



Feminist Dating App Perspective: Unveiling Indonesian Women's Dating Fantasy on Bumble

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Abstract

This study delves into the intricate relationship between Bumble, a feminist-oriented dating app, and the perception of its community, both online and offline. Bumble's unique feature, which empowers women to initiate conversations in heterosexual matches, challenges entrenched gender norms prevailing in conventional dating platforms like Tinder. Beyond the innovative app design, the research employs the symbolic convergence theory to dissect shared fantasy themes, chains, and types within their community, unraveling how these dramatized messages contribute to empathetic communication and foster a sense of community. In addition to scrutinizing user narratives, the study aims to bridge the symbolic convergence observed on Twitter with the tangible experiences of women navigating Bumble's feminist features in the real world. This comprehensive exploration not only sheds light on the symbiotic relationship between online communities and the dynamics of feminist-driven dating apps but also contributes valuable insights to the broader discourse on the impact of technology on societal norms and interpersonal relationships. The research seeks to offer a nuanced perspective that goes beyond the digital realm, encompassing the multifaceted ways in which technology influences and reflects the evolving landscape of gender dynamics in contemporary society.

Keywords: Online Dating, Fantasy Chain, Fantasy Theme, Symbolic Convergence Theory, Feminist Dating App

ARTICLE INFO

Article history:

Received

January 21, 2024

Revised

April 02, 2024

Accepted

April 06, 2024

Published by

ISSN

Website

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CV. Creative Tugu Pena

2774-7077

<https://www.attractivejournal.com/index.php/bce/>

<https://creativecommons.org/licenses/by-sa/4.0/>



INTRODUCTION

Technologies come with the cultural understanding of their creators, and that social norms and understandings are inherent in the construction and design of the technology (Light dkk., 2018; Pfaffenberger, 1992; Sobieraj & Humphreys, 2021). Feminism, which is a concept consisting of socio-political movements and ideologies which aims to define and establish the political, social equality, economic, personal of the sexes, mainly promoting the equality of the female sex (Sobieraj & Humphreys, 2021). Bumble, an online dating app emerging at year 2014, which is founded by Whitney Wolfe Herd, promotes itself as female-focused, safe, and empowering (Pruchniewska, 2020).

What's unique about the app is that when looking for a heterosexual relationship, a woman must initiate a conversation after matching with a potential date (in contrast to same-sex matches on Bumble, either party can act first). In contrast, on Tinder and other dating apps, anyone can make the first move after a match, but the cultural assumption is

that men should make the move (Bennett, 2017) - and research shows that men are more likely to do so on such apps (Farvid & Aisher, 2016; Pruchniewska, 2020).

According to data from *businessofapps.com*, in 2021 the number of online dating application users has reached 323.9 million worldwide. This figure increased by 10.3% compared to the previous year, namely 293.7 million users. Most of the increase in online dating app users has occurred on Tinder, Bumble, and Hinge. Since covid, users of the Bumble application alone around the world have reached 42 million people. This number increased by 20% compared to the previous year of 35 million people. Bumble's revenue was also US\$337 million or around Rp4.86 trillion, an increase of 40.4% from the previous year. (Curry, 2024)

The current development of the world of technology and information is marked by the emergence of various new media which are used massively by users. This shows that new media exists as a medium for communicating new things that are different from previous media. New media is media whose use utilizes the internet (Zellatifanny, 2020). All forms of communication, whether from individual to individual, or individual to group, which utilize computers via a network in their interactions, are known as computer mediated communication (CMC). The presence of internet and computer networks has the characteristics of easier and faster distribution of information, giving rise to changes in individual behavior (Ayun, 2016; Karman, 2014; Wood & Smith, 2005).

Twitter (or now X) is one of the biggest social media used in Indonesia, citing data from We Are Social, there are around 27.5 million Twitter alias X users in Indonesia as of October 2023. This number places Indonesia in fourth place globally (We Are Social, 2023). Features on Twitter can be used to conduct interventions and discussions (Sinnenberg dkk., 2017). One of Twitter's features is threads. A thread is a series of interconnected tweets (Twitter, 2020).

