

PERSUASIVE LANGUAGE ON BUMBLE USERS' BIO

THESIS

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DEPARTMENT OF ENGLISH LITERATURE

FACULTY OF HUMANITIES

UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM

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PERSUASIVE LANGUAGE ON BUMBLE USERS' BIO

THESIS

Submitted to the Board of Examiners in Partial Fulfillment of the Requirement for
the Degree of *Sarjana Sastra* (S.S.) in the English Literature Department

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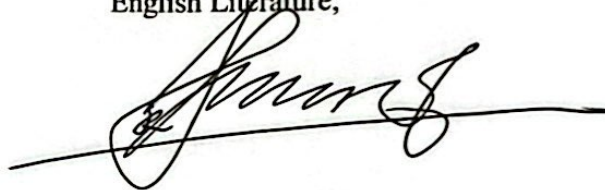
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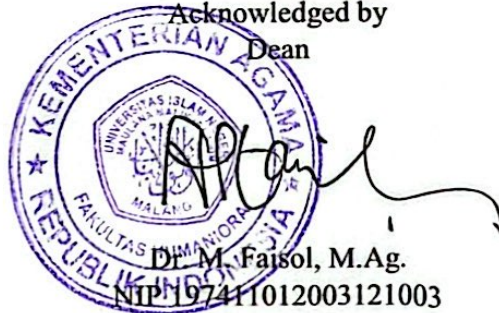
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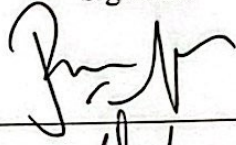
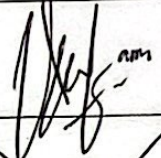
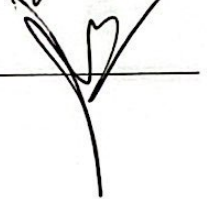
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MOTTO
“JUST TRY”

THESIS DEDICATION

I dedicate this thesis, first thing first, is to my beloved parents who have fully supported, encouraged, motivated, and prayed for my best. Furthermore, I dedicate this thesis to my thesis supervisor, Mrs. Vita Nur Santi, M.Pd., who has helped and guided me a lot, to not only completely finishing this thesis very well, but also giving million valuable suggestions for the sake of my better in future life. Last but not least, I dedicate my thesis to all of my relatives and friends I cannot mention one by one who have given me support, motivation, prayer, enthusiasm, and helped me going through this thesis process in a good condition.

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After finishing this thesis to complete the requirements for the undergraduate thesis project, the researcher would like to extend her gratitude to everyone who made it possible for her to conduct the research without significant difficulties. The researcher feels that she would not have been able to complete this thesis without such assistance and support.

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you've faced and to remain strong. I appreciate how you've grown into a "NEVER GIVE UP" kind of person. I'm grateful that you overcame every challenge during the thesis period. Again, congratulations. You are outstanding. I'm happy for you.

Malang, 19 June 2024

The Researcher

A handwritten signature in black ink, consisting of a large, stylized loop followed by a vertical line and a horizontal flourish.

Riska Andriani

ABSTRACT

Andriani, Riska. (2024). Persuasive Language on Bumble Users' Bio. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Vita Nur Santi, M.Pd.

Keywords: Persuasive Language, Mode, Bio Bumble

This research aims to discuss the language of persuasion in the Bumble application using Cialdini's (2007) theory. The background of this research is based on the phenomenon of persuasive language which is starting to spread to the social realm apart from the commercial realm. Then, the Bumble application is unique in terms of the features it provides and its development continues to increase towards becoming one of the most popular dating applications in the world. Different from dating applications in general, Bumble has three modes that focus on dating (Bumble Date), friendship (Bumble BFF) and career (Bumble Bizz). The method used is descriptive qualitative which involves Bumble user bios in three modes. The analysis results show that there are differences in the use of persuasive language in each Bumble mode. However, in general, the persuasion language used in the Bumble application is the same, namely the dominant use of the liking principle. The principles of persuasion language that were not found were the principles of reciprocity, social proof, and commitment and consistency. Apart from that, the findings of a deeper analysis also show that the persuasive language used in social contexts such as in the Bumble application is similar to the persuasive language used in advertisements on commercial or transactional social media. The persuasion language strategies used are almost the same, only the objective context is different. This research helps readers understand the use of persuasive language in social contexts, especially on the Bumble application. Apart from that, this research can also be a reference for further research with different contexts and deeper analysis.

أطروحة

أندرياني، ريسكا. (2024). لغة مقنعة في أوصاف مستخدم Bumble. أطروحة جامعية. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المستشار فيتا نور سانتي، دكتوراه في الطب.

اللغة المقنعة، والأسلوب، والحيوية تلثم

يهدف هذا البحث إلى مناقشة لغة الإقناع في تطبيق بامبل باستخدام نظرية سيالديني (٢٠٠٧). وترتكز خلفية هذا البحث Bumble على ظاهرة اللغة المقنعة التي بدأت تنتشر في المجال الاجتماعي بعيدا عن المجال التجاري. إذن، يعد تطبيق فريداً من حيث الميزات التي يقدمها ويستمر تطويره في التزايد ليصبح أحد تطبيقات المواعدة الأكثر شهرة في العالم. عن تطبيقات المواعدة بشكل عام، حيث يحتوي على ثلاثة أوضاع تركز على المواعدة Bumble يختلف تطبيق الطريقة المستخدمة هي وصفية. (Bumble Bizz)، والوظيفة (Bumble BFF)، والصدقة (Bumble Date) في ثلاثة أوضاع. أظهرت نتائج التحليل أن هناك اختلافات في استخدام اللغة Bumble نوعية تتضمن سير مستخدم هي نفسها، Bumble لكن بشكل عام فإن لغة الإقناع المستخدمة في تطبيق Bumble المقنعة في كل نمط من أنماط ألا وهي الاستخدام السائد لمبدأ الإعجاب. أما مبادئ لغة الإقناع التي لم تجدها فهي مبادئ المعاملة بالمثل والإثبات الاجتماعي والالتزام والثبات. بصرف النظر عن ذلك، تظهر نتائج التحليل الأعمق أيضاً أن اللغة المقنعة المستخدمة تشبه اللغة المقنعة المستخدمة في الإعلانات على وسائل Bumble في السياقات الاجتماعية كما هو الحال في تطبيق التواصل الاجتماعي التجارية أو المعاملاتية. استراتيجيات لغة الإقناع المستخدمة هي نفسها تقريبا، فقط السياق الموضوعي يختلف. يساعد هذا البحث القراء على فهم استخدام اللغة المقنعة في السياقات الاجتماعية، وخاصة في تطبيق وبصرف النظر عن ذلك، يمكن أن يكون هذا البحث أيضاً مرجعاً لمزيد من البحث في سياقات مختلفة وتحليل أعمق Bumble.

ABSTRAK

Andriani, Riska. (2024). Bahasa Persuasi di Bio Pengguna Bumble. Program Studi Sastra Inggris Fakultas Humaniora Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing Vita Nur Santi, M.Pd.

Kata Kunci: Bahasa Persuasi, Mode, Bio Bumble

Penelitian ini bertujuan untuk membahas bahasa persuasi di aplikasi Bumble menggunakan teori Cialdini (2007). Latar belakang penelitian ini didasarkan pada fenomena bahasa persuasi yang mulai merebak ke ranah sosial selain pada ranah komersial. Kemudian, aplikasi Bumble yang memiliki keunikan dari segi fitur yang disediakan hingga perkembangannya yang terus meningkat menuju salah satu aplikasi kencan populer di dunia. Berbeda dengan aplikasi kencan pada umumnya, Bumble memiliki tiga mode yang berfokus pada kencan (Bumble Date), pertemanan (Bumble BFF) dan karir (Bumble Bizz). Metode yang digunakan adalah deskriptif kualitatif yang melibatkan bio pengguna Bumble di tiga mode. Hasil analisis menunjukkan bahwa terdapat perbedaan penggunaan bahasa persuasi di setiap mode Bumble. Namun, secara garis besar, bahasa persuasi yang digunakan di aplikasi Bumble adalah sama, yakni dominan menggunakan prinsip liking. Adapun prinsip bahasa persuasi yang tidak ditemukan adalah prinsip timbal balik, bukti sosial, dan komitmen dan konsistensi. Selain itu, hasil temuan analisis yang lebih dalam juga menunjukkan bahwa bahasa persuasi yang digunakan dalam konteks sosial seperti pada aplikasi Bumble memiliki persamaan dengan bahasa persuasi yang digunakan di iklan di sosial media yang bersifat komersial atau transaksional. Strategi bahasa persuasi yang digunakan hampir sama hanya berbeda konteks tujuan. Penelitian ini membantu pembaca dalam memahami penggunaan bahasa persuasi pada konteks sosial, terutama pada aplikasi Bumble. Selain itu, penelitian ini juga dapat menjadi referensi untuk penelitian-penelitian selanjutnya dengan konteks yang berbeda dan analisis yang lebih dalam.

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CHAPTER I

INTRODUCTION

A. Background of the study

The language of persuasion is commonly used for advertising or things that have commercial or transactional purposes. However, currently the use of persuasive language is starting to spread to various non-profit fields such as advertising government programs to social relations on the internet. The taboo language of persuasion, which was previously considered negative, is starting to become something that is very common in the local community in various aspects. The persuasion style used also looks different depending on the intended goal. In the social aspect, persuasive language tends to be used to build relationships, such as persuasive language in making friendships, persuasive language in dating and persuasive language in business or professional networking (Fishman, 2020).

Persuasive language on social media is very easy to find nowadays, such as guidance to like, follow, comment and share, which is often done by social media influencers (Gass & Seiter, 2022). In practice, persuasive language on social media is part of marketing and selling which involves advertising or promotions for both social and commercial purposes (Shareef et al., 2019). Persuasive language on social media shows the influence and impact on other social media users or followers, with influences involving cognitive, relation and behavior (Gass & Seiter, 2022). And the use of

persuasive language in social media has even become one of the focuses of linguistic research (Page et al., 2022).

Bumble is a social media that aims to give its users the opportunity to create relationships. Bumble was launched in Austin, Texas in 2014 so it is considered a new social media. Bumble is different from other social media applications which only have one platform for communicating, Bumble has three modes which are intended for certain focuses. For example, Bumble Date mode which is intended for dating purposes, Bumble BFF which is intended for friendship purposes, and Bumble Bizz which is intended for business relationships or professional networking (Hutchinson et al., 2020).

Apart from that, Bumble only displays profiles of other users who are still within one area with the aim of Bumble users being able to meet other users who are still within reach. However, Bumble also has special services such as a service for changing our original location to various locations in the world to find potential partners or friends in the destination. This service is called a premium or subscription service which can only be accessed when customers pay a certain amount of money according to the package price offered. Packages offered range from weekly, monthly to yearly.

Bumble continues to develop every day and continues to grow to become one of the most popular dating applications in the world (Curry, 2024). The uniqueness of Bumble's mode feature that creates dynamic

persuasive language is an interesting thing worth researching. The language of persuasion on Bumble also addresses the social context because it aims to create social connections. However, the existence of the Bumble Bizz mode which provides a new color that tends to professional networks is quite interesting to research.

Several researchers have examined the language of persuasion on social media (Chiu & Ho, 2023; Hidayah et al., 2023; Moghaddam & Esmaeilpour, 2023; dan Fitria, 2021). All of these previous studies have something in common in that they discuss the use of persuasive language on social media and tend to focus on the persuasive language of advertising on social media. The majority of those previous studies have different theories, research methods and subjects. However, Moghaddam & Esmaeilpour's (2023) research uses the same theory as this research, namely Cialdini's theory about the language of persuasion. The research results from all those previous studies have almost the same results, namely the discovery of various types of persuasion language strategies in advertisements on social media.

Then several researchers have also examined the language of persuasion in establishing relationships (Ureno, D. M., 2021; Ameri et al., 2023; Zarouali et al., 2022; Halttu & Oinas-Kukkonen, 2022; Cantos-Delgado, C., & Maíz-Arévalo, C., 2023; dan Dai, M., & Robbins, R., 2021). All previous studies focus on research that discusses the language of persuasion and targeted relationships such as dating, friendship and

professional networks. The majority of those previous studies have different theories, research methods and subjects. The research by Ureno, D. M. (2021) and Halttu & Oinas-Kukkonen (2022) has the same research theory as this research, namely Cialdini's theory about the language of persuasion. The results of those previous studies have almost the same results, namely the discovery of various types of persuasion language strategies in establishing certain relationships.

In the end, this research has several differences with those previous studies, namely the subjects used are different. The subjects of this research used the social media application Bumble, which has not been studied at all by previous studies. Apart from that, the three modes on Bumble also differentiate it from previous research which only focused on one social media with one goal or research on several different social media. Meanwhile, the three Bumble modes are in the same application but have different relationship goals.

Overall, this research uses Cialdini's (2007) theory about the principles of persuasive language to answer the research question on how persuasive language is used on Bumble. The choice of this theory is based on the application of the theory which can be widely used in various fields from social and commercial matters (Cialdini, 2007). So, this theory is suitable for use in this research which focuses on the social context. Apart from that, the previous studies that use this theory also show its relevance to practice, not just a theory. So, this research is suitable to use this theory

based on the research subject, Bumble, which is related to the practice of social relationships.

