Preferential Life Partner For User Mass Journalism Dating Application (Gen Z Case Study)

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Article Info	ABSTRACT
Keywords: Generation Z, app dating, relationship sustainable	In research this, investigated challenges faced Generation Z in use application date For build sustainable relationship. Introduction explain complexity in choose partner potential and risks dishonesty in representation online self who can disrupting the process of trust and intimacy. Research methods involve interview deep with user application date Generation Z for understand experience and perception they to dynamics This. Research result show that Lots from they experience difficulty in navigate High expectations and low expectations realistic to candidate partner, as well face challenge in build deep trust and intimacy in online relationships.
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INTRODUCTION

Gen Z, in general covers individual born between 1997 to 2012, known as very familiar generation with digital technology and the internet. Generation This growing up in an era where technology and social media play role big in life everyday, so No surprising If use application dating among they has experience significant improvement. Convenience access and convenience offered by the application date like Tinder, Bumble, and OkCupid became factor main driving force popularity of the platform among Gen Z. App date possible they For find partner potential with efficient and appropriate way with style their digital life. Apart from that, features innovative like algorithm matches, personalized profiles, and capabilities For communicate in a way direct through message instant or video calls, increasingly increase Power pull application This for Gen Z. Generation this is also appreciated flexibility and speed in interact, something that is greatly facilitated by modern technology (Hisham, 2021) .

With all convenience and features offered, application date provide interesting environment for Gen Z to explore connection romantic in a way more broad and varied. Study This aim For understand in a way deep preferences and behavior of Gen Z in choose partner life through application dating, as well influencing factors decision they in use this platform For build connection romantic. With increasing dependence on technology For various aspect life, incl search partner life, research This try reveal dynamics unique challenges faced by generations young This in the world of digital dating. Findings from study This expected can give outlook valuable for developer application dating, as well help in devise more strategies

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effective For fulfil Gen Z's needs and expectations. Additionally, understand preferences and behavior of Gen Z in context this is possible too give more picture wide about change in related social and cultural norms with connection romance in the digital era (Liu, 2009) .

Development technology has change method man interact and shape connection social, incl in look for partner life. According to Statista, by 2023, about 40% of users application worldwide dating originates from among Gen Z. This figure show that generation young This the more depend on technology in aspect important life them, incl romance and relationships term long. Application date like Tinder, Bumble, and OkCupid became popular among they Because offer various possible features user For adapt search partner in accordance with preference personal.

Preference partner Gen Z tends to live different compared to with generation previously. Based on study from Pew Research Center (2021), Gen Z is more value equality in relationships, openness, and honesty. They tend look for couples who have aligned values with them, as well own progressive view to issues social like gender equality, diversity, and inclusion. This matter show exists shift values and priorities in look for partner live among generation young This (Nurqamar et al., 2022) .

Apart from that, Gen Z is also inclined more choose couples who have the same interests and hobbies. According to A study by the Journal of Social and Personal Relationships (2022), similarities in interests and hobbies become factor important in success connection term long among Gen Z. They feel that own similarities in matter This can strengthen bond emotional and creating experience with more meaningful. Application date often offers possible features user For displays interests and hobbies them, so make things easier for Gen Z find compatible pair (Budiana, 2021) .

Opinion experts also support findings This. Dr. Jess Carbino, a researching sociologist behavior user application dating, states that "Gen Z tends to look for authentic and meaningful relationships. They use application date No only For find partner romantic, but also for build deep connection based on shared values and interests. " Views This strengthen idea that Gen Z preferences in look for partner Life is greatly influenced by desires For own more relationship from simply connection physique.

However, although There is Lots benefit from use application dating, there are also necessary challenges noticed. One of them is risk fraud and profiling fake that can be harm user. According to report from the FTC (Federal Trade Commission) in 2022, there is improvement case involving fraud application dating, with loss reach millions dollars. This shows that although technology give convenience in look for partner, there are also risks that must be watch out. On the other hand, applications dating also helps overcome limitations geographical in look for partner. Before exists application dating, individual Possible only can find partner in scope limited social. However, with application dating, Gen Z can interact with individual from various background rear and different locations, expanding opportunity they For find suitable partner. This matter show How technology can open opportunity new in context interpersonal relationships.

also important to consider impact psychological from use application dating in Gen Z. According to study from the University of Texas (2021), usage application date in a way

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excessive can cause stress and anxiety, especially If user feel pressure For find partner with fast. Apart from that, there is expectations are high and often No realistic in look for partner can influence user's mental well-being.

