

THE PHENOMENON OF USING OMI SOCIAL MEDIA AS A MEANS OF ONLINE DATING

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ABSTRAK

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This study concerns the phenomenon of using the online dating app OMI where we can get acquainted and date online. OMI is the latest online dating app, where women and men can do online dating activities through conversations, exploring various friendship relationships, and sexual desires. The theory used in looking at the phenomenon of using the OMI online dating application is Alfred Schutz's Phenomenology. The data mining used is qualitative research with a descriptive approach, which is research that focuses on the use of data that will be described in written and oral form based on the informants studied by conducting in-depth interviews with Generation Z in 1996-2009 in the Sidoarjo and Surabaya areas. The results showed that the use of online dating applications aims as entertainment, finding a partner, expanding friendships. Teenagers who use online dating apps have an understanding of online dating through OMI social media as a positive and efficient thing in order to know the good and bad of online app users.

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1. Introduction

The development of social media, now has developed with the existence of online dating applications such as OMI. As a means of finding a soul mate and just looking for friends made to meet new people to get a partner. In general, in the OMI application match is done by looking at the profile that each partner is interested in with them displayed. If we want to choose by clicking the love button and sliding their profile to the right. When we choose if the writing match appears, it means we are matched with them and chosen. With a match we can start interacting by clicking on the message and chatting with them.

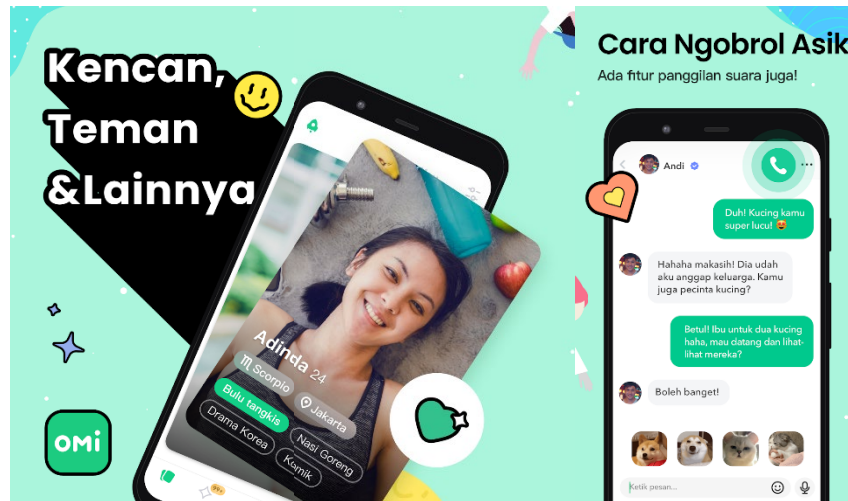


Figure 1 OMI View

(Source: OMI app from Google Playstore)

The emergence of online dating apps has also changed the way people around us socialize. Socialization through social media, especially dating apps, leads to negative things such as the practice of promiscuity, lying for their own interests, but there are also positive sides. Some people believe that the value of the social media function of OMI apps has shifted from making friends to practicing promiscuity or lying. In the OMI online dating site we can get a partner for compatibility in choosing a partner who is seen through the user's profile in its own interests. In the OMI website, Generation Z from 1996-2009 in various regions are looking for life partners or online dating friends.