This research will provide an overview of the persuasive language used in the Bumble application with the benefit of expanding understanding regarding the dynamics of persuasive language on certain relationship goals. The results of the research can also increase awareness of persuasion language in various contexts and can be disseminated to academics and practitioners in understanding and providing references for the use of persuasion language. Furthermore, this research can be used as a reference in persuasion language research or which is relevant in various fields or across disciplines for the next researchers.

B. Research Question

According to the background of study, the main goal of this research is to answers to the following question:

How do Bumble users use persuasive language on Bumble bio to persuade other users?

C. Significance of the Study

In principle, this research helps academics and the readers to understand and aware on how Bumble users use persuasive language to persuade other users to make connections based on the relationship goals

they want to achieve (dating relationships, friendship relationships, and career relationships). The results of this research also provide an overview of the persuasive language patterns used by Bumble users so that it can be a reference for other social media users in applying persuasive language for social relationship needs via social media. Then, research on persuasion language on Bumble also provides an overview of research related to persuasion language in a social context which can provide the latest ideas to researchers in the future to carry out deeper research in the same context.

D. Scope and Limitation

Data taken from Bumble user profile bios in three modes used by users in Austin, Texas, where Bumble was first launched. Then the data only focuses on bio descriptions that use English as Bumble's main language. This research analysis uses Bumble users' location restrictions and also the language used. Data limitations are necessary to maintain the quality of findings and deeper analysis.

E. Definition of Key Terms

To clarify some of the terms used in this research, several definitions are explained by following:

1. **Persuasive Language:** Persuasive language in this research refers to the persuasive language used by Bumble users to attract the attention of other users through their bio profiles to make relationship.

2. Mode: The mode in this research refers to the Bumble feature which aims to limit the focus of the relationship goals that will be formed. For example, Bumble Date mode focuses on dating goals, Bumble BFF mode focuses on friendship goals, and Bumble Bizz mode focuses on career goals or professional networks.
3. Bio Bumble: Bio Bumble in this research refers to an introductory forum for Bumble users which is in each user's profile in a short form.

CHAPTER II

LITERATURE REVIEW

This chapter reviews and discusses the literature related to the research. They are explanations of sociolinguistics, persuasive language principles and Bumble.

A. Sociolinguistic

Sociolinguistics is a branch of linguistics that involves social conditions and language communication practices, including language practices on social media (Tankosić & Dovchin, 2023). Sociolinguistics was explained by (Holmes & Wilson, 2022), saying that sociolinguistics studies everyday human language which is influenced by the norms and customs of the surrounding community. Sociolinguistics also pays attention to the adaptation of a person's way of communicating to establish a good relationship (Oktaviabri & Degaf, 2023). So, based on its nickname, sociolinguistics explains the interrelated relationship between social conditions and language.

Linguistics on the internet and social media nowadays involves the social conditions of society and the social media influence which are expressed through the internet and have greater freedom in communicating language (Sun et al., 2021). Digital sociolinguistics can be said to be interesting because it discusses the future of sociolinguistics among cyberspace communities (Svendsen & Goodchild, 2022).

B. Persuasive Language Principles

Persuasive language principles are important in the human communication process (Gass & Seiter, 2022). Persuasive language principles can be used to encourage interactions to be more interesting and achieve the expected communication and relationship goals (Vargheese et al., 2016). Even communication language that uses persuasive language principles nowadays is no longer taboo but is a necessary tactic that has value (Gass & Seiter, 2022). According to Cialdini (2007), persuasive language principle can be categorized into six categories, namely: reciprocity, commitment and consistency, social proof, liking, authority and scarcity.

1. Reciprocity

Reciprocity is a principle which focuses on giving and receiving in positive way without coercion (Cialdini, 2007).

- Example: “always swiping people right on here. never pick on people” (Bumble BFF context)
- Explanation: Bumble BFF is a Bumble mode that is used to find friendships. The Bumble BFF user's bio above states that he always swipes right on profiles he meets or on other Bumble BFF users who send connections to him. He explained that doing this was a form of not being picky when choosing friends. This condition can make other Bumble BFF users who see his profile bio tend to do the same positive thing, namely swiping right on his profile for creating

friendship as a form of reciprocity. This is in accordance with Cialdini's (2007) theory which states that humans tend to give positive feedback when they see or receive positive things.

2. Commitment and Consistency

The principle of commitment and consistency is a principle that uses previous target conditions so that it is easy to persuade them to carry out the next direction (Cialdini, 2007).

- Example: “do you need a friend? hit me up” (Bumble BFF context)
- Explanation: Bumble BFF is a Bumble mode that is used to find friendships. Every users who has an account on Bumble BFF means they are committed to the mission of finding friends. The Bumble BFF user's bio above states a friendship offer as a continuation of the commitment as a Bumble BFF user. Bumble BFF users wrote this bio in the hope that other Bumble BFF users will take steps to follow their directions as a form of consistency in their commitment. This is in line with Cialdini's (2007) principle of commitment and consistency which states that commitment and consistency tend to use the target's initial steps to be guided towards the next, bigger steps.

3. Social Proof

The social proof is a principle of persuasion that uses conditions or social evidence as material to persuade the target (Cialdini, 2007).

- Example: “kids always like me” (Bumble Date context)

- Explanation: Bumble Date is a Bumble mode that is used to find dating relationships. The Bumble Date user's bio above states the user's social situation which is always liked by kids or children. This sentence shows social proof which shows that the Bumble Date user has a good reputation and tends to be gentle so the kids like him. So, his bio can attract the attention of other Bumble Date users to connect and have the potential for dating relationship. This is in line with Cialdini's (2007) theory which states that the social proof principle tends to use conditions or social proof as a medium to persuade the target.

4. Liking

The principle of liking is a principle that uses preferences or similarities as a medium of persuasion (Cialdini, 2007).

- Example: “let’s grab some tea” (Bumble BFF context)
- Explanation: Bumble BFF is a Bumble mode that is used to find friendships. The Bumble BFF user's bio above states an invitation to grab some tea, which shows that the Bumble BFF user is a tea lover or has an interest in tea. The invitation he wrote in his bio was with the aim of persuading other Bumble BFF users who have something in common with him to make friends with him so they can do the same favorite activities together. The approach through mutual liking shows the characteristics of the liking principle, namely using

similarities in persuasion in accordance with Cialdini's (2007) theory.

5. Authority

The principle of authority is a principle that involves accurate data or expert opinions as a medium for persuasion (Cialdini, 2007).

- Example: “My major was Business and I graduated from Columbia University” (Bumble Bizz context)
- Explanation: Bumble Bizz is a mode of Bumble that is used to search for professional contacts, job vacancies and client opportunities. The Bumble Bizz user's bio above writes about his background as a business graduate at Columbia University. According to Cialdini's (2007) theory, using expertise in a particular field is a characteristic of the authority principle. So, the bio above is classified as an authority principle which can be proven from the mention of his background which describes an expert in the business field from a well-known campus.

6. Scarcity

Scarcity principle is a principle which uses rare conditions as a medium of persuasion (Cialdini, 2007).

- Example: “limited opportunities! looking for 5 people who have interest in NGO for working in social project next month” (Bumble Bizz context)

- Explanation1: Bumble Bizz is a mode of Bumble that is used to search for professional contacts, job vacancies and client opportunities. The Bumble Bizz user's bio above states the limit of opportunity in offering a job, which is in line with the scarcity principle by Cialdini (2007) which states that scarcity is a principle of persuasion that uses scarcity or limitations to persuade targets.

C. Bumble

Bumble is a social media application that can be downloaded for free on the Google Play Store and Apple Store. Bumble connects users with other users based on fashion. Like other social media, Bumble allows users to chat, telephone and video call. To be able to connect with other users such as chatting and calling, Bumble users must first establish a match. Bumble users can be said to have a match when two Bumble users are attracted to each other by swiping right on the profile displayed. For this reason, Bumble users write information in their profile bio that can persuade other users so that a match is established and continues to the relationship stage (Menon, 2024).

Bumble's general terms and conditions include several key restrictions to ensure a fair and respectful user experience. Users cannot filter or search for potential matches based on specific criteria such as location, religion, or other personal attributes beyond what the app allows, except for premium users. This means that while users can set preferences

for certain characteristics like age and gender, they cannot exclude or specifically target individuals based on detailed personal or demographic factors. This policy is in place to promote inclusivity and prevent discrimination.

CHAPTER III

RESEARCH METHOD

This section consists of research design, data sources, data collection, and data analysis.

A. Research Design

To analyze persuasive language principles on Bumble, this present research uses a descriptive qualitative method approach uses Cialdini's (2007) theory about persuasive principles. Qualitative descriptive method can provide an explanation of the phenomenon of linguistics by classifying, describing and analyzing the non numerical data (Nashruddin & Al-Obaydi, 2021). The qualitative descriptive method not only groups, describes and explains, but also provides a deeper understanding in the analysis process (Sullivan-bolyai & Bova, 2021). This is in line with the aim of this research which is to examine the phenomenon of language for deeper understanding instead of only classifying.

B. Data Source

The data source is the bio writing of Bumble users in the three modes, namely Bumble Date, Bumble BFF and Bumble Bizz. The reason for selecting user bios in three modes is that the data is very relevant to the research topic which focuses on persuasion language on Bumble, where bio is the main persuasion medium on Bumble user profiles. User profile bios

in Bumble's three modes also provide direct insight into the persuasion that Bumble users are using to impress other users.

The user's bio must show a domicile location in Austin, Texas and must be in English. The reason for choosing the location and language is based on the location where the Bumble application was first launched, namely Austin, Texas, and Austin residents use English as their main language. Apart from that, the selection of data in the form of English data is also to avoid confusion of meaning where some of the Texas population also consists of immigrants from various countries who use non-English languages in their bio profiles.

Data collection restrictions are limited to phrases and sentences in the form of descriptions, not points. This is based on the research need for depth of analysis, better understanding of context and avoiding reduction of information. Previous research which has similarities to the research object that examines persuasive languages is also the main source for understanding persuasive language analysis on this research.

C. Data Collection

In collecting data for this thesis, the researcher collects the data on 25 May 2024 at 08.00 to 09.00 Austin zone time using these following steps. First, the researcher created a Bumble account as a female in all three modes and changed her domicile location to Austin, Texas using premium service. Second, the researcher chooses male gender for preference on Bumble Date

and all genders on Bumble BFF and Bumble Bizz. Third, the researcher swipes left to find one data after another in each mode. Fourth, the researcher takes a screenshot of users bio that use description in English and the location shows in Austin, Texas. Fifth, the researcher covers the users' picture to keep their privacy on this research. For their name, the researcher doesn't cover it as the different sign of the data. Sixth, the researcher changes her gender to male on Bumble Date to find other Data (female users bio) and repeats the third step to the fifth step. Last, the researcher does transcription of the Bumble users' bio as the main data with the total of 10 datas for each modes as the data representative.

D. Data Analysis

The researcher went through several steps to analyze the data and answer the research questions. First, after the researcher transcribes Bumble users bios that has been collected, the researcher looks at Cialdini's (2007) theory of persuasive language. Second, the researcher classified the data from Bumble users bio on the three modes using six categories of persuasive language based on Cialdini's (2007) theory. Third, the researcher analyzes the data based on the theory. Fourth, the researcher provides deeper understanding on discussion and comparison to the previous studies.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter discusses the findings and discussion. In this part, the data findings from bio profile users on Bumble will be presented to make it easier for the researcher to answer the research question. The data is taken from bio Bumble users in the three modes on May 25th, 2024. The researcher finds ten data for each mode and thirty data in total that are represented as the main data. The data consists of three persuasive language principles, namely liking, scarcity, and authority. But the most used persuasive principle is liking in the three modes. The data analysis is processed in a qualitative descriptive way using Cialdini's (2007) theory about persuasive language principles. In answering the research question, the researcher answers with representative examples of each type found and the explanation below the data.

A. FINDINGS

1. Bumble Date

The researcher found three persuasive principles on Bumble Date, namely liking, scarcity, and authority. The details are eight of liking principles, one of scarcity principle, and one of authority principle.

1.1 Liking

Datum: "silly guy seeking silly girl"



The bio is written by Emmett on his Bumble Date profile and belongs to the type of liking principle. Emmett’s bio is about his personality and his type of a girl. “Silly guy” is his introduction using his personality and “silly girl” is what he wants from his presence on Bumble Date. He wants a silly girl as his partner in dating relationship since Bumble Date is for dating. His personality and his type has the similarity, namely “silly” that means he wants a person who has the same characteristic as him. He uses similarity of personality to attract other Bumble Date users to connect with him. Using the same interest approach is a characteristic of the liking principle, so Emmett’s bio is proven as the liking principle.

Bumble Date is one of the modes on Bumble that is used for dating relationship. Emmett’s bio highlights his interest to persuade other Bumble Date users with similar interest to connect with him, aiming for potential

dating relationship. This is also in accordance with Cialdini's (2007) theory which states that relationships can be established well when both parties have the same interests, so there is comfort and harmony in the relationship they build.