Bumble, being one of the most used dating app in Indonesia, have generated its own community of users in various social media, one of them being Twitter or X. One of the biggest social media community account in Twitter, which is @bumblesupremacy, has been followed by 165,000 of users in Indonesia and currently has 1,369 posts on its account. Often times, the language that the user used in the page are words that may not be in the dictionary, or may be in the dictionary but have a different meaning. Dramatizing messages involve members introducing short examples of wordplay, humor, metaphors, analogies, fairy tales, to more detailed narratives (Effendy, 2011; Griffin, 2006; Indriani & Prasanti, 2020). From this understanding, it can be said that the communication that occurs uses dramatic messages, as a method of communication used by Indonesian pageant lovers on the social media Instagram. This is in accordance with symbolic convergence theory, which is a general communication theory to explain the process in which content themes that emerge in rhetoric function dramatically to connect the audience with the message (Littlejohn & Foss, 2009).

Symbolic convergence theory creates a communication process that includes fantasy themes, fantasy chains, fantasy types, and rhetorical visions. Fantasy themes are dramatized message contents, which can be with analogies, word games, jokes, or stories, which can increase the desire to interact. The discussion is real, because it is related to real aspects. Then, the fantasy chain is a dramatized message, where the message succeeds in getting a response from the participant in the communication, thereby increasing the participant's excitement and intensity. The fantasy chain produces a basis for shared understanding, so that a group is able to achieve empathetic communication (Littlejohn & Foss, 2009; West & Turner, 2008).

Based on the research background, this article aims to analyze the symbolic convergence that occurs in the Indonesian @bumblesupremacy community on Twitter and connect it with experiences and fantasy stories received directly from users to become a connecting line for women's experiences when using bumble's own feminist features.

METHOD

This research was carried out using a qualitative approach, where qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior directed at settings and individuals holistically (whole) (Gunawan, 2022). Research was conducted with the aim of presenting a picture and understanding of how and why a communication phenomenon and reality can occur (Pawito, 2007). The paradigm used in this research is a narrative paradigm, which expresses the belief that humans are storytellers and that considerations of values, emotions and aesthetics form the basis of our beliefs and behavior. Fisher said that humans are more persuaded by a good story than by a good argument (West & Turner, 2008). He also stated that: "Stories influence us, move us, and form the basis for our beliefs and actions." (West & Turner, 2008).

The theme used primarily for the research would be Fantasy theme. Fantasy themes are dramatized message content that is incorporated into message chains by participants, such as: Word games, stories, analogies, and language that stimulate interaction within the group (Benoit dkk., 2001; Puspita, 2017). The fantasy theme also focuses on the story of the characters and the characters in the story. In symbolic convergence theory, this participant refers to his as a fantasy chain, and when this happens, they form a common fantasy group.

The research will be done mainly in two steps, which is observation and interview. The primary data of this research was obtained through the interview method. The interview conducted was with the female users of Bumble, residing in Jakarta. We sought to find participants who define themselves as a women, had used Bumble for 8 months to seek a partner, this specific time frame was chosen based on the idea that informants would have a broader range of experiences since a research on bumble users proved that the users are projected to spend eight months on average on dating applications before finding a partner (Sundaravelu, 2023). Snowballing method is used to choose informants in this research. Recruitment is done by spreading posters around social media including Instagram and Twitter, and also through the researchers' own network.

The purpose of the interviews was to explore participants' experiences using and feelings about Bumble's feminist features. In this interview, we also delve into how their dating journey unfolded, overcoming the "lady first" challenges in the early days of their relationship. Finally, this study received full permission from participants to participate and consent to disclose their responses for academic purposes in this journal.

Secondly, the secondary data used for observation would be through the analysis of replies by users of Bumble within three particular threads which are an open discussion for users to have a discussion about Bumble's features which has generated quite an amount of views, replies and retweets. The first tweet, being a tweet which indirectly mentioned about Bumble's "ladies first" feature has generated 242 thousands views, 101 replies and 119 retweets. The second tweet which will be analysed is a tweet which indirectly pinpoints the safety of dating through Bumble, which has generated 265 thousands views, 96 replies and 83 retweets. Whereas the last twitter thread that would be analysed is a tweet which pinpoints on the modern dating scenarios done at Twitter, mainly ghosting, which has generated 326 thousands views, 143 replies and 677 retweets.

