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***SOCIAL MEDIA ANALYSIS ON “ONLINE DATING”
INFORMATION***

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ABSTRACT

This research was conducted to determine strategies for finding friends or partners using an online dating application. This research was conducted with quantitative methods in the form of a model table. The model used by the writer is Goal, Concerns of use, Desire for uncertainty and Information seeking behaviour tables with 352 respondents. Data collection was carried out through the questionnaire distribution method which was filled out by UIB students by using the Proportionate Stratified Random Sampling method. The results of the study indicate that the Goal variable influences users more than Concerns of use on Information seeking behaviour.

Keywords: Social media, online dating