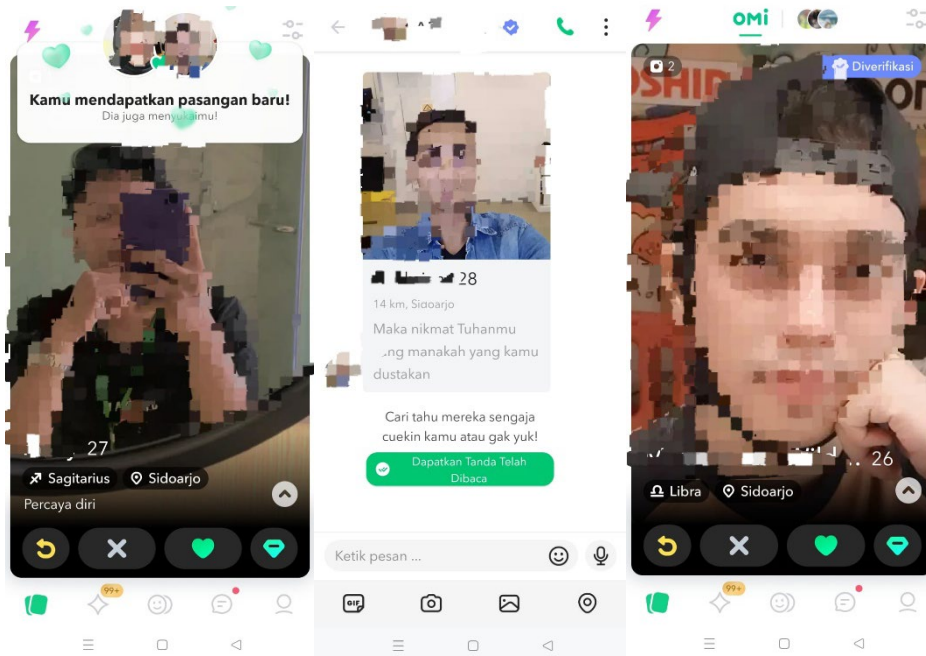


Figure 2 OMI View

(Source: OMI app from informant)

In the OMI online dating app there are many features, namely through their profile to fill in what their personal data looks like, then chat which is usually used by couples to filter chat

with each other to establish a more serious relationship of course. The blind date feature where this feature can do random and direct dating according to quiz or anonymous space randomly, there are other features and different from other online dating applications. Telepath feature where we can chat directly like a telephone and this feature will sound if the OMI user meets your type, but without seeing our partner's profile photo and can see the partner's profile bio. Dating quiz where users choose their love personality which in turn contains random quizzes that we will choose and then we can get a random partner too of course by choosing or matching the same quiz. The problem is that this application is different from others because the features are very unique and more intense in selecting a partner.



Figure 3 OMI View
(Source: OMI app from Google Playstore)

OMI online dating app is like a game that many people use to find that special someone. It is very popular all over the world, including in Indonesia. On this app, people can create a profile and show off who they are in the hope of finding a suitable partner. Identity is a special key that helps us understand who we are and how we fit into social media. On media, we can show the parts of ourselves that we want others to see. In a way that we are valued and recognized by others. Our identity consists of things like how we look, where we come from, the language we speak, and how we feel about ourselves (Suprihatin, 2019). It is interesting to see how female generation z teenagers show their identity on the internet as they use social media more than males. Our personal identity is what makes us unique, and our social identity is how we relate to others from different cultures..

They use this site with various features that are used in finding a partner. Match.com, the largest internet dating site in the US, reported 7 million users in the US in 2006, adding 2 million globally (Arvidsson, 2006). By the end of February 2011, registered membership had nearly doubled. In Indonesia, which showed a sharp increase in online dating site users in 2015. There are several popular online dating sites in Indonesia, such as setipe.com, Tinder, Bumble and dating apps like OMI. Online dating app sites are used by many people in Indonesia, according to a Sensor Tower survey in total, Indonesian residents use online dating apps (Chairunnisa &

Maryani, 2022; Sari & Kusuma, 2018). The presence of online dating app users is indeed very helpful for some people to get a wider network of friends, whether it's just adding friends or seriously looking for a soul mate. However, there are things that can harm users behind online dating apps.

The utilization of FWB (Friends With Benefit) friendships is a long-debated issue when one is in a romantic relationship. Whereas in previous research, people establish relationships through online social media, it is different with the FWB (Friends With Benefit) phenomenon, where the people involved do not have strong feelings of liking or love for each other. Friends With Benefit is a type of relationship where people form a community without any connection, and is based on the fact that they can easily connect online. This virtual concept exists, due to having more bandwidth available now than ever before through cyber communities (Fitriyani & Iswahyuningtyas, 2020).