From a pragmatic point of view, the use of the word "silly" can be considered to reduce the level of persuasion because it has an absurd or foolish meaning which has a negative connotation. Meanwhile, Bumble's bio is a forum for promotions where users should use this opportunity to introduce themselves to things that have positive connotations or even exaggerate themselves so that other users are interested or amazed. Emmett uses the word "silly" to indicate that he is not giving an exaggerated false introduction. He also writes that he is looking for a girl with the same personality as him that means a person who doesn't share an exaggerated false introduction. He uses this strategy to attract other Bumble Date users' attention to get a potential partner as him. This strategy is also in line with the principle of liking, namely using interests similarities in persuade other people to build relationships.

1.2 Liking

Datum: "Things I love include: my cat, going to concert, and singing loudly in my car"



The bio is written by Cara on his Bumble Date profile and belongs to the type of liking principle. Cara's bio is about his favorite, namely his cat, going to concert, and singing loudly in his car. By writing down his favorites or interests, Cara wants to attract the attention of other users who have the same interest to connect with him. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same interests approach is a characteristic of the liking principle, so Cara's bio is proven as the liking principle.

Bumble Date is one of the modes on Bumble that is used for dating relationship. Cara uses liking principle in the aim of finding potential partner for dating relationship. This is also in accordance with Cialdini's (2007) theory which states that relationships can be established well when both parties have the same interests, so there is comfort and harmony in the relationship they build.

Cara uses his favorites or interests as a form of providing introduction and persuasion. From a pragmatic perspective, the meaning favorites is something one prefers, desires, enjoys, or cares about. The use of his favorites as an introduction and persuasion can be considered a form of positive persuasion because it shows advantages that not everyone has. Bio Bumble is a promotional platform where users take advantage of this opportunity to persuade or exaggerate their values so other users are interested or amazed. By writing his favorites, Cara hopes can attract the attention of other users and establishing relationships with people who have the same interests, aiming for dating relationship. This strategy is also in line with the principle of liking, namely using interests similarities in persuade other people to build relationships.

1.3 Liking

Datum: “Hey there! I enjoy going to music shows, skating, coffee, reading, and thrifting. I’m in school to become an English literature teacher (age group undecided)”



The bio is written by Canyon on his Bumble Date profile and belongs to the type of liking principle. Canyon's bio is about his hobbies, namely going to music shows, skating, coffee, reading, and thrifting. He also mentions his occupation as a student who wants to be an English literature teacher. By writing down his hobbies and his plan, Canyon wants to attract the attention of other users who have the same interest to connect with him. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same interests approach is a characteristic of the liking principle, so Canyon's bio is proven as the liking principle.

Bumble Date is one of the modes on Bumble that is used for dating relationships. Canyon uses the liking principle in the aim of finding a potential partner for a dating relationship. This is also in accordance with Cialdini's (2007) theory which states that relationships can be established well when

both parties have the same interests, so there is comfort and harmony in the relationship they build.

Canyon uses his hobbies and plan as a form of providing introduction and persuasion. From a pragmatic perspective, the meaning hobby is something one prefers, desires, enjoys, or cares about. Also the meaning of plan is something that people's desire and care about. The use of his hobbies and plan as an introduction and persuasion can be considered a form of positive persuasion because it shows advantages that not everyone has. Bio Bumble is a promotional platform where users take advantage of this opportunity to persuade or exaggerate their values so other users are interested or amazed. By writing his favorites, Canyon hopes can attract the attention of other users and establishing relationships with people who have the same interests, aiming for dating relationship. This strategy is also in line with the principle of liking, namely using interests similarities in persuade other people to build relationships.

1.4 Liking

Datum: "A concert addict that spends wayyy too much time playing guitar, huge fan of nature (running, climbing, hiking) and always cooking random things (try at ur own risk"



The bio is written by Noe on his Bumble Date profile and belongs to the type of liking principle. Noe's bio is about his hobbies, namely as a concert addict who play guitar, huge fan of nature (running, climbing, hiking) and always cooking random things. By writing down his hobbies, Noe wants to attract the attention of other users who have the same interest to connect with him. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same interests approach is a characteristic of the liking principle, so Noe's bio is proven as the liking principle.

Bumble Date is one of the modes on Bumble that is used for dating relationship. Noe uses liking principle in the aim of finding potential partner for dating relationship. This is also in accordance with Cialdini's (2007) theory which states that relationships can be established well when both parties have the same interests, so there is comfort and harmony in the relationship they build.

Noe uses his hobbies as a form of providing introduction and persuasion. From a pragmatic perspective, the meaning hobby is something one prefers, desires, enjoys, or cares about. The use of his hobbies as an introduction and persuasion can be considered a form of positive persuasion because it shows advantages that not everyone has. Bio Bumble is a promotional platform where users take advantage of this opportunity to persuade or exaggerate their values so other users are interested or amazed. By writing his hobbies, Noe hopes can attract the attention of other users and establishing relationships with people who have the same interests, aiming for dating relationship. This strategy is also in line with the principle of liking, namely using interests similarities in persuade other people to build relationships.

1.5 Liking

Datum: “Plant dad looking for a plant mom”



The bio is written by Tanner on his Bumble Date profile and belongs to the type of liking principle. Tanner's bio is about his character and his type of a girl. "Plant dad" is his introduction using his character and "plant mom" is what he wants from his presence on Bumble Date. He wants a plant mom as his partner in dating relationship since Bumble Date is for dating. His character and his type has the similarity, namely "plant" that means he wants a person who has the same characteristic as him, namely a person who cares to plants or a person who has hobby in taking care of plants. He uses similarity of personality to attract other Bumble Date users to connect with him. Using the same interest approach is a characteristic of the liking principle, so Tanner's bio is proven as the liking principle.

Bumble Date is one of the modes on Bumble that is used for dating relationship. Tanner's bio highlights his interest to persuade other Bumble Date users with similar interest to connect with him, aiming for potential dating relationship. This is also in accordance with Cialdini's (2007) theory which states that relationships can be established well when both parties have the same interests, so there is comfort and harmony in the relationship they build.

"Plant dad" and "plant mom" refer to people who take care of plants as a hobby. It means Tanner introduced his hobby indirectly. From a pragmatic perspective, the meaning hobby is something one prefers, desires, enjoys, or cares about. The use of his hobbies as an introduction and persuasion can be considered a form of positive persuasion because it shows

advantages that not everyone has. Bio Bumble is a promotional platform where users take advantage of this opportunity to persuade or exaggerate their values so other users are interested or amazed. By writing his hobbies, Tanner hopes can attract the attention of other users and establishing relationships with people who have the same interests, aiming for dating relationship. This strategy is also in line with the principle of liking, namely using interests similarities in persuade other people to build relationships.

1.6 Liking

Datum: “Adventurous, spontaneous, and always up for a good time”



The bio is written by Pradnesh on his Bumble Date profile and belongs to the type of liking principle. Pradnesh’s bio is about his personalities, namely adventurous, spontaneous, and always up for a good time. By writing down his personality, Pradnesh wants to attract the attention of other users who have similar personality to connect with him. People with similar personality are generally easier to connect with and

create more engaging relationships. Using the same interests or personality approach is a characteristic of the liking principle, so Pradnesh's bio is proven as the liking principle.

Bumble Date is one of the modes on Bumble that is used for dating relationship. Pradnesh uses liking principle in the aim of finding potential partner for dating relationship. This is also in accordance with Cialdini's (2007) theory which states that relationships can be established well when both parties have the same interests, so there is comfort and harmony in the relationship they build.

Pradnesh uses his hobbies as a form of providing introduction and persuasion. From a pragmatic perspective, the meaning personality is certain characteristics of an individual. The use of his personalities as an introduction and persuasion can be considered a form of positive persuasion because it shows advantages that not everyone has. Bio Bumble is a promotional platform where users take advantage of this opportunity to persuade or exaggerate their values so other users are interested or amazed. By writing his personalities, Pradnesh hopes can attract the attention of other users and establishing relationships with people who have the same interests, aiming for dating relationship. This strategy is also in line with the principle of liking, namely using interests similarities in persuade other people to build relationships.

1.7 Liking

Datum: “Love the cliches like ice cream dates, movie nights, and just walking and having a conversation”



The bio is written by Javier on his Bumble Date profile and belongs to the type of liking principle. Javier’s bio is about his interests, namely ice cream dates, movie nights, walking and having a conversation. By writing down his interests, Javier wants to attract the attention of other users who have similar interests to connect with him. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same interests approach is a characteristic of the liking principle, so Javier’s bio is proven as the liking principle.

Bumble Date is one of the modes on Bumble that is used for dating relationship. Javier uses liking principle in the aim of finding potential partner for dating relationship. This is also in accordance with Cialdini's

(2007) theory which states that relationships can be established well when both parties have the same interests, so there is comfort and harmony in the relationship they build.

Javier uses his interests as a form of providing introduction and persuasion. From a pragmatic perspective, the meaning of interest is something is carried out for enjoyment. The use of his interests as an introduction and persuasion can be considered a form of positive persuasion because it shows advantages that not everyone has. Bio Bumble is a promotional platform where users take advantage of this opportunity to persuade or exaggerate their values so other users are interested or amazed. By writing his interests, Javier hopes can attract the attention of other users and establishing relationships with people who have the same interests, aiming for dating relationship. This strategy is also in line with the principle of liking, namely using interests similarities in persuade other people to build relationships.

1.8 Scarcity

Datum: “Here for a short time”



The bio is written by Krittika on her Bumble Date profile and belongs to the type of scarcity principle. The scarcity principle here can be proven by her bio “Here for a short time”. In this context she tries to persuade other Bumble Date users to make connections with her because she is on Bumble Date only for a short time as she mentioned. It means she is using scarcity in order to make the first step of a dating relationship. She uses this principle to show the impression of being rushed so when other Bumble Date users don't send a connection immediately they will lose the opportunity. From this principle, she is hoping to connect to other users in a limited time.

Krittika uses limited time with the phrase “a short time” as a form of scarcity characteristic. From a pragmatic perspective, short time itself has the meaning of a period that will end very soon. Krittika uses phrase “short time” to show that she is on Bumble Date for short period and for something serious, she doesn't want to waste a lot of time. She uses this strategy to

make other users think fast and take the opportunity to connect with her as soon as possible. The principle of scarcity helps Krittika to get potential partners in a dating relationship more quickly because the scarcity principle gives only limited time and make other users in rush for deciding.

1.9 Authority

Datum: “You miss 100% of the shots you don’t take - Michael G Scott”



The bio is written by Logan on his Bumble Date profile and belongs to the type of authority principle. The authority principle here can be proven by the sentence "You miss 100% of the shots you don’t take - Michael G Scott". In this context Logan tries to persuade other Bumble Date users using an expert opinion, namely Michael G Scott, in order to make the first step of a dating relationship. He uses this principle to show that he is with Michael’s opinion and his opinion is part of what he wanted to say as persuasion. From this principle, he is hoping to connect to other users who agree with his bio.

Logan's bio is the main strategy written using the authority principle as a form of introduction that gives other Bumble Date users an idea that Logan follows or agrees or is trying to say something that is in line with Michael G Scott's statement as an expert. By writing Michael G Scott's statement, he hopes that other Bumble Date users follow Michael's sentence Logan's context, which means not leaving the opportunity to swipe right or send a connection to Logan.

Logan uses Michael G Scott's statement, namely "You miss 100% of the shots you don't take" which if interpreted in this context is that other Bumble Date users will miss 100% of the shots that they don't take. The sentence "they don't take" here refers to the chance of swiping Logan's profile right or sending Logan's connection request. According to Cialdini (2007), individuals themselves tend to follow recommendations or orders or statements from an expert. So, Logan uses this principle to attract other Bumble Date users' attention so they can think again when they want to ignore Logan's profile. Logan takes advantage of this opportunity to make other Bumble Date users interested in viewing Logan's profile by scrolling it down so Logan's profile can be considered for swiping right in the hope of establishing a connection with a potential partner in a dating relationship. The principle of authority here helps to ensure that Logan's profile can be seen or reconsidered by other Bumble Date users.

1.10 Liking

Datum: “Let me spend all my money on u, best back massages in Texas, dog needs a new momma”



The bio is written by Luke on his Bumble Date profile and belongs to the type of liking principle. The liking principle here can be proven by the sentences "Let me spend all my money on u, best back massages in Texas, dog needs a new momma". In this context he tries to use his target liking to persuade to connect with him in order to make the first step of a dating relationship. Most couples who get a role as a woman or female gender like to be given a chance to spend their partner's money and receive treats as a princess such as a massage that he offered. He also offers a position as a dog momma that most females like to take a part as a momma as a manifestation of women's instincts as mothers.

Luke's bio is the main strategy written using the liking principle, namely female's liking such as spending man's money, back massage and

being a mom which all of them is offered by him. By writing the bio with the female's liking, he hopes that other Bumble Date users will send him a connection and one step closer in making a dating relationship.

Luke uses women's liking to persuade other Bumble Date users to send him a connection and take what he offers. Basically, what he offered was the kind of feminine energy that ladies are looking for. Nowadays females get pressure to do some masculine work or roles to be independent women as no one supports them. Bio Bumble is a promotional forum where users take advantage of this opportunity to introduce themselves with things that have positive connotations or even sell something so other users are interested in making a connection. Luke's strategy by offering feminine energy hoping that other Bumble users are interested in him then it can be an attraction to being able to create a dating relationship with other users who like or need what he offers. The principle of liking helps Luke to get more attention and chance to receive more connection requests because liking can make other people feel more comfortable and their needs are met.

