



Phenomenological Study of Rental friend in Urban Communities (Perceptions of Actors and Users of Friend Rental Services in Malang City)

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ABSTRACT

The emergence of rental girl friend services of the opposite sex in urban areas as a result of the dynamic and pragmatic nature of urban life has given rise to problems of social alienation. This research is descriptive qualitative with perception theory as the main theory. The research objects are users (clients) and actors (talent) of the Rental girl friend_Uwu agency in Malang City. The aim of the research is to analyze and describe the perceptions of users and actors in using services and interacting with users, analyzing and describing supporting and inhibiting factors. Data was obtained through observation, interviews and documentation. Data analysis used the Miles - Huberman qualitative method. The validity of the data was tested using data triangulation. The research results showed that (1) users and actors of the Rental girl friend_Uwu rental service consider it can help someone with social relationship problems and loneliness even though it is contrary to Indonesian cultural customs. The benefits are build self-confidence, treat past trauma, and help someone interact with the opposite sex again. (2) The motivating factor for users is wanting to better understand how to interact with the female, treat past trauma, and experience interactions with the female without having to incur ongoing costs. Meanwhile, actors want to earn additional income and meet lots of people. The inhibiting factor for users is fear of being known by friends or family, while actors are afraid that users will violate agreements or commit immoral acts.

Keywords: Descriptive qualitative analysis, Perception, Phenomenological Study, Rental Friend Services.

1. INTRODUCTION

Modernism emerged marked by the progress of science and technology which provided all the conveniences for humans in carrying out their lives. With the many conveniences due to increasingly sophisticated technology changing aspects of human life. One aspect that is influenced by technological advances and times is the social aspect. The influence of technological developments has resulted in changes in patterns of social activity and community behavior that are increasingly dynamic and diverse. This increasingly rapid technological progress cannot be separated from society's support for the development of the era of globalization as evidenced by the behavior of people who really like to use high-tech equipment (Harara, 2016). In other words, science and technology become a driver for humans to become a modern society or a modernization process (Jamaludin, 2017: 67).

The presence of smartphones provides significant changes in human social life, especially in terms of connecting with other humans or interacting. The completeness of the features offered by this technology is slowly changing people's behavior. This is because if previously communication required physical presence between the communicator and the communicant or had to be met first by parents or friends, now you only need a smartphone and an internet signal connection to contact and interact with other people. It can be seen that smartphones are a solution to interaction barriers, namely social distance and shifting the function of "face to face" as an interaction process. (Martono, 2012:7-8). Supported by the high level of mobility in urban communities every day, social interaction in urban communities is reduced, making it difficult for them to establish relationships with others, such as friendships or relationships related to romance. According to Abraham Maslow's theory of human needs, it is stated that in the third hierarchy of human needs there are social needs. At this level of need, humans have the desire to make friends, be considered part of a group or association and be loved by fellow humans. (Hamner and Organ, 2005: 138) If this hierarchy of human needs is not met, the individual will feel unable to channel the need to communicate and build a friendly relationship or feelings of love towards another individual.

The nature of urban life is synonymous with being competitive, egocentric and only carrying out personal relationships based on economic interests. This will give rise to feelings of indifference, limiting social relations or relationships, and a lack of social tolerance. (Bintarto, 1989) Viewed from an individual aspect, this can give rise to an individual's sense of alienation or loneliness. According to Baron and Bryne, individuals who experience loneliness often become less happy and less satisfied with themselves, do not care about the intimate openness of others and tend to open themselves up either too little or too much, feeling hopelessness, and feel hopeless (Rara Oktaria, 2006). Mobility in urban areas which tends to be high is in line with the opinion of sociologists that factors causing loneliness are also caused by secularization, mobility and/or urbanization contributing to the high levels of loneliness experienced by society. (Perlman & Peplau, 1984)

The feeling of loneliness experienced by individuals can also trigger someone psychologically to suffer from mental health problems which can encourage them to commit acts such as suicide. In a survey conducted by the Into The Light Indonesia Foundation in collaboration with Change.org regarding the Behavior of Using Mental Health Services in Indonesia 2021, which was attended by 5211 participants from various demographic types, 98% of whom participated felt lonely in the last month and thought about harming themselves. . (https://www.intothelightid.org/tangan-kill-diri/report-perilaku-cepatan-jasa-kesehatan-mental-di-indonesia-2021-hasil-awal/)

The problem of loneliness is also experienced by residents in other countries, one of which is Japan. This problem is experienced by many Japanese residents who live in urban areas. Loneliness is the number one problem that concerns the Japanese government so much so that it has promised to support people in having partners and having children by providing a policy of reducing working hours. This is done so that people can socialize, such as meeting someone outside working hours. Because too many cases have emerged, there is a term in Japan, Kodokushi, which means "death from loneliness". This term refers to the phenomenon of individuals who have disappeared for so long that their bodies have not been found. Apart from that, this term also refers to individuals who live alone for a long period of time. (Jannah, 2020). In contrast to China, the people there prefer to be "lonely". This is shown by the increasing single population in several regions, especially cosmopolitan cities including Beijing, Shanghai, and coastal provinces such as Guangdong and Fujian. The reasons why Chinese people postpone marriage consist of several reasons that they believe. Some of these reasons are wanting to pursue further studies and career development, the high cost of living in households that they feel is unaffordable and the unequal number of men and women in the context of the "marriage market" (Wang, 2021).