The use of apps can be enjoyed by young and old alike to find a partner or just a date. People who use online dating often have to face challenges in terms of self-presentation and self-disclosure. Online dating services use communication methods that help reduce verbal and synchronous cues, so people can more easily connect doing what they want. (Sari & Kusuma, 2018).

This high level of activity is one of the reasons for the high number of online dating sites. We need to figure out how much energy we need to live sustainably with an undiscovered partner (Sholihah, 2022). The use of the site can be used to make new friends, and technology is changing rapidly through the views of millennials are those who should be more flexible in finding a life partner (Azzulfa, 2020). In the perspective of choosing an online dating agency, it can be said to be a necessity. With this dating agency, people are more interested and it is felt that the use of this site is more private and there is no need to come to the location of the dating agency which can trigger lies or deception, so that it is more private and remains safe (Azwinda, 2022).

Many cases of fraud and criminal acts have occurred through online dating apps. This is because some people in Indonesia find these apps easy to use. In Indonesia, bad things can happen because people do bad things on the internet. Sometimes, people use social media to talk to each other and even pretend to have sex. But then, bad people might try to meet others in real life and do bad things to them. It's important to be careful when talking to people online (Zikra & Tantimin, 2022).

In the differences in recipients that can be influenced by the level of knowledge, educational background, socialization, experience, and social environment of each generation Z. Therefore, the amount that adolescents will accept in the use of OMI is in negotiation. In the acceptance category with a negotiation position, it means that the negative publicity experienced by OMI through criminal news has caused changes in thinking and attitudes in OMI users. With the slightest obstacle, it will also become evidence to the life partner (Marasabessy, 2008).

Where each of us chooses a male partner to negotiate and participate in creating a relationship in the form of a first approach, an activity that was and still is considered special only for men. The use of strategies in a profile picture or bio is used to decide whether a man has potential or is worthy of being a good partner.

Building a relationship is the goal of women choosing to find a committed partner. But when we choose a partner who we think is suitable, women often get ghosting during further introductions. Experiencing fraud with various things whatever it is that does not match the

profile photo, economy, and social status by lying about his single status but in fact already has a girlfriend and even a wife. Even worse is the case of harassment that is often experienced by women where when we get acquaintances but do not know the form of action taken against their partners. Unpleasant actions in the form of chat, video or when we meet in person. Things like this often happen to every female partner, of course (Haryadi dkk., 2022).

From some similarities, strategies for achieving a self-image and self-disclosure may differ in applying face to face interactions. This can be done by selective self-presentation. They try to look their best to appear attractive to others and minimise the risks associated with online dating itself.

The growth of social media has also begun to develop dating apps or danting apps as a means of finding a partner or just making friends. It is said that online dating apps are an example of CMC (Computer Mediated Communication) activities created to meet new people or find a partner (Sari & Kusuma, 2018). Usually every encounter or match in the app is done by an algorithm based on the user's preferences or pre-filled profile.

Most people who use online dating sites looking for romantic relationships are looking to meet other people online. Many of these people forming personal relationships with each other through social media has led to the benefits of the new phenomenon of friendship. This means that two people who are friends can have a sexual relationship without being in a serious relationship (Chairunnisa & Maryani, 2022).

This process helps people understand themselves better as they start new relationships. Having friends and communicating with others is important, especially now that we can easily do it online (Putri dkk., 2022).

With the news that emerges about online dating apps, there will be feelings of anxiety, worry, and fear in using OMI apps that result in the vigilance of teenagers of course. They get learnt especially to choose a partner and be more careful in using OMI, to develop a selective attitude in choosing acquaintances and matches (Safitri dkk., 2022).

Before using online dating apps, people created profiles to show who they are and what they like. This helped them find someone they might want to talk to. A way for people to share and meet new friends or find someone special, especially if they can't go out and meet people in person.

When we look around, we want to understand it better by talking to others. The things we do with others can show what we think about the world. Alfred Schutz studied how people learn about the world and how they act on what they know. He also looked at how people use their past experiences to plan for the future (Schutz, 1972).