2. Bumble BFF

The researcher found only one persuasive principle on Bumble BFF, namely liking and the detail of the data is ten of liking principles.

2.1 Liking

Datum: "I like exploring the city, going on hikes, traveling and camping. I also play basketball and down for a workout buddy"



The bio is written by Aidin on his Bumble BFF profile and belongs to the type of liking principle. Aidin's bio is about his interests, namely exploring the city, going on hikes, traveling, camping, playing basketball and down for a workout buddy. By writing down his interests, Aidin wants to attract the attention of other users who have similar interests to connect with him. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same interests approach is a characteristic of the liking principle, so Aidin's bio is proven as the liking principle.

Bumble BFF is one of the modes on Bumble that is used for making friendship. Aidin uses liking principle in the aim of finding potential friends with the same interests. This is also in accordance with Cialdini's (2007) theory which states that relationships can be established well when both parties have the same interests, so there is comfort and harmony in the relationship they build.

Aidin uses his interests as a form of providing introduction and persuasion. From a pragmatic perspective, the meaning of interest is something is carried out for enjoyment. The use of his interests as an introduction and persuasion can be considered a form of positive persuasion because it shows advantages that not everyone has. Bio Bumble is a promotional platform where users take advantage of this opportunity to persuade or exaggerate their values so other users are interested or amazed. By writing his interests, Aidin hopes can attract the attention of other users and establishing relationships with people who have the same interests, aiming for friendship. This strategy is also in line with the principle of liking, namely using interests similarities in persuade other people to build relationships.

2.2 Liking

Datum: “Let’s go on adventurous! I love to swim, be out in nature, and I’m always down to go thrifting. May have a coffee addiction & sushi obsession”



The bio is written by Megan on her Bumble BFF profile and belongs to the type of liking principle. Megan's bio is about her interests, namely go on adventurous, swimming, thrifting, be out in nature, as coffee addiction and sushi obsession. By writing down her interests, Megan wants to attract the attention of other users who have similar interests to connect with her. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same interests approach is a characteristic of the liking principle, so Megan's bio is proven as the liking principle.

Bumble BFF is one of the modes on Bumble that is used for making friendship. Megan uses liking principle in the aim of finding potential friends with the same interests. This is also in accordance with Cialdini's (2007) theory which states that relationships can be established well when both parties have the same interests, so there is comfort and harmony in the relationship they build.

Megan uses her interests as a form of providing introduction and persuasion. From a pragmatic perspective, the meaning of interest is something is carried out for enjoyment. The use of her interests as an introduction and persuasion can be considered a form of positive persuasion because it shows advantages that not everyone has. Bio Bumble is a promotional platform where users take advantage of this opportunity to persuade or exaggerate their values so other users are interested or amazed. By writing his interests, Megan hopes can attract the attention of other users and establishing relationships with people who have the same interests, aiming for friendship. This strategy is also in line with the principle of liking, namely using interests similarities in persuade other people to build relationships.

2.3 Liking

Datum: “Hey everyone I don’t know how people make friends outside of school, so I’m willing to try anything. If you like to go to shopping at Target, go on coffee dates, paint ceramics, bake fun dessert, watch movies, or play board games, then I’m your girl!”



The bio is written by Jessica on her Bumble BFF profile and belongs to the type of liking principle. Jessica's bio is about her interests, namely shopping at Target, coffee dates, painting ceramics, baking dessert, watching movies, or playing board games. By writing down her interests, Jessica wants to attract the attention of other users who have similar interests to connect with her. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same interests approach is a characteristic of the liking principle, so Jessica's bio is proven as the liking principle.

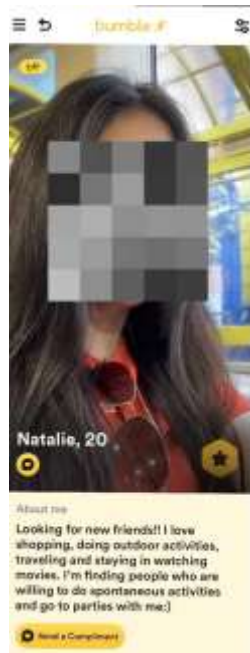
Bumble BFF is one of the modes on Bumble that is used for making friendship. Jessica uses liking principle in the aim of finding potential friends with the same interests. This is also in accordance with Cialdini's

(2007) theory which states that relationships can be established well when both parties have the same interests, so there is comfort and harmony in the relationship they build.

Jessica uses her interests as a form of providing introduction and persuasion. From a pragmatic perspective, the meaning of interest is something is carried out for enjoyment. The use of her interests as an introduction and persuasion can be considered a form of positive persuasion because it shows advantages that not everyone has. Bio Bumble is a promotional platform where users take advantage of this opportunity to persuade or exaggerate their values so other users are interested or amazed. By writing her interests, Jessica hopes can attract the attention of other users and establishing relationships with people who have the same interests, aiming for friendship. This strategy is also in line with the principle of liking, namely using interests similarities in persuade other people to build relationships.

2.4 Liking

Datum: “Looking for new friends! I love shopping, doing outdoor activities, traveling and staying in watching movies. I’m finding people who are willing to do spontaneous activities and go to parties with me”



The bio is written by Natalie on her Bumble BFF profile and belongs to the type of liking principle. Natalie's bio is about her interests, namely shopping, doing outdoor and spontaneous activities, traveling, watching movies, and going to parties. By writing down her interests, Natalie wants to attract the attention of other users who have similar interests to connect with her. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same interests approach is a characteristic of the liking principle, so Natalie's bio is proven as the liking principle.

Bumble BFF is one of the modes on Bumble that is used for making friendship. Natalie uses liking principle in the aim of finding potential friends with the same interests. This is also in accordance with Cialdini's (2007) theory which states that relationships can be established well when

both parties have the same interests, so there is comfort and harmony in the relationship they build.

Natalie uses her interests as a form of providing introduction and persuasion. From a pragmatic perspective, the meaning of interest is something is carried out for enjoyment. The use of her interests as an introduction and persuasion can be considered a form of positive persuasion because it shows advantages that not everyone has. Bio Bumble is a promotional platform where users take advantage of this opportunity to persuade or exaggerate their values so other users are interested or amazed. By writing her interests, Natalie hopes can attract the attention of other users and establishing relationships with people who have the same interests, aiming for friendship. This strategy is also in line with the principle of liking, namely using interests similarities in persuade other people to build relationships.

2.5 Liking

Datum: “Hi! I’m Gina. I’m looking for friends who like to get out and do exciting new things. Also love a classic picnic park date as well”



The bio is written by Gina on her Bumble BFF profile and belongs to the type of liking principle. Gina's bio is about her interests, namely like to get out and do exciting new things. She also loves a classic picnic park date. By writing down her interests, Gina wants to attract the attention of other users who have similar interests to connect with her. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same interests approach is a characteristic of the liking principle, so Gina's bio is proven as the liking principle.

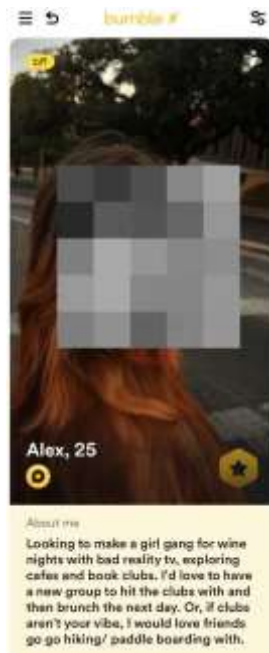
Bumble BFF is one of the modes on Bumble that is used for making friendship. Gina uses liking principle in the aim of finding potential friends with the same interests. This is also in accordance with Cialdini's (2007) theory which states that relationships can be established well when both

parties have the same interests, so there is comfort and harmony in the relationship they build.

Gina uses her interests as a form of providing introduction and persuasion. From a pragmatic perspective, the meaning of interest is something is carried out for enjoyment. The use of her interests as an introduction and persuasion can be considered a form of positive persuasion because it shows advantages that not everyone has. Bio Bumble is a promotional platform where users take advantage of this opportunity to persuade or exaggerate their values so other users are interested or amazed. By writing her interests, Gina hopes can attract the attention of other users and establishing relationships with people who have the same interests, aiming for friendship. This strategy is also in line with the principle of liking, namely using interests similarities in persuade other people to build relationships.

2.6 Liking

Datum: “Looking to make a girl gang for wine nights with bad reality tv, exploring cafes and book clubs. I'd love to have a new group to hit the clubs with and then brunch the next day. Or, if clubs aren't your vibe, I would love friends go go hiking/ paddle boarding with”



The bio is written by Alex on her Bumble BFF profile and belongs to the type of liking principle. Alex's bio is about her interests, namely doing wine nights with bad reality tv, exploring cafes and book clubs, and hiking or paddle boarding with. By writing down her interests, Alex wants to attract the attention of other users who have similar interests to connect with her. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same interests approach is a characteristic of the liking principle, so Alex's bio is proven as the liking principle.

Bumble BFF is one of the modes on Bumble that is used for making friendship. Alex uses liking principle in the aim of finding potential friends with the same interests. This is also in accordance with Cialdini's (2007) theory which states that relationships can be established well when both

parties have the same interests, so there is comfort and harmony in the relationship they build.

Alex uses her interests as a form of providing introduction and persuasion. From a pragmatic perspective, the meaning of interest is something is carried out for enjoyment. The use of her interests as an introduction and persuasion can be considered a form of positive persuasion because it shows advantages that not everyone has. Bio Bumble is a promotional platform where users take advantage of this opportunity to persuade or exaggerate their values so other users are interested or amazed. By writing her interests, Alex hopes can attract the attention of other users and establishing relationships with people who have the same interests, aiming for friendship. This strategy is also in line with the principle of liking, namely using interests similarities in persuade other people to build relationships.

2.7 Liking

Datum: "Looking for friends who also enjoy nights out, trying new restaurants, thrifting, markets, reading romantasy, & talking about life!"



The bio is written by Caitlyn on her Bumble BFF profile and belongs to the type of liking principle. Caitlyn's bio is about her interests, namely enjoying nights out, trying new restaurants, thrifting, going to markets, reading romantasy, and talking about life. By writing down her interests, Caitlyn wants to attract the attention of other users who have similar interests to connect with her. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same interests approach is a characteristic of the liking principle, so Caitlyn's bio is proven as the liking principle.

Bumble BFF is one of the modes on Bumble that is used for making friendship. Caitlyn uses liking principle in the aim of finding potential friends with the same interests. This is also in accordance with Cialdini's

(2007) theory which states that relationships can be established well when both parties have the same interests, so there is comfort and harmony in the relationship they build.

Caitlyn uses her interests as a form of providing introduction and persuasion. From a pragmatic perspective, the meaning of interest is something is carried out for enjoyment. The use of her interests as an introduction and persuasion can be considered a form of positive persuasion because it shows advantages that not everyone has. Bio Bumble is a promotional platform where users take advantage of this opportunity to persuade or exaggerate their values so other users are interested or amazed. By writing her interests, Caitlyn hopes can attract the attention of other users and establishing relationships with people who have the same interests, aiming for friendship. This strategy is also in line with the principle of liking, namely using interests similarities in persuade other people to build relationships.

2.8 Liking

Datum: “I love my dog Mushi, baking, kpop, shopping, live music, exercising, going to comedy shows, and being outside (when it's below 100 degrees). I like going out or staying in! I'm looking to explore what Austin has to offer!”



The bio is written by Madi on her Bumble BFF profile and belongs to the type of liking principle. Madi's bio is about her interests, namely her dog, baking, kpop, shopping, live music, exercising, going to comedy shows, and being outside (when it's below 100 degrees) or staying in. By writing down her interests, Madi wants to attract the attention of other users who have similar interests to connect with her. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same interests approach is a characteristic of the liking principle, so Madi's bio is proven as the liking principle.

Bumble BFF is one of the modes on Bumble that is used for making friendship. Madi uses liking principle in the aim of finding potential friends with the same interests. This is also in accordance with Cialdini's (2007) theory which states that relationships can be established well when both

parties have the same interests, so there is comfort and harmony in the relationship they build.

Madi uses her interests as a form of providing introduction and persuasion. From a pragmatic perspective, the meaning of interest is something is carried out for enjoyment. The use of her interests as an introduction and persuasion can be considered a form of positive persuasion because it shows advantages that not everyone has. Bio Bumble is a promotional platform where users take advantage of this opportunity to persuade or exaggerate their values so other users are interested or amazed. By writing her interests, Madi hopes can attract the attention of other users and establishing relationships with people who have the same interests, aiming for friendship. This strategy is also in line with the principle of liking, namely using interests similarities in persuade other people to build relationships.

2.9 Liking

Datum: “I love art. I love food. I'm a really chill guy. I'm thin and have a tendency to eat everything. The gym is life. In college, and working full time. Open to coffee, concerts, a cooking contest, a hiking race”



The bio is written by Marco on his Bumble BFF profile and belongs to the type of liking principle. Marco's bio is about his interests, namely art, food, gym, coffee, concerts, cooking, and hiking. By writing down his interests, Marco wants to attract the attention of other users who have similar interests to connect with him. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same interests approach is a characteristic of the liking principle, so Marco's bio is proven as the liking principle.