Study This aim For explore dynamics new in method Generation Z voted partner life. Background study This driven by change behavior social generation This is what grows in the digital era and have habit as well as preference different in interact and search partner compared to with generation previously. With progress technology and improvement internet accessibility, applications online dating has be one method main for Generation Z for meet and interact with candidate partner they.

This study aim For reveal How technology influence choice partner life Generation Z and identifying factors What only that is considered important to them in intertwine connection. Additionally, research this will too explore influence cultural and social, such as social media, against method Generation Z voted partner, as well impact psychological and emotional from method this digital interaction. Application online dating often stores useful data For analysis trends and patterns preferences, so study This own potential For give contribution scientific meaning. Result of studies This expected can offer useful insight for developer application date For creating more platforms in accordance with needs and preferences user, make it relevant and interesting topics For researched more carry on.

With Thus, research This No only focuses on preferences partner live among Gen Z users application dating, but also consider various factor affecting behavior they in context This. Deep understanding about preferences and behavior This can give outlook important for developer application date For increase service them, as well for experts and practitioners in designing possible interventions help Gen Z in discover and build healthy and meaningful relationships.

Theoritical Review
Interpersonal Communication Theory
Communication Theory Interpersonal (Interpersonal Communication Theory) is encompassing theory various models and concepts For explain How individual communicate in a way direct and constructive connection. According to expert communication interpersonal, Joseph A. DeVito, communication interpersonal is the process of sending and receiving messages between two people or more, mutual influence One each other. In context application dating, communication interpersonal become key main in evaluate suitability and build connection with partner potential. In the app dating, user interact through message text, call voice, or video call, that's all is form communication interpersonal (Abidin et al., 2023) . Gen Z, as very familiar generation with digital technology, utilizing various feature communication This For know partner potential, share interests and values, as well evaluate compatibility they in a way more deep (Sartika et al., 2023) .

With using Communication Theory Interpersonal, us can analyze how Gen Z uses communication strategies certain For reach objective they in context online dating. For example, expert communications Mark Knapp, who developed the stages model interpersonal relationships, show that connection develop through stages like initiation, experimentation,

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intensification, integration, and maintenance. This theory can help reveal How user application date manage impression First through profile and messages early, as well How they in a way gradually open yourself and share information more personal in along walking time (Yong et al., 2020) . Aspects like honesty, empathy and openness become important in build authentic and meaningful relationships. Apart from that, theory this is also possible We For understand how Gen Z handles conflict and challenges in online relationships, as well How they use communication For strengthen bond emotional with partner they (Himelboim, 2012) .

More Far again, Communication Theory Interpersonal also delivers framework For understand dynamics power and influence in online interaction. For example, how user application date of Gen Z negotiate about expectations and boundaries in connection them, as well How they manage difference culture, values, and background behind. According to expert communication, such as Sandra Petronio, who put forward Management Theory Privacy Communication (Communication Privacy Management Theory), is important For understand How individual decide information What will they share and to Who. With apply theory this, research can give deep insight about pattern typical communication among Gen Z within context digital dating, identify influencing factors success relationships, and offers recommendation For developer application date in designing supporting features healthy and effective communication. With Thus, Communication Theory Interpersonal No only help in understand interaction daily in the app dating, but also giving more views wide about How technology influence method generation young build and maintain connection romantic. (Hardiyanto et al., 2017) .

Preference Spouse

Preference partner life refers to various characteristics or qualities desired by individuals in choose partner For connection romantic or wedding. According to expert psychology evolutionary, David Buss, preferences partner life is results from the selection process influencing nature behavior man in choose partner. Buss argued that individual tend look for quality particular to the couple those who can increase opportunity reproduction and success descendants they. Characteristics This can covers Power pull physical, social status, kindness, and intelligence. Buss' research shows that although There is variation culture in preference partner live, some quality like Power pull physical and source Power economy tend valued universally (Kognition et al., 2021) .

Additionally, preferences partner you can live too influenced by factors psychosocial and cultural. Psychologist social, Zick Rubin, points out that preference partner life often influenced by factors like past experiences, values family, and social norms. Rubin emphasized that preference This not static, but rather dynamic and capable changed along with development individuals and change context social. For example, in modern society, preferences partner life Can influenced by level education, equality interests, and compatibility emotional (Agai & Saragih, 2021). Rubin also noted that in context use application dating, preferences partner life can more explicit seen through algorithms and features highlighting matching attributes certain things are considered important to users.

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With Thus, preferences partner life is draft involving complex interaction between factor biological, psychological, and social. (Mizani, 2017).