Finally, researchers use data triangulation as a test of the validity and validity of data, namely triangulation of data or sources. Triangulation of data or sources refers to the presence of more varied sources to obtain the data desired by the researcher. As for data analysis in this research, interactive model analysis techniques were used (Miles dkk., 2020). This analysis technique includes three components, namely data reduction, data presentation, and drawing conclusions (Pawito, 2007).

RESULT AND DISCUSSION

Symbolic convergence theory is a general communication theory by Ernest Bormann that describes the process by which content themes that appear in rhetoric function in dramatic ways that connect the audience with the message. It explains how worldviews manifest themselves symbolically and often involve and overtake many people. Symbolic Convergence Theory is based on his two main assumptions. One is that not only do symbols create reality for individuals, but there is an overlap between individual meanings that can create a shared reality and shared subjective meanings. (Littlejohn & Foss, 2009).

In this particular research, one form of symbolic convergence referred to is in the replies that occurred in one of the Twitter threads @bumblesupremacy which touched on the topic of woman's first greeting when starting a conversation via the dating application on Bumble, which was also supported by the results of interviews conducted with the interview participants.



Figure 1. Screenshots of first thread

This thread which when to be translated to english would translate to : “Why is that when a girl matches with me, their first chat would be ‘knock-knock’? Is it just me or other guys also experienced the same thing. Because when I received this kind of message, I know the answer that I must utter is ‘who’s there?’ but usually I will just reply ‘please come in’ instead, and they usually will immediately ghost me.” This tweet has sparked some heated discussion among the female users, where some of them replied that even they often would just send a simple Hi, and when their message is also replied by a same Hi, they would just ghost the guy instead because in their perception, the guy is not that interested and is just lazy to find a conversation topic.

This fantasy chain, which is presumably found in social media scenarios is also generated within the interview session we did with 10 participants, which quoting two of the interview answers :

“Ya sebenarnya, fitur Bumble mah ya fitur aja, yang penting mulai aja dulu, kalau chatnya dah bisa chat, kan nanti si cowonya yang lanjut. Jadi yg penting ya mulai dulu pake “Hi” aja deh contohnya.” - Interviewee5

“I think the Bumble feature is just a mere feature, the important thing is to start first, if the chat box is already open, of course the guy would still be the one who initiates first. So the important thing is to just open the chat box first by saying a simple “Hi” example.” - Interviewee5

"Hi aja dulu, terus tunggu sampai cowonya nanya lagi, kalau ga nanya lagi ya aku ga ngomong apa-apa..." - Interviewee6

"I will just say Hi first and wait for the guy to ask something again so the conversation would continue. If he didn't say anything, then I also wouldn't say anything." - Interviewee6

"Ya sebenarnya sih, aku lebih suka chatting cowo lah yang duluan. Karena kalau dia ga duluan ya intinya dia males aja lah karena mau enak nya aja. Cowo harus inisiatif..." - Interviewee4

"To be honest, I do prefer if texting could still be done by a guy first, because if he doesn't, I find it a lazy move because he just wants to be texted first. It is a must for a guy to take initiative." - Interviewee4

Analysing the twitter thread and the interview result, it could be concluded that the same Fantasy exist between most of Bumble female users, is that most of them takes the "Ladies First" feature of Bumble as a mere feature instead of a feminist movement. Moreover, the fantasy that if a guy only replied Hi to their chat, and did not ask further topics, it is treated as mere disinterest.

The identified fantasy chain within the @bumblesupremacy community on Twitter is further corroborated through insights gathered from interview sessions with 10 participants. As reflected in the responses of Interviewee5 and Interviewee6, the prevailing sentiment among female Bumble users is that the app's "Ladies First" feature is perceived merely as a facilitative tool rather than a representation of feminist empowerment. The participants express a preference for the conventional dating norm where men take the lead in initiating conversations. While Bumble aimed to challenge traditional dating stereotypes, particularly in Asian cultures where men typically lead, the fantasy chain within Indonesian female users suggests that, in practice, the desired change has not been fully embraced. Instead, the conventional expectations of male initiation persist, indicating a disconnect between the app's intended feminist agenda and the actual user perceptions and behaviors.