Bumble BFF is one of the modes on Bumble that is used for making friendship. Marco uses liking principle in the aim of finding potential friends with the same interests. This is also in accordance with Cialdini's (2007) theory which states that relationships can be established well when

both parties have the same interests, so there is comfort and harmony in the relationship they build.

Marco uses his interests as a form of providing introduction and persuasion. From a pragmatic perspective, the meaning of interest is something is carried out for enjoyment. The use of his interests as an introduction and persuasion can be considered a form of positive persuasion because it shows advantages that not everyone has. Bio Bumble is a promotional platform where users take advantage of this opportunity to persuade or exaggerate their values so other users are interested or amazed. By writing his interests, Marco hopes can attract the attention of other users and establishing relationships with people who have the same interests, aiming for friendship. This strategy is also in line with the principle of liking, namely using interests similarities in persuade other people to build relationships.

2.10 Liking

**Datum: “Enjoy Lifting, hanging out with friends and working on cars.
Looking for chill people to hang and drink with”**



The bio is written by Tony on his Bumble BFF profile and belongs to the type of liking principle. Tony's bio is about his interests, namely lifting, hanging out, drinking and working on cars. By writing down his interests, Tony wants to attract the attention of other users who have similar interests to connect with him. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same interests approach is a characteristic of the liking principle, so Tony's bio is proven as the liking principle.

Bumble BFF is one of the modes on Bumble that is used for making friendship. Tony uses liking principle in the aim of finding potential friends with the same interests. This is also in accordance with Cialdini's (2007) theory which states that relationships can be established well when both parties have the same interests, so there is comfort and harmony in the relationship they build.

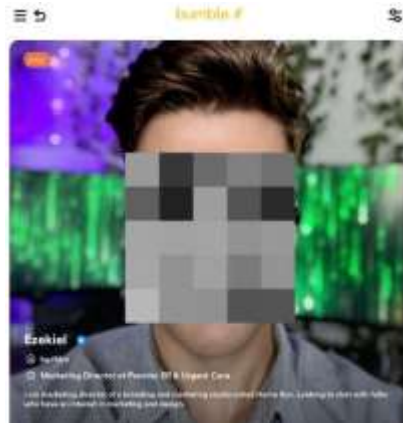
Tony uses his interests as a form of providing introduction and persuasion. From a pragmatic perspective, the meaning of interest is something is carried out for enjoyment. The use of his interests as an introduction and persuasion can be considered a form of positive persuasion because it shows advantages that not everyone has. Bio Bumble is a promotional platform where users take advantage of this opportunity to persuade or exaggerate their values so other users are interested or amazed. By writing his interests, Tony hopes can attract the attention of other users and establishing relationships with people who have the same interests, aiming for friendship. This strategy is also in line with the principle of liking, namely using interests similarities in persuade other people to build relationships.

3. Bumble Bizz

The researcher found two persuasive principles on Bumble Bizz, namely liking and authority. The detail are five of liking principles and five of authority principle.

3.1 Liking

Datum: “I am marketing director of a branding and marketing studios called Home Run. Looking to chat with folks who have an interest in marketing and design”



The bio is written by Ezekiel on his Bumble Bizz profile and belongs to the type of liking principle. Ezekiel's bio is about himself as a marketing director of a branding and marketing studios called Home Run and it is a form of his introduction to other Bumble Bizz users. Ezekiel continued his introduction with a hope that he wanted as his presence at Bumble Bizz, namely looking to chat with folks who have an interest in marketing and design. Ezekiel's hope strongly reflects his desire to connect with people who have the same interests or fields as him. Using the same interest or field approach is a characteristic of the liking principle, so Ezekiel's bio is proven as the liking principle.

Bumble Bizz is one of the modes on Bumble that is used to search for professional contacts, job vacancies and client opportunities. Ezekiel's introduction of himself as a marketing director of a branding and marketing studios called Home Run shows that he shares his interests with other Bumble Bizz users with the aim of building positive professional or career relationships in his field. This is also in accordance with Cialdini's (2007) theory which states that relationships can be established well when both

parties have the same interests, so there is comfort and harmony in the relationship they build.

In a career context, people tend to use formal vocabularies or phrases that shows professionalism. However, Ezekiel did the opposite. Instead of using formal vocabulary, for instance “networks”, Ezekiel uses informal vocabulaty “folks”. The word “folks” is an old slang that strongly shows informal language. Ezekiel uses this informal way to shows a positive friendly characteristic which in this context Ezekiel hopes that other Bumble Bizz users can have a good and comfortable coversation with him. He uses this strategy to attract the attention of other Bumble Bizz users who have the same thoughts on how to make coversations. This strategy is also in line with the principle of liking.

3.2 Authority

Datum: “I’m a company owner for IT services. I’m available to help your website, CRM, HRM, billing softwares or internal customized apps”



The bio is written by Can John on his Bumble Bizz profile and belongs to the type of authority principle. Can John's bio is about his background as a company owner for IT services. According to Cialdini's (2007) theory, using degrees or expertise in a particular field is a characteristic of the authority principle. So, Can John's bio is classified as a principle of authority which can be proven from the mention of his title as a company owner for IT services, which means he is an expert in the IT field. Apart from that, his bio states that the services he can provide to potential clients, namely optimizing clients' websites, CRM, HRM, billing softwares or internal customized apps, are also a form of the principle characteristic of authority, namely expertise.

Bumble Bizz is one of the modes on Bumble that is used to search for professional contacts, job vacancies and client opportunities. Can John in his bio states that he can help in the IT sector, which means Can John has a target to get clients from Bumble Bizz. Can John uses his authority as an IT expert to demonstrate his credibility so other Bumble Bizz users are interested to send connections as potential clients. This is in line with Cialdini's (2007) theory which states that authority can strengthen a person's credibility so the targets can be more easily reached.

Details of Can John's expertise in the IT such as being an expert in the field of websites, CRM, HRM, billing softwares or internal customized apps show how skilled Can John is in his field. This shows that Can John has competence in certain fields within the IT sphere, which specifications

in a field also show a support for people’s credibility. Can John's strategy in mentioning several special skills (in IT field) as an effort to get clients is a practice of the principle of authority.

3.3 Liking

Datum: “Trauma Recovery Coaching is my specialty. Looking to build a network with entrepreneurs like myself. IG @traumarecoverycoach”



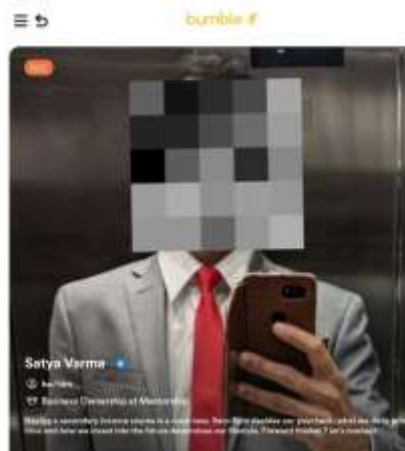
The bio is written by Stacy on her Bumble Bizz profile and belongs to the type of liking principle. Stacy's bio is about herself as a trauma recovery coach and it is a form of her introduction to other Bumble Bizz users. Stacy continued her introduction with a hope that she wanted as her presence at Bumble Bizz, namely looking to build a network with entrepreneurs like herself. Stacy's hope strongly reflects her desire to connect with people who have the same interests or fields as her. Using the same interest or field approach is a characteristic of the liking principle, so Stacy's bio is proven as the liking principle.

Bumble Bizz is one of the modes on Bumble that is used to search for professional contacts, job vacancies and client opportunities. Stacy's introduction of herself as a trauma recovery coach shows that she shares her interests with other Bumble Bizz users with the aim of building positive professional or career relationships in her field. This is also in accordance with Cialdini's (2007) theory which states that relationships can be established well when both parties have the same interests, so there is comfort and harmony in the relationship they build.

In a career context, people tend to use formal vocabularies or phrases that shows professionalism. However, Stacy did the opposite. Instead of using formal phrase, for instance “my area of expertise”, Stacy uses informal phrase “my specialty” to shows a positive friendly characteristic which in this context Stacy hopes that other Bumble Bizz users can have a good and comfortable coversation with her. She uses this strategy to attract the attention of other Bumble Bizz users who have the same thoughts on how to make coversations. This strategy is also in line with the principle of liking.

3.4 Liking

Datum: “Having a secondary income is a must now. 9am-5pm decides our paycheck, what we do in prime time and how we invest into the future determines our lifestyle. Forward thinker? Let’s connect.



The bio is written by Satya Varma on his Bumble Bizz profile and belongs to the type of liking principle. Satya Varma's bio is about his opinion in worklife, namely having a secondary income is a must now, 9am-5pm decides our paycheck, what we do in prime time and how we invest into the future determines our lifestyle. His bio is a form of his introduction to other Bumble Bizz users. Satya Varma's continued his introduction with an offering of making connection with other users with the same opinion or interest by writing "Forward thinker? Let's connect". It strongly reflects his desire to connect with people who have the same opinion or interest as him. Using the same opinion or interest approach is a characteristic of the liking principle, so Satya Varma's bio is proven as the liking principle.

Bumble Bizz is one of the modes on Bumble that is used to search for professional contacts, job vacancies and client opportunities. Satya Varma's introduction about his opinion shows that he shares his thoughts with other Bumble Bizz users with the aim of building positive professional or career relationships. This is also in accordance with Cialdini's (2007)

theory which states that relationships can be established well when both parties have the same interests, so there is comfort and harmony in the relationship they build.

In a career context, people tend to use formal vocabularies or phrases that shows professionalism. However, Satya Varma did the opposite. . Instead of using formal way, for instance “I am an individual with a forward-thinking approach. I am keen on expanding my network with professionals. Would you be open to establishing a connection?”, Satya Varma uses the informal way. He writes “Forward thinker? Let’s connect” that shows expressions commonly used in everyday conversation. Satya Varma uses this informal approach to shows a positive friendly characteristic which in this context Satya Varma hopes that other Bumble Bizz users can have a good and comfortable coversation with him. He uses this strategy to attract the attention of other Bumble Bizz users who have the same thoughts on how to make coversations. This strategy is also in line with the principle of liking.

3.5 Authority

Datum: “I am a home renovations and repairs contractor. Do mainly residential but have also done some commercial work. I have experience with investment properties, airbnb, single-family homes”



The bio is written by Antonio on his Bumble Bizz profile and belongs to the type of authority principle. Antonio's bio is about his background as a home renovations and repairs contractor, and an investor in properties. According to Cialdini's (2007) theory, using experience or expertise in a particular field is a characteristic of the authority principle. So, Antonio's bio is classified as a principle of authority which can be proven from the mention of his profession and experience.

Bumble Bizz is one of the modes on Bumble that is used to search for professional contacts, job vacancies and client opportunities. Antonio in his bio states that he has experiences. They are experience as renovations and repairs contractor for residential and commercial work; and experience with investment properties, airbnb, and single-family homes. From his bio, it means Antonio has a target to get clients or jobs from Bumble Bizz. Antonio uses his authority in his field to demonstrate his credibility so other Bumble Bizz users are interested to send connections as potential clients or work partners. This is in line with Cialdini's (2007) theory which states that

authority can strengthen a person's credibility so the targets can be more easily reached.

3.6 Liking

Datum: “I’m a small business consultant recently back in Austin. I’d love to make some great friends and business connections! Working on a side project for musicians right now so I’d love to connect!”



The bio is written by Ananda on her Bumble Bizz profile and belongs to the type of liking principle. Ananda's bio is about herself as a small business consultant and a person who works on a side project for musicians. It is a form of her introduction to other Bumble Bizz users. Ananda continued her introduction with a hope that she wanted as her presence at Bumble Bizz, namely make some great friends and business connections. Ananda's hope strongly reflects her desire to connect with people who have the same interests or fields as her. Using the same interest or field approach is a characteristic of the liking principle, so Ananda's bio is proven as the liking principle.

Bumble Bizz is one of the modes on Bumble that is used to search for professional contacts, job vacancies and client opportunities. Ananda's introduction shows that she shares her profession as her interests with other Bumble Bizz users with the aim of building positive professional or career relationships in her field. This is also in accordance with Cialdini's (2007) theory which states that relationships can be established well when both parties have the same interests, so there is comfort and harmony in the relationship they build.

In a career context, people tend to use formal vocabularies or phrases that shows professionalism. However, Ananda did the opposite. Instead of using formal sentence, for instcane "I would like to expand and establish my business networks", Ananda uses an informal sentence "I'd love to make some great friends and business connections!". Her informal sentence shows expressions commonly used in everyday conversation that strongly shows informal language. She uses informal approach to shows a positive friendly characteristic which in this context Ananda hopes that other Bumble Bizz users can have a good and comfortable coversation with her. She uses this strategy to attract the attention of other Bumble Bizz users who have the same thoughts on how to make coversations. This strategy is also in line with the principle of liking.

3.7 Authority

Datum: "I am a senior construction manager, I have held roles across constructions and real estate development and fund's management"



The bio is written by Jarrod on his Bumble Bizz profile and belongs to the type of authority principle. Jarrod's bio is about his profession as a senior construction manager. According to Cialdini's (2007) theory, using experience or expertise in a particular field is a characteristic of the authority principle. So, Jarrod's bio is classified as a principle of authority which can be proven from the mention of his profession and experience.

