidence. In the context of dating apps, maintaining privacy and limiting personal information is a wise approach. Forming a personal brand requires good self-

understanding, increased self-confidence, and the courage to show your authentic side. Although obstacles such as lack of self-confidence and doubt can be faced, this process is part of developing self-identity and can be overcome with time and effort.

4) **Factors that are the reasons for forming personal branding for women in dating applications**

Personal branding on dating apps involves the way a person presents themselves to attract the attention of potential matches. Key factors for forming personal branding include choosing a quality profile photo, creating a short description that includes personal information, and showing an attractive personality.

"Is the main factor in my personality the most attractive? "Like I'm fun and like to joke, I keep showing it. Apart from that, maybe the selfies that I choose are the ones that I think are good, the way I speak also has an influence, and sometimes the choice of jokes, for example from Twitter or from outside TikTok, is like that," - Zura

"Factors that influence personal *branding* in my opinion is when my opposite sex can present or display a fundamental picture of himself that explains how he looks, whether he is a glamorous person or simple, whether he is a person who behaves and acts aesthetically or as he is. What is his sense of humor, whether it suits us or not. And various kinds of supporting factors that can become basic components that describe what it is like" - Salim

Zura and Salim, in interviews, highlighted the importance of expressing their personality, sense of humor and appearance authentically in order to reflect who they are and whether they fit the criteria of a potential partner. Personal branding on dating applications aims to enable other people to see and understand the individual and assess the suitability of the relationship. This research differentiates itself from previous research through the subject and object of research, focusing on the personal branding strategies of female users of the Bumble dating application. Qualitative methods with a case study design were used to analyze interview results and answer research problems.

The formation of women's personal branding at Bumble focuses on three main dimensions according to McNally and Speak: competence (individual abilities), style (how they interact), and personal standards (how they do it). Competence includes showing interests, skills, and hobbies to attract your partner's attention. Style involves ways of communicating and presenting oneself, including clothing style. Personal branding standards reflect each individual's preferences and values.

Obstacles in forming a personal brand are especially experienced by women, with pressure and criticism regarding their appearance on dating applications. They tend to try to maintain privacy while still expressing themselves. Research discusses the importance of consistency, both in visual communication (profile photos) and communication style. Personal branding on Bumble is also tied to new media, showing the changing role of technology in shaping the dating experience and digital communications. Overall, the formation of personal branding at Bumble involves awareness of competence, style and personal standards as key elements in creating a positive and attractive impression for partners who meet the criteria.

### 3.2. Discussion

### 1) Individual Competency or Ability

A person can develop personal branding by creating attraction through aspects that attract attention and through the use of structured communication methods. Personal branding can be thought of as a representation of society's perception of an individual, reflecting the values, personality, skills, and qualities that differentiate that individual from others. From the results of interviews in this research, it was revealed that to build personal branding, it is important for someone to have skills, hobbies or competencies in a particular field that they master. Zura, a woman who uses dating apps, expressed her views in an interview explaining that showcasing skills or hobbies that interest her is very important, as it can be an effective method to attract the attention of others and build deeper relationships. These actions have the potential to create a positive impression of a person's personality and allow for connections with people who share similar interests. Kayra also expressed the same thing in an interview with researchers who explained that by displaying skills or hobbies on dating applications, we can increase the chances of finding a suitable partner. Revealing personal interests and skills also allows us to use that information as screening criteria for potential partners. This way, we can search for individuals who share similar interests, increasing our chances of finding a partner who matches our preferences and interests. Here is a picture of a virtual biography:
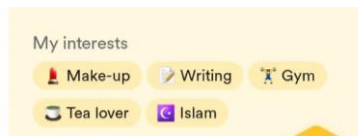


Figure 1. My Interest/Hobbies and Interests (Bumble Virtual Biography)
Source: Bumble, 2023

The interview results explain that showing skills or hobbies on dating applications can help us find a suitable partner. By indicating our interests and skills, we can also use this information to filter potential partners. We can search for people who have similar interests, which can increase the chances of finding a good match. According to one informant, Abyan (Informant, 2023) explained that if a woman is looking for a partner with similar interests or hobbies, and interest arises in someone's profile, this decision is each individual's prerogative. Everyone has specific standards for finding a partner, and finding someone who shares similar interests or hobbies can make it easier to develop a deeper relationship based on those similarities. On the other hand, if the woman feels that the profile does not meet the criteria, then she will likely not continue to explore further.
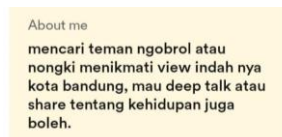


