***ABSTRACT***

*The development of increasingly sophisticated technology provides convenience in communicating and finding information for its users. One of the applications of social networking that is often used to search for the couple is the Tinder. This application is a media that bring together users with his partner according to criteria that you want. This study focuses on how the partner search phenomenon through online media by using theory of New Media. This research used the qualitative approach with Phenomenology, techniques of collecting data through indepth interview. The results of this research show that the motif is used in the search for soul mate through online media due to curiosity, searching for a desired partner in accordance with the criteria and only as leisure only. Interaction happens any time there is an assortment begin talks only with the chat but there's that start with chat and continues to the meeting. Many who interpret the Tinder as media entertainment, media that help get new friends and also media leisure time fillers.*