Bumble Bizz is one of the modes on Bumble that is used to search for professional contacts, job vacancies and client opportunities. Jarrod in his bio states that he has experiences in constructions, real estate development and fund's management. From his bio, it means Jarrod has a target to get clients or networks from Bumble Bizz. Jarrod uses his authority in his field to demonstrate his credibility so other Bumble Bizz users are interested to send connections as potential clients or work partners. This is in line with Cialdini's (2007) theory which states that authority can strengthen a person's credibility so the targets can be more easily reached.

3.8 Authority

Datum: “Machine learning researcher at USC information sciences institute. USC '23 grad with MS in ML and DS”



The bio is written by Bhumi on her Bumble Bizz profile and belongs to the type of authority principle. Bhumi’s bio is about her profession as a machine learning researcher at USC Information Sciences Institute and her education story. According to Cialdini's (2007) theory, using experience or expertise in a particular field is a characteristic of the authority principle. So, Bhumi’s bio is classified as a principle of authority which can be proven from the mention of her profession and experience.

Bumble Bizz is one of the modes on Bumble that is used to search for professional contacts, job vacancies and client opportunities. Bhumi in her bio states that she has profession that related to her education, namely machine learning. She also mentions her institution and what she learned. From her bio, it means Bhumi has a target to get clients or networks from Bumble Bizz. Bhumi uses her authority in her field to demonstrate her credibility so other Bumble Bizz users are interested to send connections as

potential clients or work partners. This is in line with Cialdini's (2007) theory which states that authority can strengthen a person's credibility so the targets can be more easily reached.

Details of Bhumi's institution also shows her credibility as part of a well-known campus which can make other Bumble Bizz users tend to trust her and be willing to take advantage of her credibility or be willing to connect with her as professional relationship. It can be seen that her mention about her institution as an effort to get networks is a practice of the principle of authority.

3.9 Liking

Datum: "Looking for someone to work on an AI business idea with. I am technical and enjoy tinkering with machine learning and so models"



The bio is written by Bob on his Bumble Bizz profile and belongs to the type of liking principle. Bob's bio is about his need in finding someone to work with and his profession in machine learning field. It is a form of his introduction to other Bumble Bizz users. Bob's introduction includes a

hope that he wanted as his presence at Bumble Bizz, namely looking for someone to work on an AI business idea with. Bob's hope strongly reflects his desire to connect with people who have the same interests or fields as him. Using the same interest or field approach is a characteristic of the liking principle, so Bob's bio is proven as the liking principle.

Bumble Bizz is one of the modes on Bumble that is used to search for professional contacts, job vacancies and client opportunities. Bob's introduction of himself and his need shows that he shares his interests and need with other Bumble Bizz users with the aim of building positive professional or career relationships in his field. This is also in accordance with Cialdini's (2007) theory which states that relationships can be established well when both parties have the same interests or need, so there is comfort and harmony in the relationship they build.

In a career context, people tend to use formal vocabularies or phrases that shows professionalism. However, Bob did the opposite. Instead of using formal phrase, for instance "find satisfaction in exploring ideas and concepts", Bob uses informal phrase "enjoy tinkering" that common used as daily expression. Bob uses this informal way to shows a positive friendly characteristic which in this context Bob hopes that other Bumble Bizz users can have a good and comfortable coversation with him. He uses this strategy to attract the attention of other Bumble Bizz users who have the same thoughts on how to make coversations. This strategy is also in line with the principle of liking.

3.10 Authority

Datum: “I am an MBA student at the University of Texas at Austin. Looking for new and exciting opportunities”



The bio is written by Riya on her Bumble Bizz profile and belongs to the type of authority principle. Riya’s bio is about her academic background as a MBA student in University of Texas at Austin. According to Cialdini's (2007) theory, using experience or expertise in a particular field is a characteristic of the authority principle. So, Riya’s bio is classified as a principle of authority which can be proven from the mention of her academic background or expertise.

Bumble Bizz is one of the modes on Bumble that is used to search for professional contacts, job vacancies and client opportunities. Riya in her bio states that she has academic background in MBA and she also mentions her institution. From her bio, it means she has a target to get networks or job opportunities from Bumble Bizz. Riya uses her authority in her field to

demonstrate her credibility so other Bumble Bizz users are interested to send connections as potential work partners or networks. This is in line with Cialdini's (2007) theory which states that authority can strengthen a person's credibility so the targets can be more easily reached.

Details of Riya's institution also shows her credibility as part of a well-known campus which can make other Bumble Bizz users tend to trust her and be willing to take advantage of her credibility or be willing to connect with her as professional relationship. It can be seen that her mention about her institution as an effort to get networks is a practice of the principle of authority.

Table 1. Findings

Mode	Type	Amount
Bumble Date	Liking Principle	8
	Scarcity Principle	1
	Authority Principle	1
	Social proof Principle	0
	Reciprocation Principle	0
	Commitment and consistency Principle	0
	Bumble BFF	Liking Principle
	Scarcity Principle	0
	Authority Principle	0
	Social proof Principle	0

	Reciprocation Principle	0
	Commitment and consistency Principle	0
Bumble Bizz	Liking Principle	5
	Scarcity Principle	5
	Authority Principle	0
	Social proof Principle	0
	Reciprocation Principle	0
	Commitment and consistency Principle	0

B. DISCUSSION

1. Bumble Date

Based on data findings and analysis, Bumble Date users tend to use persuasive language that refers to the principle of liking. This principle was found in eight out of ten data. Meanwhile, other persuasion language found was one data showing the scarcity principle and one data showing the authority principle. The principles of reciprocity, social proof, and commitment and consistency are not found at all in Bumble Date's bio users. Bumble Date is a mode where users have the hope of meeting potential partners which will lead to a dating relationship. Bio Bumble Date is a forum for Bumble Date users to "sell themselves" in the context of introductions so that other users feel interested and are willing to send connections so they can connect. Liking on Bumble Date users' bio is the most dominant principle of persuasion in this research. According to Cialdini's (2007)

theory, similar interests will provide opportunities to build connections, including dating. So this is in line with the findings where Bumble Date users highlight their strengths or show their interests to attract the attention of other users in order to find suitable potential partners.

Apart from that, the liking principle also provides time effectiveness in selecting potential partners with the emergence of natural selection. Bumble Date users who have nothing in common with each other will not send or receive connections from other users, so this principle really helps find potential partners effectively. In practice, using the liking principle in Bumble Date users' bio is also considered simple and easy. Bumble Date users only write down their interests or facts related to themselves such as their hobbies and favorites or even their fields.

The next discovery was the scarcity principle. This principle is only found in one data in a Bumble Date user's bio. These users use limited time to give other users the opportunity to get to know them. So this is in line with Cialdini's (2007) theory which says that scarcity has the effect of rushing as if there are no other opportunities and creates a feeling of loss if you miss it. By using this principle of persuasion, it seems as if the opportunity offered is something very special. This principle is quite easy to implement by providing limits on things such as time and opportunity. However, in the context of Bumble Date with the aim of a dating relationship where dating is a natural relationship without coercion or rush periods, this principle is less popular even though it has the opportunity.

This is proven by only one data showing the principle out of a total of ten data.

Next, the authority principle found one data in Bumble Date mode. In this context, Bumble Date users tend to use an expert's opinion as a medium of persuasion to show that the opinion is related to the condition of other Bumble Date users, so that the hope is that other users will take action as the expert says, namely losing the opportunity if they ignore it. This is in line with Cialdini's (2007) theory which states that authorities tend to use greatness to persuade, both their own and other people's greatness. However, in the context of Bumble Date with the aim of a dating relationship, dating is a closer relationship with an emotional approach. Meanwhile, greatness or expert opinion tends towards a rational approach, so this principle is less popular even though it has opportunities. This is proven by only one data showing the principle out of a total of ten data.

Reciprocity was not found in the bio of Bumble Date users in this study. Cialdini's (2007) theory states that reciprocity is a natural relationship that arises based on the desire to reciprocate kindness. Therefore, this principle is not found in Bumble Date because a dating relationship is a relationship that begins with a mutual emotional approach, not a relationship that involves positive reciprocity as a form of reciprocation. However, if this principle is applied to a dating relationship that is already running, such as returning a partner's kindness, then this principle is quite relevant.

The principle of social proof was also not found in this research. Dating relationships are relationships between individuals who have subjective personal compatibility. Meanwhile, according to Cialdini's (2007) theory, social proof is a principle that involves testimonials from other people as a support for persuasion. Therefore, this principle is not found in Bumble Date because dating relationships are generally established based on personal experiences, not other people's experiences.

The principles of commitment and consistency were also not found in the bio of Bumble Date users in this research. Dating relationships on Bumble Date are free relationships. Meanwhile, according to Cialdini's (2007) theory, commitment and consistency involve a person's commitment and consistency for persuasion. Therefore, this principle is not found in Bumble Date because the bio is more about the introduction process than continuing the commitment. However, if this principle is applied to couple communication, it still has a chance. For example, in the sentence "you are my girlfriend. Let's get married." Commitment as a girlfriend will lead to taking more opportunities to maintain consistency as a couple, namely accepting the marriage offer.

The finding of liking as the most dominant principle in Bumble Date mode has similarities with the findings Dai, M., & Robbins, R. (2021) which states that positive attributes such as kindness and intelligence in user profiles on Tinder have a significant influence on dating intentions in both the short and long term. Positive attributes are in line with the principle of

liking, namely using personality or self-characteristics as persuasion. However, the results of this study contrast with the findings by Cantos-Delgado, C., & Maíz-Arévalo, C. (2023) which states that humorous biography and pick-up lines in Tinder users' bio profiles do not have a significant persuasive effect. So these similarities and differences show that the liking principle is indeed found in dating applications but has different effects depending on what kind of liking principle is used.

Apart from that, these findings are also relevant to research on advertising strategies on Instagram by Fitria (2021) which states that rationalization is an effective strategy to find out what customers want so that it is easier to get their attention. This is in line with the principle of liking which also uses the target's desires as persuasion.

2. Bumble BFF

Based on data findings and analysis, Bumble BFF users tend to use persuasive language based on the liking principle. This principle was found in ten out of ten data. This means that the principle of liking is the only principle of persuasion used by Bumble BFF users based on this research. Meanwhile, other principles such as reciprocity, authority, scarcity, social proof, and commitment and consistency are not found at all in the bio of Bumble BFF users.

Bumble BFF is a mode where users hope to build friendships with other users. Bio Bumble BFF is a forum for Bumble BFF users to "sell

themselves" in the context of introductions so that other users feel interested and are willing to send connections so they can connect. Liking on Bumble BFF users' bio is the most dominant principle of persuasion in this research. According to Cialdini's (2007) theory, similar interests will provide opportunities to build connections, including friendship. So this is in line with the findings where Bumble BFF users show their interests to attract the attention of other users with the same interests to connect as friends and enjoy similar hobbies or shared interests.

Apart from that, the principle of liking also provides time effectiveness in selecting potential friends with the emergence of natural selection. Bumble BFF users who have nothing in common with each other will not send or receive connections from other users, so this principle really helps find potential friends effectively. In practice, using the liking principle in Bumble BFF users' bio is also considered simple and easy. Bumble BFF users only write their interests or facts related to themselves such as their hobbies and favorites or even their field.

The scarcity principle was not found in Bumble BFF in this study. Users were not found using limited time to give other users the opportunity to get to know them. Friendships are naturally formed because of natural instincts or are established because they have similar conditions or interests. Making friends is not limited by time or opportunity, even without ambition. Meanwhile, Cialdini's (2007) theory states that scarcity has the effect of rushing as if there are no other opportunities and creates a feeling of loss if

you miss it. By using this principle of persuasion, it seems as if the opportunity offered is something very special. Therefore, this principle is not found in Bumble BFF because friendship naturally does not involve coercion and is equal (no one is more special between individuals).

Furthermore, the authority principle was also not found in Bumble BFF in this study. Cialdini's (2007) theory states that authorities tend to use greatness to persuade, both their own and other people's greatness. However, in the context of Bumble BFF with the goal of friendship, the relationship is closer to an emotional approach. Meanwhile, greatness or expert opinion tends to be a rational approach, so this principle is less popular on Bumble BFF.

Reciprocity was not found in the bio of Bumble BFF users in this study. A friendship relationship is a relationship that begins with a mutually connected emotional approach, not a relationship that involves positive reciprocity as a form of reciprocation. Cialdini's (2007) theory states that reciprocity is a natural relationship that arises based on the desire to reciprocate kindness. So, this principle is not suitable when applied in the context of the Bumble BFF bio. However, if this principle is applied to existing friendship relationships, such as repaying a friend's kindness, then this principle is quite relevant.

The principle of social proof was also not found in this research. Friendship relationships are relationships between individuals who have subjective personal compatibility. Meanwhile, according to Cialdini's

(2007) theory, social proof is a principle that involves testimonials from other people as a support for persuasion. So this principle is not suitable to be applied in friendship relationships because friendship relationships are generally formed based on personal experience, not other people's experiences.

