ABSTRAK

Teknologi komunikasi digital telah mengubah cara individu membangun hubungan, termasuk melalui aplikasi kencan daring. Salah satu fenomena yang muncul adalah *rebound relationship*, yaitu hubungan yang terjadi setelah individu mengalami putus cinta. Penelitian ini bertujuan untuk memahami pengalaman mahasiswi di Palembang dalam memanfaatkan aplikasi kencan *Bumble* sebagai sarana *rebound relationship*, serta faktor-faktor yang mempengaruhinya. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan teknik studi kasus. Informasi diperoleh melalui wawancara mendalam terhadap tujuh informan yang merupakan pengguna aktif *Bumble* dan pernah mengalami *rebound relationship*. Hasil penelitian menunjukkan bahwa aplikasi *Bumble* digunakan sebagai media untuk mengurangi kesepian, mendapatkan validasi diri, serta membangun kembali kepercayaan terhadap hubungan. Faktor utama yang mempengaruhi keterlibatan dalam *rebound relationship* meliputi kebutuhan emosional, tekanan sosial, dan kemudahan interaksi tanpa komitmen yang tinggi. Penelitian ini memberikan wawasan mengenai dinamika *rebound* relationship di era digital serta implikasinya terhadap pola hubungan interpersonal. Studi ini juga diharapkan dapat menjadi referensi bagi penelitian selanjutnya yang berfokus pada dampak penggunaan aplikasi kencan dalam konteks hubungan pasca-putus cinta.
Kata Kunci: *rebound relationship*, *aplikasi kencan*, *Bumble*.

ABSTRACT

Digital communication technology has changed the way individuals build relationships, including through online dating apps. One phenomenon that has emerged is the rebound relationship, which is a relationship that occurs after an that occurs after individuals experience a breakup. This research aims to understand the experiences of female college students in Palembang in utilizing the Bumble dating app as a means of rebound relationship, as well as the factors that influence it. factors that influence it. The research method used is qualitative approach with case study technique. Information was obtained through in-depth interviews with seven informants who are active users of Bumble and have experienced a rebound relationship. and have experienced a rebound relationship. The results showed that the Bumble application is used as a medium to reduce loneliness, get self-validation, and rebuild trust in relationships. The main factors that influence involvement in rebound relationships include emotional needs, social pressure, and ease of interaction without high commitment. interaction without high commitment. This research provides insight into the dynamics of rebound relationships in the digital era as well as the implications to interpersonal relationship patterns. This study is also expected to be areference for future research that focuses on the impact of using dating apps in the context of post-breakup relationships.

Keywords*: rebound relationship, dating apps, Bumble.*