As a result of the widespread feeling of loneliness and the inability of individuals to establish relationships with others in a society, individual behaviors emerge as a form of solving these problems. One form of this behavior is hiring someone to be your partner as an "instant girlfriend" which can be used as a personal status. This behavior then developed and became popular where single young people began to try to find someone who could be "rented" to be their partner only for certain times or conditions, so that the term known as date-renting or rental girlfriend emerged. It began to grow and gain popularity in China within a few decades, where it was started by several single people there who were looking for someone to hire and be their partner to introduce to their families at home during the Chinese New Year holiday week. The aim is to "calm down" the parents who are worried about their child's status because they haven't found a soul mate. (https://www.hindustantimes.com/world-news/need-to-rent-a-date-in-china-there-s-an-app-for-that/story-AH2MkTPj46tD7t0JHVPzXN.html)

With the increasing development and popularity of date renting in Chinese society, it is slowly turning into a business area that targets both male and female consumers who need someone to pretend to be their partner. This is marked by the massive growth of date-renting sites, date-hiring applications, date-renting platforms on social media, and organized date-hiring events in public places.

Unlike in Japan, the development of date-renting or renting people is more varied in terms of the services offered. This is due to the country's rapid technological progress, making social interaction patterns that were originally primordial into modern. Alienation and bullying or in Japanese, Ijime, have become protracted social problems. As this problem increases, it leads to withdrawal from social life or what is called Kodokushi.

There are several types of rentals for people in Japan, including Rentaru Tomodachi (friend rentals), Rentaru Kazoku (family rentals), Rentaru Kanojo (girlfriend rentals), Rentaru Ossan (middle-aged men rentals), and others. The reasons for the diversification of people's rental services are due to various things. For example, Rentaru Kazoku

emerged due to the rapid development of industry in urban environments, so feelings of loneliness and solitude emerged. Apart from that, industrial progress has also reduced harmony in the family.

Then this had the impact of massive urbanization in Japanese society so that young people from agricultural areas moved to big cities and population density in cities continued to increase. (Anggraeni, 2022) Meanwhile, Rentaru Kanojo is a service for renting people to be girlfriends for certain times or certain events. The emergence of Rentaru Kanojo is due to the lack of time to socialize and interact with other people due to the pressures of daily life and being too focused on work.

The low interest of young people in Japan in building relationships with other people is because they think they will lose focus (in terms of work and achievements) if they are tied into a relationship. The mindset they believe is the reason why the rental service business for family members and girlfriends in Japan is selling well. (Jannah et al, 2020) At first glance, this business in the field of rental services looks like a practice of prostitution. Various reactions to date-renting whether carried out offline or online on social media by local netizens question the morality and legal aspects of this business. Li Hongzhao, a representative of the Beijing Lawyers Association Criminal Law Committee, said: "There is no clear prohibition in Chinese law regarding date-renting. But there is a risk among such deals, which may also be unlawful to some extent." (<https://www.hindustantimes.com/world-news/need-to-rent-a-date-in-china-there-s-an-app-for-that/story-AH2MkTPj46tD7t0JHVPzXN.html>)

However, there are strict rules given to date-renting users. Like other professional jobs, in hiring people in Japan or China, users are not allowed to have physical contact such as kissing or sexual relations, the physical contact that is allowed is limited to holding hands and hugging. With these limitations, it is possible to distinguish between the practice of prostitution which makes sexual relations the main transaction commodity to gain profit, while renting people only makes the "emotional" aspect the transaction commodity. The uniqueness of date-renting or renting people's services lies in how this practice gives rise to a unique typology in the form of an intersection between "emotion or intimacy" and "economics or capitalism" which blurs the boundaries between these two things. (Wang, 2021)

So, has this phenomenon occurred in Indonesia? The date-renting discourse in Indonesia itself has been constructed in a medium, namely in the form of a film entitled "Love For Sale". This film started showing on the small screen on March 15 2018 with a duration of 104 minutes. "Love For Sale" is a work by director Andibachtiar Yusuf which focuses on the story of a woman who becomes a date or "rental girlfriend". The main characters consist of men and women, including the male main character named Richard, played by actor Gading Marten, while the female main character named Arini is played by actress Della Dartyan. (<https://kincir.com/movie/cinema/review-love-for-sale-cerita-soal-jomblo-dengan-premis-cerita-yang-segar-WLqWAfbdgXkG>)