Alfred Schutz had an idea about why people do things. He said there are two things that make someone do something. One is the because motive of why they want to do it, and the other is the in order to motive of what they hope to get out of doing it (Djaya, 2020).

According to Schutz in Supraja (2012), when we talk about why someone does something, we need to understand their motives. There are two types of motives: "because of motive, and in order to motive". "In order to motive" means that someone has a goal and does something to achieve it. "Because of motive" means there is a reason why someone does something (Muhammad Supraja, 2012).

2. Method

In this study, researchers used a type of qualitative research that used a descriptive approach. Research that describes what happens in a particular situation to the use of data that will be described in written and oral form. Based on the informants studied by seeing how efforts to find and study a phenomenon. Can help and understand what is experienced by people who have beliefs related to it (Citra Eka Putri & Radja Erland Hamzah, 2022).

In using qualitative research, data taken from informants in the form of ideas contained in language, events, emotional states. All forms of ideas expressed are data that can be the key to a study. The research is focused on opinion, using responses, and feedback from the audience on the topic of discussion that will be aired to people (Moleong, 2004).

The background of each audience or audience becomes the key and source that the data obtained is as expected. The qualitative method has a function to describe events based on the collection of information from informants or research objects in the OMI application. In this research, the researcher does not focus on the size of the population or sampling. Based on the type of questions asked about the relationships that develop on OMI social media, we think it is likely that friendships are formed through virtual communication.

The research process involved data collection through virtual interviews and observation by observing chats or face-to-face video calls with informants through the OMI application's self-disclosure. Then interviews were conducted with people living in Surabaya and Sidoarjo, as well as different economic groups.

Some people in this study have feelings of loneliness because they come from different backgrounds in terms of romance, and are active users of OMI online dating apps. There are also those who use OMI online dating apps as a happening experience or some people who have experienced traumatic relationships. May not have experience with romantic relationships, so the interviews were conducted by older men and students or working. For the interview process, the researcher used a semi-structured interview method, where the researcher selected 4 male informants to be researched according to the research criteria.

This study used a purposive technique to select its informants, which means that the researchers looked based on the criteria of the research objectives (Rachmat Kriyantono, 2014). Using various methods to collect information, including interviews and observations in this study, researchers used documentation techniques to help research understand what was going on to get a more complete picture of the situation. The data analysis technique uses the Miles and Huberman model, namely how to view data through 3 stages, namely: Data reduction, data presentation and conclusion drawing. The data testing method uses four different sources of information to find out whether a certain theory is true that information from informants can be trusted.

3. Results and Discussion

Schutz argues that it is important to understand how people see the world around them. This helps us understand how they interact with others and shape society (Rorong, 2020). Describing or interpreting someone's actions is only useful if it makes sense to them.

When we want to make friends or get into a special relationship with someone, we think about what we want from the relationship. But even if we find someone who seems to be a good fit, sometimes we may still disagree. There are different ways people can be in a

relationship, such as with just one person or being open to seeing others. Some people nowadays use OMI apps to find partners for open relationships.

When people use apps to date online, they need to be careful about sharing information about who they are dating or have temporary living arrangements with. It is not just about being intimate with someone. Sometimes, people in these relationships may also date others outside of their online partners and have sex with them as well. This means they don't have to commit to just one person. But that little possibility is not widely practised by everyone, they use OMI apps to find a partner not just a friend or a bedmate.

This relationship is actually in the middle between having sex just for fun and having another partner but using affection. Someone doing this online dating still uses feelings to get into a serious relationship, but this relationship is usually just for fun. However, the affection and love they have for each other is just in a different way for both of them.

Some people have relationships where they care about each other and love each other, but they also agree that it is okay to have fun with others outside of the relationship as long as everyone agrees. They might do this to try new things or have different experiences. This is not just between two people, but can also involve others, as long as everyone agrees.

a. Use of OMI Online Dating App for Generation Z

This online dating app is not only that the two people match or choose each other, but they also agree that they can date and have sex with other people as long as they both do not know about it. They may meet people online of their choice, as well as have different loves and affections.