Mass Journalism *Dating Application*

Application date is a digital platform designed For facilitate meetings and communication between individual looking connection romantic. According to expert digital communications, and Dr. Nicole Ellison of the University of Michigan, app date can defined as tool technology that uses the internet to connect user based on algorithm matching. Ellison argued that application date change method individual interact with candidate partner, give more access spacious and efficient in find partner potential compared to with method traditional. Application like Tinder, Bumble, and OkCupid make it possible user For make profile encompassing personality photos and information demographic as well as preference personal. Algorithm matching Then use this data For recommend potential partners, facilitating the search process more couples directed and organized (-, S.-. (2017). The Influence of Employee Rotation, Job Satisfaction and Work Behavior on the Performance of Civil Servants in the Palembang Land Transportation Education and Training Center. Wahana Ekonomika Media Journal, (Vol 13, No 4 (2017): Media Journal W et al., 2013) .

Apart from that, Dr. Jeff Gavin, a researchers in the field psychology from the University of Bath, stated that application date has change dynamics social in search partner with minimize obstacle geographical and social. Gavin explained that application date offer user chance For interact with possible individuals No they meet in life daily. Features like message instant, video call, and various tool interactive other increase possibility for user For build meaningful relationship (M. Yoserizal Saragih & Ali Imran Harahap, 2020). This paper deals with mass communication cannot be separated from ethical problems. One of our goals in studying the science of communication lies in the dimension of ethical communication. Ethics can be defined as a set of moral principles or values. Ethical standards can differ from one discipline to another. In the discipline of communication, a set of communication ethics has been adopted into various communication contexts and communication fields, some of which we have understood together are business communication ethics, interpersonal communication ethics, and public relations ethics. Mass communication ethics is a moral philosophy that deals with the obligations of the press and about the judgments of the good press and the bad press or the right press and the wrong press. Each mass media has its own code of ethics because indeed each type of mass media has its own character or characteristics, so we know that in this world there are print media journalistic ethics, journalistic code of ethics, radio, and television journalistic code of ethics Gavin also emphasized that application date can promote inclusivity with provide a platform for various orientation sexuality and identity ge nder For find suitable partner. With Thus, application date No only tool For look for partner, but also as means For develop appropriate relationship with needs and preferences individual in context more social wide.

METHODS

Study This use approach qualitative For explore preferences and behavior of Gen Z in choose

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partner life through application date. Through interview depth, observation, and analysis content, collected data will processed For identify patterns behavior as well as influencing factors decision they. With approach this, research aim For give deep understanding about dynamics connection romance in the digital era and how application date become an integral part in the process for generation young this (Sugiyono, 2021). Study qualitative This implemented in the Medan City area, with time conditional, adjusted research with situation and conditions study.

Subject study This is individual from Generation Z, who are active use application date For look for partner life. Range age subject study This covers individual born between 1997 to 2012. They is user active application date like Tinder, Bumble, OkCupid, and the like. Subject study This will chosen in a way random from various background behind social, economic, and educational For reflect Gen Z diversity in preferences and behavior they in choose partner life via digital dating platforms. The data type will be used in study This is the qualitative data obtained through interview in- depth interviews and observations participant.

Data collection techniques will be used used is interview depth and observation participant. Interview will focuses on understanding preferences, experiences, and views they related with the search process partner life via digital dating platforms, while observation participant will possible researcher For get outlook direct about interactions and behavior subject study moment use application date. The data analysis process involves data reduction, data presentation, and conclusion / verification, as explained by Sugiyono. Validity results study will confirmed through technique like increase persistence, sufficiency references, and triangulation (Moleong, 2018; Hadi, 2016; Sugiyono, 2018).

RESULTS AND DISCUSSION

Increasingly digital era forward, way Generation Z searches and builds connection romantic has experience transformation significant with emergence application date. Phenomenon This No only change method they meet with partner potential, but also illustrative evolution in preferences and dynamics interpersonal relationships. Study This aim For reveal underlying preferences choice they in application dating, as well explore challenges faced in build ongoing relationship in the middle complexity digital modernity.

Application date such as Tinder, Bumble, and OkCupid are the main platforms for Generation Z for intertwine relationship, replace tradition meeting social conventional with meeting through screen cell phone they. Change This No only reflect shift to direction technology in life everyday, but also present challenge new in understand and manage dynamics connection romantic in an era where digitalization has sinking in to in every aspect life social.

Change Preference in Choose Spouse

Study This reveal that Generation Z is experiencing change significant in preference they in look for partner life through application date. The main factor being consideration is characteristics outstanding physique, compatibility emotional, ability communication, and readiness For enter serious relationship.