The principles of commitment and consistency were also not found in the Bumble BFF users' bio in this study. Friendship relationships on Bumble BFF are free relationships. Meanwhile, according to Cialdini's (2007) theory, commitment and consistency involve a person's commitment and consistency for persuasion. So this principle is not suitable to be applied in the bio of Bumble BFF users because the bio is more likely to be for the introduction process. However, if this principle is applied to friendly communication, it still has a chance. For example, in the sentence "You are my friend. Do you want to be my best friend?" Commitment as a friend will lead to taking more opportunities to maintain consistency as a friend, namely accepting offers as a friend.

The finding of liking as the most dominant principle in Bumble BFF mode is similar to the findings Ameri et al. (2023) which shows that similarity (homophile) with potential friends plays a role in building friendship relationships. Another finding that is in line is the finding Zarouali et al. (2022) in the field of political advertising which states that personality similarities have a strong influence on the success of political advertising on social media. However, the findings of this study contrast

with the research by Halttu & Oinas-Kukkonen (2022) which states that commitment and reciprocity are the most stable strategies in persuasion relationships to change health behavior.

3. Bumble Bizz

Based on data findings and analysis, Bumble Bizz users tend to use the principles of liking and authority. This principle is found with a balanced number of five likings and five authorities out of a total of ten data. Meanwhile, other persuasion languages such as scarcity, reciprocity, social proof, and commitment and consistency are not found at all in Bumble Bizz users' bios.

Bumble Bizz is a mode where users have the hope of meeting potential clients, professional networks and job vacancies. Bio Bumble Bizz is a forum for Bumble Bizz users to "sell themselves" in the context of introductions so that other users feel interested and are willing to send connections so they can be connected. Liking on Bumble Bizz users' bio is one of the most dominant principles of persuasion in these findings. According to Cialdini's (2007) theory, similar interests will provide opportunities to build connections, including professional connections. So this is in line with the findings where Bumble Bizz users highlight their strengths or show their interests to attract the attention of other users in order to get a professional partner network that is suitable and relevant to their field.

Apart from that, the liking principle also provides time effectiveness in selecting potential partners with the emergence of natural selection. Bumble Bizz users who have nothing in common with each other will not send or receive connections from other users, so this principle really helps find potential partners effectively. In practice, using the liking principle in Bumble Bizz users' bio is also considered simple and easy. Bumble Bizz users only write down their interests or facts related to themselves, such as their skills, profession or field in which they are involved.

The next discovery was that the principle of authority was found in the same amount as the principle of liking. In this context, Bumble Bizz users tend to use skills, achievements and degrees to convey a sense of trust to potential clients and potential networks so that they are willing to send connections. This is in line with Cialdini's (2007) theory which states that authorities tend to use power to persuade, thereby creating a sense of trust and increasing credibility. So it is very appropriate if this principle is used by Bumble Bizz users because the goal of Bumble Bizz is to create professional relationships that lead to work or careers. Apart from that, highlighting your profession and skills in the career world is a common thing to attract the attention of potential clients and networks, so this is very in line with the findings.

Next, the scarcity principle. This principle is not found in a Bumble Bizz user's bio. According to Cialdini's (2007) theory, scarcity has the effect of rushing as if there are no other opportunities and creates a feeling of loss

if you miss it. Meanwhile, in a business relationship or professional relationship, a person tries to establish a good relationship so that a mutually beneficial agreement can be reached. It does not benefit or privilege one party. So this principle is not suitable to be applied in professional relationships.

Furthermore, reciprocity was not found in the bio of Bumble Bizz users in this study. Cialdini's (2007) theory states that reciprocity is a natural relationship that arises based on the desire to reciprocate kindness. Therefore, this principle is not found in Bumble Bizz because professional relationships are relationships that begin with the same need between individuals to obtain business cooperation agreements and tend to use rational thinking. Meanwhile, the principle of reciprocity tends to use emotions in terms of reciprocity, so this is not suitable when applied in business relationships.

The principle of social proof was also not found in this research. Professional relationships are relationships between individuals who are compatible in terms of potential cooperation and are subjective in nature. Meanwhile, according to Cialdini's (2007) theory, social proof is a principle that involves testimonials from other people as a support for persuasion. Therefore, this principle is not found in Bumble Bizz because professional relationships are generally established based on individual needs and experiences, not other people's experiences.

The principles of commitment and consistency were also not found in the bio of Bumble Bizz users in this research. Professional relationships on Bumble Bizz are casual. Meanwhile, according to Cialdini's (2007) theory, commitment and consistency involve a person's commitment and consistency for persuasion. Therefore, this principle is not found in Bumble Bizz because the bio is more about the introduction process than continuing the commitment. However, if this principle is applied to further cooperative communication between individuals in business, then this principle of persuasion has a chance. For example, in the sentence "We have worked together for five years. Would you like to extend the contract with us?". Commitment as a colleague for five years will lead to further commitments to maintain consistency, namely by accepting the offer.

The finding of authority as one of the most dominant principles in Bumble Bizz mode has similarities with the findings by Chiu & Ho (2023), Hidayah et al. (2023) and Ureno, D. M. (2021) which states that professionalism can foster a sense of trust and can influence people in making choices. This professionalism can take the form of endorsements from public figures and the use of alliteration in product advertisements. However, these findings are not in line with the findings by Morady Moghaddam & Esmaeilpour (2023) which states that the influence of the principles of reciprocity and scarcity is stronger on advertising on social media than the influence of other principles.

Bumble has three different modes based on desired relationship goals. Based on the findings, there are differences between the language of persuasion in one mode and another. However, these differences also tend to have one dominant language of persuasion used in all modes, namely the principle of liking. Thus, differences in Bumble modes trigger differences in the persuasion used even though they generally have the same persuasion style.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents conclusions and suggestions related to the analysis in finding. This section concluded the findings that have been discussed in the previous chapter and provide suggestions for the reader.

A. Conclusion

Based on the discussion of findings on the three Bumble modes, it was found that each Bumble mode has different persuasion strategies even though they have the same dominant persuasion principles. For example, in Bumble Date three principles of persuasion were found, while in Bumble BFF only one principle of persuasion was found. Then, in Bumble Bizz two principles of balanced persuasion were found. From the discussion of these findings, we also found similarities and differences in the use of persuasion strategies used by Bumble users and the persuasion strategies used by commercial companies such as advertising.

In a commercial context, all the principles of persuasive language are found. This is different from Bumble, which only uses three principles, namely liking, authority and scarcity. In a social context, people tend to create natural relationships so what is found in Bumble is that these three principles (liking, authority, and scarcity) are basically based on compatibility. Even on Bumble, the principle of liking was found to be dominant, showing that equality between two parties is the main thing in establishing long-term social relationships.

Meanwhile, in commercial matters, the language of persuasion used is all principles which aim to find all loopholes so that targets are achieved in increasing sales urgency. Furthermore, a stronger principle found based on previous studies related to commerce is the principle of reciprocity. Reciprocity in commercial is easier to do, such as giving samples or testers first to consumers so as to encourage consumers to buy products or use the services offered as a form of reciprocation, which is quite difficult to do on Bumble to persuade other users. It is quite difficult for Bumble users to provide tests in establishing dating, friendship or professional relationships in order to attract the attention of other users.

B. Suggestion

Future research should consider expanding the scope of this study on persuasive language in Bumble to encompass a comprehensive analysis across all facets of the application, including profiles, chat interactions, and promotional content. Further investigations could explore demographic variations in persuasive strategies, conduct longitudinal studies to track evolving trends, integrate qualitative and quantitative approaches for deeper insights, examine ethical implications and user perceptions, and compare findings with other dating platforms. These avenues promise to enrich understanding of persuasive communication

within digital environments like Bumble, informing future design strategies and ethical guidelines.

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APPENDIX


Code	Data	Note	Analysis
1.1	<p style="text-align: center;">Liking</p>  <p style="text-align: center;">“silly guy seeking silly girl”</p>	<p>This sentence was written by Emmett on his bio profile as a Bumble Date user. This sentence was used to persuade other users to connect with him in order to create a dating relationship.</p>	<p>Emmett’s bio is about his personality and his type of a girl. “Silly guy” is his introduction using his personality and “silly girl” is what he wants from his presence on Bumble Date. He wants a silly girl as his partner in a dating relationship since Bumble Date is for dating. His personality and his type has the similarity, namely “silly” that means he wants a person who has the same characteristic as him. He uses a similarity of personality to attract other Bumble Date users to connect with him. Using the same interest approach is a characteristic of the liking principle, so Emmett’s bio is proven as the liking principle.</p>
1.2	<p style="text-align: center;">Liking</p>		<p>Cara’s bio is about his favorite, namely his cat, going to concert, and singing loudly in his car. By writing down his favorites or interests, Cara wants to attract the attention of other users who have the same interest to connect with him. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same</p>



	 <p>“Things I love include: my cat, going to concert, and singing loudly in my car”</p>	<p>interests approach is a characteristic of the liking principle, so Cara’s bio is proven as the liking principle.</p>
<p>1.3</p>	<p>Liking</p> 	<p>Canyon’s bio is about his hobbies, namely going to music shows, skating, coffee, reading, and thrifting. He also mention his occupation as a student who want to be an English literature teacher. By writing down his hobbies and his plan, Canyon wants to attract the attention of other users who have the same interest to connect with him. People with similar interests are generally easier to connect with and create more engaging</p>


	<p>“Hey there! I enjoy going to music shows, skating, coffee, reading, and thrifting. I’m in school to become an English literature teacher (age group undecided)”</p>		<p>relationships. Using the same interests approach is a characteristic of the liking principle, so Canyon’s bio is proven as the liking principle.</p>
<p>1.4</p>	<p>Liking</p>  <p>“A concert addict that spends wayyy too much time playing guitar, huge fan of nature (running, climbing, hiking) and always cooking</p>		<p>Noe’s bio is about his hobbies, namely as a concert addict who play guitar, huge fan of nature (running, climbing, hiking) and always cooking random things. By writing down his hobbies, Noe wants to attract the attention of other users who have the same interest to connect with him. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same interests approach is a characteristic of the liking principle, so Noe’s bio is proven as the liking principle.</p>


	random things (try at ur own risk)		
1.5	<p>Liking</p>  <p>“Plant dad looking for a plant mom”</p>		<p>Tanner’s bio is about his character and his type of a girl. “Plant dad” is his introduction using his character and “plant mom” is what he wants from his presence on Bumble Date. He wants a plant mom as his partner in dating relationship since Bumble Date is for dating. His character and his type has the similarity, namely “plant” that means he wants a person who has the same characteristic as him, namely a person who cares to plants or a person who has hobby in taking care of plants. He uses similarity of personality to attract other Bumble Date users to connect with him. Using the same interest approach is a characteristic of the liking principle, so Tanner’s bio is proven as the liking principle.</p>
1.6	Liking		<p>Pradnesh’s bio is about his personalities, namely adventurous, spontaneous, and always up for a good time. By writing down his personality, Pradnesh wants to attract the attention of other users who have similar</p>


	 <p>“Adventurous, spontaneous, and always up for a good time”</p>		<p>personality to connect with him. People with similar personality are generally easier to connect with and create more engaging relationships. Using the same interests or personality approach is a characteristic of the liking principle, so Pradnesh’s bio is proven as the liking principle.</p>
<p>1.7</p>	<p>Liking</p>  <p>“Love the cliches like ice cream dates, movie nights,</p>		<p>Javier’s bio is about his interests, namely ice cream dates, movie nights, walking and having a conversation. By writing down his interests, Javier wants to attract the attention of other users who have similar interests to connect with him. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same interests approach is a characteristic of the liking principle, so Javier’s bio is proven as the liking principle.</p>

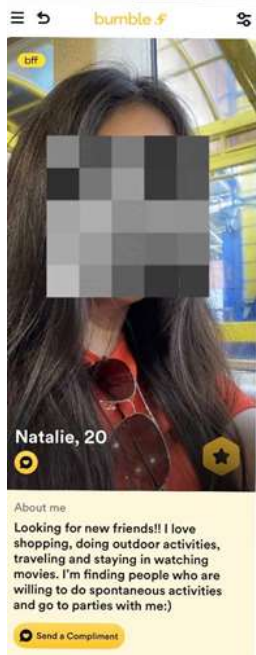
	and just walking and having a conversation”		
1.8	<p>Scarcity</p>  <p>“Here for a short time”</p>		<p>The scarcity principle here can be proven by her bio “Here for a short time”. In this context he tries to persuade other Bumble Date users to make connections with her because she is on Bumble Date only for a short time as she mentioned. It means she is using scarcity in order to make the first step of a dating relationship. She uses this principle to show the impression of being rushed so when other Bumble Date users don't send a connection immediately they will lose the opportunity. From this principle, she is hoping to connect to other users in a limited time.</p>
1.9	<p>Authority</p>		<p>The authority principle here can be proven by the sentences "You miss 100% of the shots you don't take - Michael G Scott". In this context he tries to persuade other Bumble Date users using an expert opinion, namely Michael G Scott, in order to make the first step of a dating relationship. He used this principle to show that he is with Michael's opinion and his</p>