This type of relationship involves more than just two people in love, but they all agree to it for various reasons such as trying new things, having fun, and exploring. This is not the same as a relationship of only dating one person.

When two people like each other and date online, they may also talk to other partners. It could be because they want to explore their desire to have sex with someone else while still in a relationship. In some places, such as Indonesia, this kind of relationship is not accepted by everyone as it goes against their traditional culture. Some people may keep their relationship a secret, but others who are more open-minded may accept it as long as it doesn't harm others.

When someone who is looking for a partner online feels disliked by their partner, it can make them feel less confident. If my partner feels bad for me, I have. Yes, I have to say, because from the beginning if I am looking for a partner, it is not just friends or happy friends. This is called internal barriers. There are also external barriers, such as when other people don't have good feelings towards them. When someone is in a relationship with two people, they can't control the other person's feelings.

Sometimes, the other person may not feel comfortable with the relationship, and this can make it difficult for couples to be together. But if couples are committed to each other and willing to take risks, they can overcome these obstacles and make their relationship work.

Table 1. Pre and post experiences of online dating app users

No	Subject	Before Experience	After Experience
1.	Ar 27th	Ever been in a relationship	- Single - Looking for a serious relationship.
2.	Brian 28th	Ever been in a relationship	- Single

			- Being sexually intimate with another party.
3.	Rendis 28th	Ever been in a relationship	- Single - Not looking for a serious relationship.
4.	Alex 29th	Ever been in a relationship	- Single - Being sexually intimate with another party. - Not looking for a serious relationship.

(Source: Processed Researcher Data 2023)

Schutz talks about two important things meaning and motive. Meaning is about how we make sense of the things that happen around us, whereas motive is about why we do something (Iskandar & Jacky, 2015).

b. Motive

According to Schutz in Supraja (2012) There is something called "motive" which can mean why you do something or what you want to achieve by doing it. What is meant by in order to motive and because of motive (Muhammad Supraja, 2012), as follows:

1. In order to motive is a motive or goal that a person uses as a basis for doing something to achieve results.
2. Because of motive is the motive behind people doing actions.

c. In Order to Motive

In order to motive to know what Generation Z people who use OMI online dating app want in their relationship by looking at their reasons and goals.

d. Want to Simplify the Relationship

Sometimes people in a relationship have different opinions, but it is important to find a way to agree on them so that no one gets hurt. Some couples don't like to make a big deal out of small things or things that don't really matter to the relationship. They don't want their relationship to be too complicated or emotional.

They just want it to be easy and comfortable. They don't want to argue about small things that might make their relationship more difficult. This is because they think that if they argue over small things, their relationship will become more difficult.

When people are in open relationships, they are often more sociable because they don't let small issues get in the way. This makes their relationship smoother and less complicated.

Table 2. In Order To Motive

No.	Subject	In Order To Motive
1.	Ar 27th	To establish a serious relationship
2.	Brian 28th	To simplify the relationship
3.	Rendis 28th	To simplify the relationship
4.	Alex 29th	To simplify the relationship

(Source: Processed Researcher Data, 2023)

e. Because of Motive

Because of motive to understand why some people on OMI dating apps are in serious relationships, we need to know a little about their life stories. This can help understand their reasons for using the app.

f. Consequences of Circumstances

When people are in a romantic relationship for a long time, they may get tired of doing the same thing over and over again. Sometimes they want to try new things, which can make them get into a relationship just for fun. One way to overcome boredom and try new things is to have sexual intercourse.

If couples don't see each other often, it can be difficult for them to fulfil their sexual needs. Sometimes they can turn to this other person without love, but with both people agreeing to it. It may also be difficult to communicate when they are far apart or don't see each other often. This can lead to misunderstandings and problems, especially if they don't trust each other.

