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Implication the Application of Social Gay Network on Digital Era 4.0 and Society 5.0

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Abstract. Friendship between members of the community is close and solid. Although the background of socioeconomic status is quite diverse, in general the members of the gay community come from the middle to upper class. This can be understood because members of the gay community come from urban communities, where social norms are more lax than in rural areas because urban communities tend to be more individualistic, so that social communities will be easy to develop. The formation of gay identities is also triggered by many gay-specific applications. The purpose of this study is to determine implication the application of social gay network on digital era and society. Narrative inquiry with the thematic method is the method used in this study, where humans are storytellers based on emotions and aesthetic values. Narrative through storytelling can spark creativity, convey identity, give new energy and enthusiasm, and be able to lead individuals to a better future. The data collection technique used FGD to seven gay coming out participants who used the Grindr and Jack'D applications. The participants' stories were then formulated in the research findings. The results showed that various motives for gays to use these two applications, from purely friendship, friendship, business partners, boyfriends, to sexual and commercial reasons based on economy.

Keywords: implication, application, gay, network, digital, society.

1. INTRODUCTION

The development of media in the digital era 4.0 and society 5.0 is increasingly rapid as evidenced by the emergence of various social media applications that can be used by the public to support their daily lives. Among the various types of social media applications offered, social media applications have also emerged which were created to accommodate or fulfill the need for interaction and socialization of certain groups such as gay groups. Gay people are a part of society that is considered a minority and is marginalized. The existence of a negative stigma attached to gay people because what they do is considered by most of the community as deviant

behavior and is not in accordance with the religious norms, laws and customs that apply in Indonesia. Gay people still exist and continue to express and interact through various social spaces, one of which is through applications that are specifically created for this group or group.[1] in their book intercultural communication, states that communication is a process of conveying opinions, thoughts, feelings to others who are influenced by the social and cultural environment.

Gay people whose existence is culturally difficult to accept in Indonesian society, find a new way to interact with each other in a more covert way without having to face various forms of discrimination because they always try to get recognition through coming out. By using this

location-based social media application, of course, it will be easier and safer from discrimination from the surrounding community because it can be ascertained that the access to the application is someone who has the same motivation and goals.

Popular and top chat apps among gay Indonesians most visited are Grindr and Jack'D. Users can view gay profiles by downloading and registering via the appstore / playstore application, starting from those living in a radius of less than 1 km, even if different islands where Jack'D and Grindr users will be detected. Researchers focused their research on social media. Jack D. Jack D is a social networking application specifically for homosexuals that can be downloaded via OS, Iphone, Android and Windows Phone-based phones. Popular chat applications among Indonesian homosexuals include Grindr and Jack'D. In the ranking compiled by App Annie, as of November 28, 2013, Jack D is also in the top 100 most downloaded applications by Indonesians on the Google Play Store. Grindr and Jack'D not only run on Android, but a number of homosexuals also admit that their users only skyrocketed after the Android gadget trend.

Previous research on the Grindr app was [2], who investigated geolocation-based phone dating applications that allow gay men to connect with other people within a certain radius. The new technology has reinforced existing cultural practices, where self-presentation is done in a digitally produced environment, especially with regard to intimate encounters with other gays. Meanwhile, other research shows that the motivation for gays to use Jack'D comes from the feeling of discomfort and challenges when meeting gays in public spaces which can lead to homophobic violence. This study discusses the sense of security of gays during sexual intercourse in using condoms to prevent HIV transmission. So the Jack'D dating application is a solution to reduce sexual risk in sexual activity between gays [3].

2. METHOD

Narrative inquiry with the thematic method is the method used in this study, where humans are storytellers based on emotions and aesthetic values. Narrative is coherent when all parts of the story are complete, so it can be said that this research is like doing storytelling, which is a form of communication that emphasizes the story. In general, stories communicate how and why life changes [4]. A story is a substance development that is anchored in a problem, which can bind the audience [5]. Referring to [6] statement that storytelling can trigger creativity, convey identity, receive appreciation and give new energy and enthusiasm, and be able to lead individuals to a better future. Even storytelling can also be used as branding by linking stories with audiences.

The data collection technique used FGD with seven gay coming out participants who used the Grindr and Jack'D applications. The participants' stories were then formulated in the research findings.

3. RESULT

Grindr and Jack'D were selected as geo-social applications in this study from 19 gay-only applications available, because the features of the Grindr and Jack'D applications are more complete than other dating applications and are still included as free applications. Dating applications experience a dysfunction of the word dating leads to applications to find sexual friends, or just casual friends, or only used for entertainment when the user is bored. This becomes very interesting and ironic because the user's success rate for dating other users is lower and the user's success rate for having sex with other users is very high. Even dating applications are used as a place for online prostitution. With the application Grindr and Jack'D, making gays or gay groups more open in expressing their sexual orientation. This application is a place for introductions and meetings for those with the same sexual orientation, namely same-sex enthusiasts. In this case the media becomes a bridge for gay groups to take part in the communication process that occurs every day in everyday life. Because the interactions they do are specific interactions and are considered unusual in society.