	 <p>“You miss 100% of the shots you don’t take - Michael G Scott”</p>	<p>opinion is part of what he wanted to say as persuasion. From this principle, he is in hope to connect to other users who agree with his bio.</p>
<p>1.10</p>	<p>Liking</p>  <p>“Let me spend all my money on u, best back massages in</p>	<p>The liking principle here can be proven by the sentences "Let me spend all my money on u, best back massages in Texas, dog needs a new momma". In this context he tries to use his target liking to persuade to connect with him in order to make first step of dating relationship. Most of couple who get a role as a woman or female gender like to be given chance to spend their partner’s money and receive treats as a princess such as massage that he offered. He also offers a position as a dog momma that most of female like to take a</p>

	Texas, dog needs a new momma”		part as a momma as a manifestation of women's instincts as mothers.
2.1	Liking  “I like exploring the city, going on hikes, traveling and camping. I also play basketball and down for a workout buddy”	This sentence is written by Aidin on his bio profile as a Bumble BFF user. This sentence is used to persuade other users to connect with him in order to create a friendship.	Aidin’s bio is about his interests, namely exploring the city, going on hikes, traveling, camping, playing basketball and down for a workout buddy. By writing down his interests, Aidin wants to attract the attention of other users who have similar interests to connect with him. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same interests approach is a characteristic of the liking principle. So, Aidin’s bio is proven as the liking principle.
2.2	Liking		Megan’s bio is about her interests, namely go on adventurous, swimming, thrifting, be out in nature, as coffee addiction and sushi obsession. By writing down her interests, Megan wants to attract the attention of other

	 <p>“Let’s go on adventurous! I love to swim, be out in nature, and I’m always down to go thrifting. May have a coffee addiction & sushi obsession”</p>		<p>users who have similar interests to connect with her. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same interests approach is a characteristic of the liking principle. So, Megan’s bio is proven as the liking principle.</p>
<p>2.3</p>	<p>Liking</p>		<p>Jessica’s bio is about her interests, namely shopping at Target, coffee dates, painting ceramics, baking dessert, watching movies, or playing board games. By writing down her interests, Jessica wants to attract the attention of other users who have similar interests to connect with her. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same</p>

	 <p>“Hey everyone I don’t know how people make friends outside of school, so I’m willing to try anything. If you like to go to shopping at Target, go on coffee dates, paint ceramics, bake fun dessert, watch movies, or play board games, then I’m your girl!”</p>		<p>interests approach is a characteristic of the liking principle. So, Jessica’s bio is proven as the liking principle.</p>
<p>2.4</p>	<p>Liking</p>		<p>Natalie’s bio is about her interests, namely shopping, doing outdoor and spontaneous activities, traveling, watching movies, and going to parties. By writing down her</p>




“Looking for new friends! I love shopping, doing outdoor activities, traveling and staying in watching movies. I’m finding people who are willing to do spontaneous activities and go to parties with me”

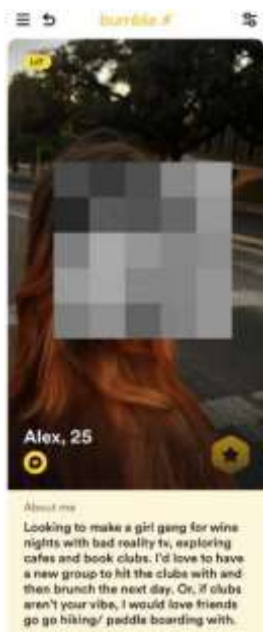
interests, Natalie wants to attract the attention of other users who have similar interests to connect with her. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same interests approach is a characteristic of the liking principle. So, Natalie’s bio is proven as the liking principle.

2.5

Liking

Gina’s bio is about her interests, namely like to get out and do exciting new things. She also loves a classic picnic park date. By writing down her interests, Gina wants to attract the attention of other users who have similar


	 <p>“Hi! I’m Gina. I’m looking for friends who like to get out and do exciting new things. Also love a classic picnic park date as well”</p>	<p>interests to connect with her. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same interests approach is a characteristic of the liking principle. So, Gina’s bio is proven as the liking principle.</p>
2.6	Liking	<p>Alex’s bio is about her interests, namely doing wine nights with bad reality tv, exploring cafes and book clubs, and hiking or paddle boarding with. By writing down her interests, Alex wants to attract the attention of other users who have similar interests to connect with her. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same</p>



“Looking to make a girl gang for wine nights with bad reality tv, exploring cafes and book clubs. I'd love to have a new group to hit the clubs with and then brunch the next day. Or, if clubs aren't your vibe, I would love friends go go hiking/ paddle boarding with”

interests approach is a characteristic of the liking principle. So, Alex’s bio is proven as the liking principle.

2.7	Liking		Caitlyn’s bio is about her interests, namely enjoying nights out, trying new restaurants, thrifting, going to markets, reading romantasy, and talking about life. By writing down her
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	 <p>"Looking for friends who also enjoy nights out, trying new restaurants, thrifting, markets, reading romantasy, & talking about life!"</p>		<p>interests, Caitlyn wants to attract the attention of other users who have similar interests to connect with her. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same interests approach is a characteristic of the liking principle. So, Caitlyn’s bio is proven as the liking principle.</p>
2.8	Reciprocity		<p>Madi’s bio is about her interests, namely her dog, baking, kpop, shopping, live music, exercising, going to comedy shows, and being outside (when it's below 100 degrees) or staying in. By writing down her interests, Madi wants to attract the attention of other users who have similar interests to connect with her. People with similar interests are generally easier to connect with and create</p>



“I love my dog Mushi, baking, kpop, shopping, live music, exercising, going to comedy shows, and being outside (when it's below 100 degrees). I like going out or staying in! I'm looking to explore what Austin has to offer!”

more engaging relationships. Using the same interests approach is a characteristic of the liking principle. So, Madi’s bio is proven as the liking principle.

2.9

Liking


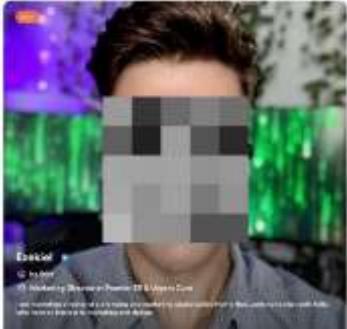
Marco’s bio is about his interests, namely art, food, gym, coffee, concerts, cooking, and hiking. By writing down his interests, Marco wants to attract the attention of other users






“I love art. I love food. I’m a really chill guy. I’m thin and have a tendency to eat everything. The gym is life. In college, and working full time. Open to coffee, concerts, a cooking contest, a hiking race”


who have similar interests to connect with him. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same interests approach is a characteristic of the liking principle. So, Marco’s bio is proven as the liking principle.



2.10	Liking		Tony’s bio is about his interests, namely lifting, hanging out, drinking and working on cars. By writing down his interests, Tony wants to attract the attention of other users who have similar interests to connect with
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	 <p>“Enjoy Lifting, hanging out with friends and working on cars. Looking for chill people to hang and drink with”</p>		<p>him. People with similar interests are generally easier to connect with and create more engaging relationships. Using the same interests approach is a characteristic of the liking principle. So, Tony’s bio is proven as the liking principle.</p>
<p>3.1</p>	<p>Liking</p>  <p>“I am marketing director of a branding and marketing</p>	<p>This sentence is written by Ezekiel on his bio profile as a Bumble Bizz user. This sentence is used to persuade other users to connect with him in order to create a</p>	<p>Ezekiel's bio is about himself as a marketing director of a branding and marketing studios called Home Run and it is a form of his introduction to other Bumble Bizz users. Ezekiel continues his introduction with a hope that he wants as his presence at Bumble Bizz, namely looking to chat with folks who have an interest in marketing and design. Ezekiel's hope strongly reflects his desire to connect with people who have the same interests or</p>



	<p>studios called Home Run.</p> <p>Looking to chat with folks who have an interest in marketing and design”</p>	<p>professional relationship.</p>	<p>fields as him. Using the same interest or field approach is a characteristic of the liking principle. So, Ezekiel's bio is proven as the liking principle.</p>
<p>3.2</p>	<p>Authority</p>  <p>“I’m a company owner for IT services. I’m available to help your website, CRM, HRM, billing softwares or internal customized apps”</p>		<p>Can John’s bio is about his background as a company owner for IT services. According to Cialdini's (2007) theory, using degrees or expertise in a particular field is a characteristic of the authority principle. So, Can John's bio is classified as a principle of authority which can be proven from the mention of his title as a company owner for IT services, which means he is an expert in the IT field. Apart from that, his bio states that the services he can provide to potential clients, namely optimizing clients' websites, CRM, HRM, billing softwares or internal customized apps, are also a form of the principle characteristic of authority, namely expertise.</p>

<p>3.3</p>	<p style="text-align: center;">Liking</p>  <p>“Trauma Recovery Coaching is my specialty. Looking to build a network with entrepreneurs like myself. IG @traumarecoverycoach”</p>		<p>Stacy's bio is about herself as a trauma recovery coach and it is a form of her introduction to other Bumble Bizz users. Stacy continues her introduction with a hope that she wants as her presence at Bumble Bizz, namely looking to build a network with entrepreneurs like herself. Stacy's hope strongly reflects her desire to connect with people who have the same interests or fields as her. Using the same interest or field approach is a characteristic of the liking principle. So, Stacy's bio is proven as the liking principle.</p>
<p>3.4</p>	<p style="text-align: center;">Liking</p>  <p>“Having a secondary income is a must now. 9am-5pm decides our paycheck, what we do in prime time and how we do in prime time and how</p>		<p>Satya Varma’s bio is about his opinion in worklife, namely having a secondary income is a must now, 9am-5pm decides our paycheck, what we do in prime time and how we invest into the future determines our lifestyle. His bio is a form of his introduction to other Bumble Bizz users. Satya Varma’s continues his introduction with an offering of making connection with other users with the same opinion or interest by writing “Forward thinker? Let’s connect”. It strongly reflects his</p>

	<p>we invest into the future determines our lifestyle.</p> <p>Forward thinker? Let's connect.</p>		<p>desire to connect with people who have the same opinion or interest as him. Using the same opinion or interest approach is a characteristic of the liking principle. So, Satya Varma's bio is proven as the liking principle.</p>
<p>3.5</p>	<p>Authority</p>  <p>“I am a home renovations and repairs contractor. Do mainly residential but have also done some commercial work. I have experience with investment properties, airbnb, single-family homes”</p>		<p>Antonio's bio is about his background as a home renovations and repairs contractor, and an investor in properties. According to Cialdini's (2007) theory, using experience or expertise in a particular field is a characteristic of the authority principle. So, Antonio's bio is classified as a principle of authority which can be proven from the mention of his profession and experience.</p>

<p>3.6</p>	<p style="text-align: center;">Liking</p>  <p style="text-align: center;">“I’m a small business consultant recently back in Austin. I’d love to make some great friends and business connections! Working on a side project for musicians right now so I’d love to connect!”</p>	<p>Ananda's bio is about herself as a small business consultant and a person who works on a side project for musicians. It is a form of her introduction to other Bumble Bizz users. Ananda continues her introduction with a hope that she wants as her presence at Bumble Bizz, namely make some great friends and business connections. Ananda's hope strongly reflects her desire to connect with people who have the same interests or fields as her. Using the same interest or field approach is a characteristic of the liking principle. So, Ananda's bio is proven as the liking principle.</p>
<p>3.7</p>	<p style="text-align: center;">Authority</p> 	<p>Jarrod’s bio is about his profession as a senior construction manager. According to Cialdini’s (2007) theory, using experience or expertise in a particular field is a characteristic of the authority principle. So, Jarrod’s bio is classified as a principle of authority which can be proven from the mention of his profession and experience.</p>

	<p>“I am a senior construction manager, I have held roles across constructions and real estate development and fund’s management”</p>		
3.8	<p>Authority</p>  <p>“Machine learning researcher at USC information sciences institute. USC ’23 grad with MS in ML and DS”</p>		<p>Bhumi’s bio is about her profession as a machine learning researcher at USC Information Sciences Institute and her education story. According to Cialdini’s (2007) theory, using experience or expertise in a particular field is a characteristic of the authority principle. So, Bhumi’s bio is classified as a principle of authority which can be proven from the mention of her profession and experience.</p>

<p>3.9</p>	<p style="text-align: center;">Liking</p>  <p style="text-align: center;">“Looking for someone to work on an AI business idea with. I am technical and enjoy tinkering with machine learning and so models”</p>	<p>Bob’s bio is about his need in finding someone to work with and his profession in machine learning field. It is a form of his introduction to other Bumble Bizz users. Bob’s introduction includes a hope that he wants as his presence at Bumble Bizz, namely looking for someone to work on an AI business idea with. Bob’s hope strongly reflects his desire to connect with people who have the same interests or fields as him. Using the same interest or field approach is a characteristic of the liking principle. So, Bob’s bio is proven as the liking principle.</p>
<p>3.10</p>	<p style="text-align: center;">Authority</p>  <p style="text-align: center;">“I am an MBA student at the University of Texas at</p>	<p>Riya’s bio is about her academic background as a MBA student in University of Texas at Austin. According to Cialdini's (2007) theory, using experience or expertise in a particular field is a characteristic of the authority principle. So, Riya’s bio is classified as a principle of authority which can be proven from the mention of her academic background or expertise.</p>

	Austin. Looking for new and exciting opportunities”		
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