Based on results interview, as mentioned by RZ one student at one of the universities in the city of Medan, stated that appearance attractive physique become factor The first thing is interesting his attention moment use application date. According to him,

" When I open application date, the first one to make I interested that's it clay Photo his profile. If he is plasticity cool and neat, I 'll go straight to it attracted for carry on chat more carry on. Appearance indeed so that's the main thing for I, because that's what makes it I want to know more Lots about him and more curious."

same thing was also conveyed by DM, one person student at one of the universities in Medan City. According to him, appearance an attractive and neat physique is very influential his interest in choose partner through application date.

" When you see Photo profile person, appearance they direct become matter The first thing is interesting my attention," he said. "This is factor the main thing that makes me interested For start conversation and viewing whether We Can each other suitable more in Again."

By traditional, in the selection process couple, factors like appearance attractive physique, compatibility emotional, ability communication, and readiness For serious relationship of course has become part important. However, with emergence application dating, paradigm This experience shift significant. Application date No only facilitate meeting between possible individuals No will meet in a way experience in life everyday, but also open road for Generation Z for explore preference they with way more broad and deep.

Through this platform, they can recognize potential partner based on information available in the profile, such as interests, values, and goals life. This is possible they For make more decisions informed and appropriate with preference personal they. Additionally, the app dating also reduces pressure frequent social happen in meeting straight away, like discomfort or reluctance For disclose interest romantic in a way direct.

Study This show that application date No only expand accessibility to potential partner, but also change dynamics in How Generation Z explores and chooses partner life. They can more free explore preference they without limitation geographical or environment social certain, creating chance For more relationship varied and appropriate with values as well as objective personal they.

Challenge in Build Ongoing Relationships

Study This disclose that Generation Z is experiencing change significant in preference they in look for partner life through application date. Factors main thing to be consideration main is characteristics outstanding physique, compatibility emotional, ability communication, and readiness For enter serious relationship. Application date has expand accessibility and choice for they make it possible more exploration wide to personal preference.

Although application date facilitate meetings and interactions initial, user Generation Z is faced with challenges in build sustainable relationship. First, them face difficulty in choose from various choice partner potential that exists, that can increase expectations are not realistic and reducing tolerance to difference.

This matter as stated by DM as Gen Z, that,

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"Yes, indeed sometimes difficult very yes choose between the number of people on the app date. I often do Confused must Which one to choose because everything plasticity interesting from his profile. But that's it start chat or I found it, I just realized sometimes expectation I to that person Can too tall. Continue, if you have There is different opinion, like make atmosphere So rather tense yeah. So you have to extra patient and open for accept difference ".

Second, risk fraud identity and dishonesty in representation online self can interrupt the build process trust and intimacy in connection.

This matter submitted by RZ in interview, that,

"Yes indeed sometimes Like worried too with the risk of people who don't Honest question identity or How they draw self they are online. Sometimes someone is lying question age, occupation, or even his relationship status. Make So difficult for develop trust and intimacy like that in connection. So, we are must be careful and more wise in look for someone who can trusted from application date ".

With Thus, research This No only give outlook deep about preferences and practices date Generation Z, but also highlights complexity in build meaningful relationships in the digital era. Importance understand cherished values and compatibility in connection term long show necessity balanced approach between technology and aspects psychological as well as social For facilitate healthy and sustainable relationships in the middle progress fast technology.

The digital era brings change significant in dynamics connection romantic, especially among Active Generation Z use application date. Although technology This give benefit big in expand scope potential partner and enable exploration personal preferences, challenges like difficulty choose the right one and risk dishonesty become focus important in study This.

Importance understand cherished values and compatibility in connection term long show necessity balanced approach between technology and aspects psychological as well as social in facilitate healthy and sustainable relationships. With Thus, research This No only give outlook about preference generation young in the digital era but also highlights complexity in build meaningful relationships in the middle progress fast technology.

CONCLUSION

Generation Z, in face dynamics application dating, shows interesting pattern in build connection. They tend used to with speed and convenience technology, but also facing complex challenges in choose matching pair. Presence various choice in application date Can invite High expectations and low expectations realistic to candidate couples, often make they difficult decide or evaluate appropriate criteria For sustainable relationship. Apart from that, there are risks fraud identity and dishonesty in representation online self becomes issue annoyingly important formation trust and intimacy. For navigate challenge This is important for Generation Z for develop ability in taking wise and critical decisions. They need Study For differentiate between representation idealist in application dating and reality from actual individual. This matter involves a recognition process more self deep and conscious will values like honesty, respect to differences, and abilities For communicate in a way open. With build

strong foundation in values that, Generation Z can more succeed in build sustainable and meaningful relationships, even in an all- digital world fast and dynamic.

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