3.1. Jack's App Photo Orientation

The findings of this study indicate that in the Jack'D application, a profile photo is the essence of a dating application, a profile photo raises assumptions from other users including its relation to sexual roles, dating applications are used for online prostitution, and a shift in the meaning of dating applications is not fully functional for looking for a date. Users in dating apps, use profile photos to represent themselves, making profile photos the essence of a dating app. Profile photos are also used to represent themselves which then has a different effect from each other individual who is also a dating application user, where other users will give different reactions (responses) according to motives, roles, cultures, fields of reference and frames of reference. their reference.

A person's profile photo in the dating application Jack'D is able to make other users interested, determine the next attitude, according to the standards and backgrounds of each user to choose other users who look attractive from their profile photos. Meanwhile, profile photos in dating applications are able to make users represent themselves according to their roles,

backgrounds, attitudes, and motives for using the dating application. Regarding Profile Photos that represent their users, other users also really need it to assume the roles of other users. This is very necessary for the success of further communication. With the sexual roles that are accepted in the gay community, namely: Top,

3.2. Grindr App Bringing Gay Together

The research findings show that the purpose of using the Grindr application is different for each gay, including: looking for friends, friends, girlfriends, business partners, joining (partners) in sexual relations, to commercial relationships for material reasons. There are many obstacles in using the Grindr application, for example if the informant already has a girlfriend or partner, his orientation in using Grindr can only be to make friends, but does not close himself to looking for other possibilities. This is one of the obstacles because it will only limit conversations with people who have goals or are looking for friendships only. Another obstacle was also found when participants were invited to have sex and refused, so what happened was that one party did not feel comfortable with the type of conversation and did not continue the conversation. Another thing that is also one of the communication barriers in establishing gay personal relationships, namely when there are parties who do not like certain types of conversation or conversation. Another obstacle is when the opponent of the informant interacts with an unpleasant body smell, so that the participants decide not to continue the conversation directly with the other person. Another obstacle is gay voters who only want to be friends with gay smarties, so that by doing so they close the opportunity for other people who do not match their criteria to build communication and build closer relationships.

4. DISCUSSION

This study shows that the use of Grindr and Jack'D among gays in establishing personal relationships varies widely depending on the owner of the application's user account. Some use this application with the aim of finding friends, friends, girlfriends, business partners, joining (partners) in sexual relations, to commercial relationships for material reasons.[7] states that sexual orientation is a person's attraction to a certain sex emotionally, physically, sexually and in love. The personal relationship that you want to build is not enough just by interacting through the application, but must be realized in the form of meetings. This meeting will lead to further relationships, from friendships to more intimate relationships. The interactions that are carried out either through the media or in face-to-face meetings of course have their respective barriers.

Bottom, Versetile, Versetile top, Versetile bottom, of course, will greatly determine the success of using dating applications in it through the information on the display. Sexual activity that is expected by each gay is also different, some do not involve intercourse, but only chat, hugging, kissing, light petting, and hard petting.

In this study, various obstacles were found in the process of relationships between gays through gay applications. In its development, gays have made progress in expressing their identity in the midst of conditions in Indonesian society which strongly oppose deviant behavior and attitudes like this. However, through their social media application they prove that they exist and continue to interact with fellow gays. The application is used as a tool so that gay groups or people with sexual orientation as same-sex enthusiasts can continue to interact with gay people without having to meet in person. The meeting can then occur depending on the results of the conversation between each party using the application. In addition, there are several characteristics of social media that really represent the existence of the Grindr and Jack'D applications, namely, participation, openness, conversation, community, and connectedness. Altman & Taylor describes intimacy between gays through interactions in establishing personal relationships through the Grindr and Jack'D applications, where intimacy is more than just physical intimacy, but also involves intellectual and emotional closeness[8]. That is, verbal behavior (in the form of words used), non-verbal behavior (in the form of posture)

5. CONCLUSION

The emergence of a special gay application Grindr and Jack'D which is the most popular of the 19 applications for homosexuals, makes it easier for gays to interact without having to meet face to face which is currently difficult to do especially during the Covid-19 pandemic. Both applications are new forms of communication where people who are personally involved in it can not only send messages to each other but also send pictures. Various motives gay people use these two applications, from purely friendship to sexual and commercial reasons based on economics.

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