Figure 2. About me (Bumble Virtual Biography)
Source: Bumble, 2023

### 2) Style or style

Personality in personal branding can be reflected through individual style. This style is an element that differentiates a person in the eyes of other people. The way

individuals interact with others also reflects their style. Sometimes, judgments of our style by others often contain significant emotional expressions. Style in the context of dating applications refers to the way a person presents themselves and relates to potential partners or dates through a dating platform. From the results of an interview with informant Zura (2023), it was explained that the informant described various sides of his personality through his dressing style on dating applications by choosing clothes that had a combination of colorful colors and cute designs in one of his favorite photos. However, on the other hand, he can also appear mature and casual by choosing more mature clothes. The next informant named Kayla (2023) explained that the fashion style she prefers is more relaxed and simpler. The author carried out a source triangulation process by confirming the style of each key informant. According to Salim (Informant, 2023) who said that he prefers women with clothes that are more casual, less formal, eccentric and comfortable to wear. However, Salim (Informant, 2023) then explained that he likes women who can accept him as he is. In looking for a partner, some people may feel they will be more connected with people who have the same interests, style or styles. However, having a partner who has different interests and styles can complement each other's lives. Diversity in relationships can also open them up to new experiences and they can learn new things from each other, according to (Minarti, 2018) Style reflects a person's vision, mission and approach to achieving goals. This can be seen in spoken language, writing and physical movements, and has an impact on influencing other people. It is important to have a broad knowledge in order to appreciate the differences in other people's styles. As individuals, we must be open-minded and wise in accepting variations in style, because trying to force others to adopt the same style will only make things difficult. By being open to differences, we can learn from each other and build inclusive and respectful relationships, which can ultimately enrich our life experiences and increase tolerance for diversity.

### 3) Standard

Personal branding standards greatly influence how other people see us. Standards will define and give meaning to the power of personal branding. But the key is that you set the standards yourself, you have to do it yourself. Sometimes we set standards that are too high and already tell other people that we are able to do something quickly and can get good results (so that our competence and personal branding style looks attractive in everyone's minds). In the interview, Zura revealed that she tends to show herself honestly without hiding anything. His attitude remains consistent, both in using dating applications and in everyday life. In addition, Zura admits that she is not someone who gets along easily with new people unless they have similar interests to hers. Kayra explains that showing the best, authentic version of yourself is an important principle in interacting with others, speaking honestly about who you are, and letting others see you as you really are. Showing your true self to others can also allow them to get to know you well and better understand who you are.

| Nama Informan | Kompetensi atau Kemampuan Individu | Gaya atau Style | Standar |
|---|---|---|---|
| Zura | 1. Menunjukan minat atau hobi seperti menyukai gym, kpop. 2. Menulis deskripsi bio yang sesuai dengan kriteria, ... kota bandung. | 1. Memperlihatkan gaya pada bagian profil menjadi langkah awal bagaimana orang lain melihat sisi yang berbeda dari diri sendiri. 2. Menunjukan gaya berpakaian yang ... berinteraksi | 1. Mencari yang lebih mudah beradaptasi dengan orang lain atau lebih *attractive* 2. Seseorang yang tidak begitu ... orang lain ... sendiri |
| Kayra | 1. Menunjukan selera musik atau meme yang lucu 2. Menuliskan | 1. Menunjukan pakaian juga tatanam makeup dan hijab yang bagus. 2. Memulai percakapan | 1. Menunjukan versi terbaik pada diri sendiri 2. Menyukai |

Figure 1. Personal Branding Assistance Process
Source: Researcher data processing, 2023

**4) A Matchmaker's View on Personal Branding of Female Bumble Users**

Perspectives on the personal branding of partners met on dating apps can vary, with each individual having different expectations. Showing confidence in aspects of your personal life through personal branding is also considered to attract the attention of potential partners. Salim (Informan, 2023), for example, stated that he places importance on his views on personal branding. She answered that personal branding is how a woman can build their own attractiveness from various aspects such as talent, physical appearance or others. Abyan (Informant, 2023) answered that doing personal branding can be different depending on the person's goals, doing personal branding in the context of looking for work, then the focus may be more on showing relevant qualifications, skills and experience. However, in the context of looking for a soul mate or date, personal branding can focus more on the aspects that make someone attractive as a partner who fits the criteria. From the results of the interview above, both Salim and Abyan (Infoman, 2023) agree that personal branding is about how someone presents themselves in various ways, depending on the context and their own goals, whether it is looking for work or finding a soul mate. In both cases, self-confidence and showing attractive aspects are important in personal branding.

Table 1
View Match Pairs On *Personal Branding* Female Users of the Dating App Bumble

| Informant's Name | Personal Branding View |
|---|---|

| Salim | Demonstrates unique and interesting interests, talents, or skills other than physical ones. Be yourself in doing personal branding. |
|-------|-------------------------------------------------------------------------------------------------------------------------------------|
| Abyan | Determining your goal in doing personal branding, to find a partner, is important to show yourself as you are, so you can find someone who fits your own criteria. |

Source: Informant interview results, 2023

5) **Barriers to the formation of personal branding for women on the dating application Bumble**

The formation of personal branding can face several obstacles, one of which is the pressure experienced by women to comply with norms regarding appearance and behavior that are considered appropriate in order to attract the attention of potential partners. Women often face more judgment or criticism regarding their appearance on dating apps and other platforms. They may feel anxious about how potential partners or others will react to their appearance, which can be a barrier to expressing themselves freely. Zura, as he stated in his interview with researchers, faced several obstacles in forming his personal brand because of these concerns. Zura (2023) suggests that an effective way to develop personal branding on dating applications so that it is accepted by various people is to express yourself simply and naturally. It is important to maintain privacy by not giving too much personal information to people you don't know well or too quickly. getting to know each other. Kayra emphasized that there are several common obstacles to forming a personal brand, including a lack of understanding of oneself, doubt, fear of showing a different side of oneself, and lack of self-confidence.