Therefore, it can be concluded that the looming Fantasy within Indonesian users of Bumble is very contrasting with Bumble's main aim during its feature establishment, which is to break and shift the stigma of dating cultures in Asia, where it is believed that men should take lead and women is only to wait (Long, 2022).

Other form of symbolic convergence being analysed is this particular thread which is this particular thread about the real safeness of the features deemed to serve as a safe place for women to find partners through dating application (Chang, 2016).



Figure 2. Screenshots of second thread

The thread, which starts off with questioning the realness of a Bumble Account which is deemed to be a verified Indonesian celebrity account. But the thread was immediately showered by bumble's female users doubt and expressions of disbelief, quoting the tweets:

"Verified only meant that the account is not a bot account, because usually the application only asked you to move/pose, so you can still deceive it by using other people's photo and data."

"I don't trust bumble verified account anymore, haha."

"In bumble, eventhough the account is already verified, doesn't mean that the particular account is real. Bumble is a dating application with a lot of deception."

The fantasy chain within the users in this twitter thread aligns together with one of the interviewee answer during the interview session, where she stated :

"Bumble tuh jujur banyak banget penipunya, haha... ada loh akun verified temen gue pernah ketemuan, lah pas ketemu kok mukanya beda..." - Interviewee2

"To be honest, there are a lot of frauds in Bumble, haha... one of my friend matched with someone verified on Bumble, but when meeting in person, he has different face..." - Interviewee2

Sadly, this fantasy looming around the Indonesian users of Bumble once again breaking Bumble's vision of being a safe place for women to explore the world of online dating applications. In fact, the fantasy that is created among female Bumble users is that its features are not optimal, and still have many shortcomings, which cannot yet be used as a guide when wanting to know the authenticity of someone's account. Also, women still have to exert energy and effort when they want to verify someone's authenticity before deciding to meet him.

This particular thread dissecting the authenticity and safety features of Bumble takes on a critical perspective regarding the effectiveness of the platform in ensuring a secure environment for women seeking partners. The skepticism expressed by users in response to a supposedly verified Indonesian celebrity account highlights a pervasive doubt about the reliability of Bumble's verification process. The statements from users, such as "Verified only meant that the account is not a bot account" and "I don't trust Bumble verified account anymore," echo the sentiment that despite the platform's attempts to ensure legitimacy, users remain unconvinced. This skepticism is further reinforced by the interviewee's anecdote about encountering someone with a different appearance than their verified Bumble profile, indicating potential vulnerabilities in the platform's security measures.

The emergence of this fantasy chain challenges Bumble's envisioned role as a safe haven for women in the realm of online dating applications. The prevailing perception among Indonesian female users is that Bumble's features are not foolproof, and the platform falls short in providing a reliable guide for verifying the authenticity of user accounts. This created fantasy suggests that, contrary to the platform's commitment to safety, women must still invest additional energy and effort to independently validate the authenticity of potential matches before deciding to meet them in person. The disconnect between user perceptions and the platform's intended goals emphasizes the complexity of establishing a genuinely secure online dating environment and raises questions about the efficacy of current safety measures implemented by Bumble.

Lastly, the topic will be analysed using symbolic convergence is the particular thread which pinpoints modern dating, mainly Ghosting that occurs quite often in the world of online dating applications.



Figure 3. Screenshots of third thread

Significantly, this particular thread and topic about modern dating, mainly Ghosting in online dating applications has created two different fantasies. The tweet thread, being started with a screenshot of FAQ in Bumble Application which stated that ghosting is categorised as a bullying act and that ghosting could be reported on Bumble, attaching the screenshot of the last chat. This particular thread has ignited two different fantasies on the Bumble users, one of them agreeing that indeed before ending a match on Bumble, one have to give a closure on the ending. But the other fantasy highlighted a different response, mainly focusing on the safety reasons they have ghosted a person before, or emphasizing on no response means disinterest.