The couple has trouble understanding each other and start to doubt each other. This led to big problems that they often talked about, but they couldn't find a solution. So they decided to have an open relationship instead of breaking up because they couldn't solve the problem.

g. Not Ready to Commit to One Person

When two people are in a serious relationship, they may need help from others to make their relationship work. This is okay because it is important for them to have some distance from each other. Sometimes people may have sex with other people, but it's not because they love that person, it's just for fun. But they still have to commit to being with their partner.

Being with just one person in a relationship may not be enough to make them happy. If someone feels this way, it could be that they are not ready for a serious relationship based on the Indonesian custom that it is important to commit to one person in marriage.

h. Desire for sexual fulfillment

Sometimes when people are in a relationship, they want to have sex but their partner does not. So, they may look for someone else to have sex with. This can happen when people meet online too. People may start an online relationship because they want to have sex with someone. But, just because they are having sex with someone else doesn't mean they don't love their partner.

They can still love their partner and have feelings for them. It is important to talk to your partner if you feel bored or dissatisfied, instead of doing something that could hurt them. When people date online, they often feel more comfortable because they don't assume that sex is necessary for their relationship.

Understanding that sex is just their physical need that can be met with consent, and does not have to interfere with their emotional connection. In a serious relationship, sex is more than just a physical need it is a way to show love and strengthen the bond between partners. Couples who are committed to each other may still have sex with other people, but they understand that it is not as valuable as having sex with their partner. When both partners are sexually satisfied, they can focus on enjoying other activities together.

Table 3. Because Of Motive

No.	Subject	Because Of Motive
1.	Ar 27th	- As a result of the circumstances - Ready to commit to one person
2.	Brian 28th	- As a result of the circumstances - Not ready to commit to one person - Desire for sexual fulfillment
3.	Rendis 28th	- As a result of the circumstances - Not ready to commit to one person - Desire for sexual fulfillment

-
- | | | |
|----|-----------|--|
| 4. | Alex 29th | <ul style="list-style-type: none"> - As a result of the circumstances - Not ready to commit to one person - Desire for sexual fulfillment |
|----|-----------|--|
-

(Source: Processed Researcher Data 2023)

The statement above is a form of informant's opinion regarding the use of OMI application as online dating. That this application has a purpose and motive that is used when choosing a partner. So that informants see the motives for using online dating are used such as only as a result of environmental conditions, committing to only one person or not wanting to commit to a partner, and only as sexual pleasure.

4. Conclusion

Online dating apps among young people are now easy to find. As with the OMI app, this online chat feature has a function where users can choose a partner according to their wishes. However, it is also undeniable that OMI apps have negative and positive impacts. With an identity that is easily accessible to many people online, it can be misused in various ways. Through applications such as OMI, we cannot see the purpose of other people in choosing their partners online. Based on the results of the research and from the data that has been obtained, online dating applications can be concluded that OMI application users.

They use it because it gives them the freedom to choose who they want to be with without any rules or restrictions. It is also a way to explore their own needs and desires and find someone who wants the same. Generation Z's use of OMI online dating apps before and after an online dating relationship with a partner. A specialised website where young people can find someone to date. They use it to look for a serious relationship with a partner, just for fun like having sex with another party, and even not looking for a serious relationship.

The motives of OMI online dating app users for Generation Z are in order to motive, that the app is used to establish a serious relationship, and make the relationship easier. The because of motive, that generation Z uses online dating apps to find a partner they really like and want to have a serious relationship with. They have three reasons for doing this: a) a result of circumstances, b) not ready to commit to one person, and c) a desire for sexual fulfilment.

Suggestions for future researchers are research on the influence of dating apps on online dating app users. Online dating apps are currently very influential among generation z. I hope that future researchers will focus more on users of online dating apps, because the influences around us have many negative things to be misused to generation z. To be more careful in users to misuse online dating apps. To be more careful in users to misuse online dating apps.

Advice for dating app users, that young people need to be careful when using online dating apps. They should think about the good and bad things that can happen and make sure they don't do anything that could hurt themselves or others. It is important to be smart and not give out too much personal information or meet someone in person until they know them well.

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