

**PEMAKNAAN PENGGUNA FITUR “PEOPLE NEARBY” PADA APLIKASI
LINE DALAM MEMBANGUN HUBUNGAN ASMARA**

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ABSTRAK

Perkembangan teknologi komunikasi digital telah mengubah cara individu membangun hubungan interpersonal, termasuk hubungan asmara. Salah satu fitur yang memfasilitasi interaksi tersebut adalah *People Nearby* pada aplikasi Line yang memungkinkan pengguna berkomunikasi berdasarkan kedekatan lokasi. Meskipun tidak dirancang sebagai aplikasi kencan, fitur ini dimanfaatkan sebagian pengguna untuk membangun hubungan asmara. Penelitian ini bertujuan memahami pengalaman subjektif pengguna fitur *People Nearby* dalam membangun hubungan asmara. Penelitian ini menggunakan paradigma konstruktivis dengan pendekatan kualitatif dan metode fenomenologi Edmund Husserl. Data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi terhadap lima informan yang dipilih menggunakan *purposive sampling*. Analisis data dilakukan melalui tahapan *epoche*, reduksi fenomenologi, reduksi eidetik, dan deskripsi esensial, dengan Teori Penetrasi Sosial sebagai kerangka konseptual. Hasil penelitian menunjukkan bahwa pengalaman pengguna dalam membangun hubungan asmara berlangsung melalui kedekatan emosional, keterbukaan diri, serta harapan dan arah relasional. Pengalaman tersebut dimaknai sebagai ruang aman relasional yang terbentuk melalui kedekatan geografis, yaitu keberadaan calon pasangan dalam jangkauan lokasi yang relatif dekat sehingga membuka peluang pertemuan tatap muka. Kedekatan tersebut membuat hubungan terasa lebih nyata, menumbuhkan rasa aman, nyaman, dan kepercayaan, serta memungkinkan pengguna membangun hubungan secara santai, minim tekanan, tidak merasa dihakimi, dan bebas mengatur keterbukaan diri sesuai kesiapan masing-masing. Berdasarkan Teori Penetrasi Sosial, perkembangan hubungan informan mencapai tahap *affective exploratory exchange* dan belum mencapai *stable exchange*. Dengan demikian, fitur *People Nearby* berperan sebagai medium yang memfasilitasi terbentuknya hubungan interpersonal yang berpotensi berkembang menjadi hubungan asmara.

Kata kunci: *People Nearby*, hubungan asmara, fenomenologi Edmund Husserl, Teori Penetrasi Sosial, ruang aman relasional.

**USERS' MEANING CONSTRUCTION OF THE "PEOPLE NEARBY"
FEATURE ON THE LINE APPLICATION IN DEVELOPING
ROMANTIC RELATIONSHIPS**

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ABSTRACT

The development of digital communication technology has transformed the way individuals establish interpersonal relationships, including romantic relationships. One feature that facilitates such interactions is People Nearby on the LINE application, which enables users to communicate with others based on geographic proximity. Although it was not specifically designed as a dating application, the feature has been utilized by some users to develop romantic relationships. This study aims to explore the subjective experiences of People Nearby users in developing romantic relationships. This study employed a constructivist paradigm with a qualitative approach using Edmund Husserl's phenomenological method. Data were collected through in-depth interviews, observations, and documentation involving five informants selected through purposive sampling. Data were analyzed using the stages of epoche, phenomenological reduction, eidetic reduction, and essential description, with Social Penetration Theory serving as the conceptual framework. The findings reveal that users' experiences of developing romantic relationships evolve gradually through emotional closeness, self-disclosure, and relational expectations and direction. These experiences are interpreted as a relational safe space shaped by geographic proximity, where potential partners are located within a relatively close distance, creating opportunities for face-to-face meetings. This proximity makes the relationship feel more tangible, fosters feelings of safety, comfort, and trust, and enables users to build relationships in a relaxed environment with minimal pressure, free from judgment, while allowing them to regulate self-disclosure according to their readiness. Based on Social Penetration Theory, the participants' relationships reached the affective exploratory exchange stage but had not yet progressed to the stable exchange stage. Therefore, the People Nearby feature serves as a medium that facilitates the development of interpersonal

relationships with the potential to evolve into romantic relationships.

Keywords: *People Nearby, romantic relationships, Edmund Husserl's phenomenology, Social Penetration Theory, relational safe space.*