This particular fantasy has come align with one particular interview answer, where quoted:

"Gampang lah kalau mau cuekin orang di Bumble, pokoknya semua yang di twitter-twitter ghosting lah breadcrumbing lah itu terjadi di Bumble. Semua orang punya banyak opsi dan gampang ketemu yang lain, langsung swipe aja. Lagian ga ada komitmen juga, jadi ya ghosting sering lah." - Interviewee5

"It's easier to ghost someone in Bumble... basically every single modern dating slang you see on twitter happens on Bumble, like ghosting, or how do you say it.. breadcrumbing. Yes, everyone has more options and it's easier to find another option through the dating app, just swipe again, after all there's no strings attached here if you haven't committed to each other, so ghosting is very often happening here." - Interviewee5

Highlighting that one of the good part of using dating applications is that there are no strings attached in the relationships, and is that there are plenty of other options that they could choose in the medium itself.

This specific Twitter thread, delving into the intricacies of modern dating and the phenomenon of ghosting within online dating applications, has given rise to two divergent fantasies among Bumble users. The thread initiated with a screenshot from Bumble's FAQ, categorizing ghosting as a form of bullying and emphasizing that it could be reported within the app. This information prompted a split in user perspectives. On one side, there are those who endorse the idea that closure should be provided before ending a match on Bumble, aligning with the application's guidelines. On the other hand, a contrasting

fantasy emerged, with users emphasizing safety concerns as a legitimate reason for ghosting or asserting that a lack of response inherently conveys disinterest.

The second fantasy, particularly underscored by the interviewee's response, sheds light on the pragmatic approach users adopt in the world of online dating. The interviewee highlights the prevalence of modern dating slang, such as ghosting and breadcrumbing, on Bumble, attributing it to the abundance of options and the lack of commitment inherent in these digital interactions. The sentiment conveyed is that the absence of strings attached in these relationships, coupled with the availability of numerous alternatives within the app, makes ghosting a common occurrence. This perspective underscores the fluid and transient nature of modern dating dynamics within online platforms like Bumble, where users perceive the ease of moving on to new options without the constraints of traditional commitments.

CONCLUSION

In conclusion, the application of Symbolic Convergence Theory to the analysis of Twitter threads and interview responses within the Bumble user community unravels a rich tapestry of shared meanings and divergent fantasies. The research illuminates the nuanced ways in which users interpret features like Bumble's "Ladies First," revealing that, for many women, it is perceived more as a pragmatic tool than a revolutionary feminist movement.

Furthermore, the analysis of Twitter threads and interviews reveals a profound skepticism among users regarding Bumble's safety features, particularly the verification process. Users express doubts about the efficacy of the verification system, emphasizing that being "verified" merely indicates the absence of a bot account, and instances of deception using others' photos and data still prevail. This skepticism suggests a crucial need for Bumble to reevaluate and potentially strengthen its safety measures, ensuring that users can trust the platform to provide a secure environment.

Additionally, the study delves into the multifaceted nature of ghosting within the context of online dating. While Bumble's FAQ categorizes ghosting as a form of bullying and encourages reporting, users exhibit divergent fantasies about when and why ghosting occurs. Some users argue for closure before ending a match, aligning with the platform's guidelines, while others emphasize safety concerns and the absence of commitment as justifications for ghosting. This highlights the necessity for Bumble to redefine and clarify the concept of ghosting within its platform, establishing clearer guidelines for users and potentially incorporating educational initiatives to foster a healthier and more respectful online dating culture.

Moving forward, Bumble should consider implementing enhanced safety features, such as refining the verification process to ensure the authenticity of users and addressing potential loopholes in the system. Additionally, providing users with comprehensive guidelines on ethical online behavior, including clearer definitions of ghosting and its implications, could contribute to a more positive and respectful online dating environment. These measures would not only align with Bumble's commitment to user safety but also respond to the evolving expectations and experiences of its diverse user base.

For future research endeavors, a longitudinal study tracking changes in user perceptions over time and cross-cultural analyses could offer a deeper understanding of how online dating platforms evolve within diverse cultural landscapes. Additionally, investigating the influence of evolving social media dynamics on user interpretations and behaviors within dating apps would contribute to a more comprehensive understanding of the interconnected nature of digital platforms in shaping modern dating cultures. Exploring the potential role of user education initiatives in bridging the gap between platform intentions and user interpretations stands as a promising avenue for further

exploration, fostering more informed and harmonious interactions within these digital spaces.

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