Therefore, it is advisable to consider developing a deep self-understanding, exploring various aspects of oneself, as a step towards building self-confidence. It can be concluded that an effective strategy in building personal branding that is accepted by various individuals is to maintain privacy and control the extent to which we share personal information. The process of creating a personal brand, especially in the context of dating apps, can be challenging for various reasons, such

as lack of understanding of oneself, lack of self-confidence, doubts, and fear of showing a different side of oneself. In line with what (Adieb, 2021) explains, many people who lack self-confidence tend to be reluctant to express their authenticity when building personal branding, preferring to adopt other people's personalities in order to gain more acceptance. Such mistakes still occur frequently today, especially on social media platforms. For example, on social media, people tend to follow general appearance trends rather than showing their true appearance. Pretending to be someone else can cause the relationship that is built to be only temporary, because when other people find out your real personality, they may feel shocked and choose to stay away. Therefore, it is important to remain yourself, with all your strengths and weaknesses.

Table 2. Barriers to creating personal branding for women on the Bumble dating application

| Informant's name | Barriers to the Formation of Personal Branding |
|---|---|
| Stare | 1. It's not easy to give too much information about yourself.<br>2. Have concerns about people you know, who may have varying reactions to the information conveyed<br>3. Communicate carefully on certain topics<br>4. Worried about privacy as well as security |
| Kayra | 1. Don't fully understand yourself<br>2. Hesitate to show which side of yourself to show<br>3. Lack of self-confidence<br>4. Worried about other people's judgment<br>5. Feeling not free to express yourself as you are. |

Source: Results of informant interviews, 2023

6) **Factors that are the reasons for forming personal branding for women in dating applications**

Personal branding on dating applications includes the way a person presents themselves to appear attractive to potential partners. There are several factors that contribute to forming personal branding on dating applications, such as choosing a quality and attractive profile photo, as well as creating a short description or profile that contains information about yourself. The main goal

is to enable other people to see and understand our identity as individuals, as well as determine the extent of congruence between ourselves and those who view the profile. As Zura said, she revealed that the element that played a role in forming her personal branding was highlighting the attractive side of herself. Showing personality is a way to reflect his identity as an individual and how he interacts with other people. According to Salim (Informan, 2023), the factor that influences women's personal branding is when they express themselves according to their own personality. In this case, the relevance can be seen from the extent to which the woman's appearance reflects her personal criteria or values.

Table 3. Factors Forming Personal Branding

| Informant's Name | Personal Branding View |
|---|---|
| Salim | Demonstrates unique and interesting interests, talents, or skills other than physical ones. Be yourself in doing personal branding. |
| Abyan | Determining your goal in doing personal branding, to find a partner, is important to show yourself as you are, so you can find someone who fits your own criteria. |

Source: Informant interview results, 2023

## 4. CONCLUSION

The conclusion from the information provided is that forming personal branding on dating applications, especially Bumble, is an important key to attracting attention and establishing good relationships. In this process, there will likely be meetings with people who have different interests, hobbies, styles and standards. This can provide new experiences in relationships. The match partner's view highlights personal branding as a way to differentiate oneself and show self-confidence which is important in building personal identity. Dating application users are expected to be more effective in achieving their personal branding goals. Meanwhile, women may face obstacles in forming a personal brand, including a lack of focus on developing self-understanding, low levels of self-confidence, and limitations in expressing the attractive side of themselves. The factors that form personal branding involve confidence to express oneself, looking for similarities such as humor, hobbies and standards with a partner. All of this aims to paint an accurate picture of ourselves and seek compatibility with others. Thus, the process of establishing personal branding on dating applications can be an important first step in building meaningful relationships.

This research focuses on the personal branding strategies of female dating application users in Indonesia, using qualitative research methods with a case study approach. It is hoped that future research can continue to explore women's personal branding strategies on dating applications in Indonesia, by utilizing qualitative methods and phenomenological approaches. The focus is on analyzing the self-disclosure of women using the Bumble dating application in Indonesia. In the context of using dating apps, especially Bumble, research shows that being yourself is the main key to developing effective personal branding. This emphasizes the need for a deep understanding of oneself and increased self-confidence. Users are expected to build a self-image that aligns with their personality and values. Taking the initiative to start a conversation is also considered an important step to express oneself authentically, which can be a unique attraction in interactions on dating apps. In conclusion, developing personal branding on dating apps requires deep self-awareness, increased self-confidence, and the ability to be authentic. It is hoped that these steps will help female dating app users in Indonesia build meaningful relationships and strengthen their identity in the online world.

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