In this film, it is told that an unmarried adult man named Richard is challenged to bring a girlfriend to the wedding of a man who is Richard's friend. Because of this, Richard was forced to hire a woman named Arini, who works as a talent girlfriend for hire on a dating site, with the aim of fulfilling her friend's challenge to be taken to her friend's wedding. In her transaction agreement with the dating site, there was a contract that for 45 days Arini had to live under the same roof with Richard. However, as the contract progressed, Arini made Richard "fall in love" and wanted to have a serious relationship without realizing that there was a contract between them. When the contract was finished, Arini left Richard without saying goodbye and Richard felt empty and lost. This film has successfully won the enthusiasm of Indonesian film fans in the drama - romance genre as many as 152,481 viewers (PUSBANGFILM, 2018). This achievement of audience enthusiasm and motivation is due to stories based on events or phenomena in society which is in line with the understanding that films are depictions of realities that grow and develop in society which are then projected onto the screen. (Sobur, 2004). As part of mass communication media, films not only influence attitudes but can change people's thought patterns and ideologies. In other words, films can represent and construct social realities that occur in society because films provide a portrait of society's reality in symbolic forms that are rich in meaning in their content and aesthetics. (Dewi, 2017). In the social system of society, the media is a social agent that has a big role in the dynamics of society. Mass media is an important means of supporting and confirming what individuals already know. (White et al, 1989)

In reality, the date-renting phenomenon is not only a discourse provided by media exposure in the form of film shows. Boyfriend rental itself has long been present as a business practice in Indonesia for a long time, where there is a Facebook social media fan page entitled "Rented Boyfriend". This fanpage appears to have been active in 2014 and is no longer active. (Lubis et al, 2020) In 2021, the phenomenon of renting a girlfriend in Indonesia was brought back

into the public domain and went viral on electronic media and social media. As is the case in Japan and China, rental girlfriends/girlfriend rentals in Indonesia have developed through business practices in the form of rental services for people who are intended to be partners or temporary dates. The trend in the development of rental services in Indonesia is quite rapid, as shown by the various brands/service names that can be found on social media, especially Instagram.

This service offers men or women of a young age range with certain characteristics that can be chosen by tenants, known as talent. Each talent has personal characteristics which are connoted as "specifications" which are shown as a profile presented in the form of an infographic containing self-description, hobbies, likes and dislikes, including strengths. This information is then packaged in the form of content in the form of Instagram posts on the service provider's account. Apart from that, there is a profile photo displayed which is disguised using images of Japanese cartoon characters or commonly known as anime, as well as a photo of the talent's face or half body photo. In some of these photos, the talent is wearing cosplay clothing that represents certain film or comic characters, especially characters in Japanese cartoon films. (<https://id.wikipedia.org/wiki/Cosplay>) This is intended as a promotional service strategy for catalog needs and increasing talent attractiveness in the eyes of users. The influence of Japanese culture, such as the use of Japanese cartoon character cosplay, influences the marketing and promotion strategies for girlfriend rental services in Indonesia. This is due to the popularity of the manga series entitled Kanojo Okarishimasu or also known as Rent a Girlfriend, which was published on February 3 2021 in Indonesia.

This comic tells the story of a male student who has a lousy life and his life is increasingly ruined because his girlfriend broke off his relationship and blocked his social media. Then the student tries to rent a girl on the site and for a moment the male student feels happy and the male student returns to order the same girl until their relationship becomes more complicated and they forget that their relationship is just a rented boyfriend. (<https://www.kaorinusantara.or.id/newsline/162777/ulasan-komik-kanojo-okarishimasu-rent-a-girlfriend-vol-1-aku-kuliah-bukan-buat-main-cewek-tahu>).

Based on the topic of the comic story, there is a possibility that the emergence of girlfriend rental services in Indonesia is due to the influence of this comic. Through a search on Instagram social media, there are several rental girl firend service accounts with different talents and types of services. Somebuddy is a platform designed to connect one person with another to build friendships. According to the website page about Somebuddy, this online-based platform was created due to advances in technology and the instant era to facilitate human needs in making social relationships easier. The services offered are classified based on the type of activity desired by the user and their "potential friends". The activity categories chosen are shopping, eating, tour guiding, sports and recreation, up to make-up artist needs. Apart from that, there is a "talent" profile with fee provisions or service rates that can be selected according to the user's wishes. (<https://www.somebuddy.id/buddies?activity=Buddies>). Different from the Somebuddy platform, there is a rental service on social media Instagram which focuses on renting girlfriends or what can be called contract girlfriends with the account name @Rental_Girlfriend.UwU.

This girlfriend rental service is a service that is quite "brave" in publicizing itself so that it goes viral. This is proven by the existence of online news portals that create articles on their sites about Rental_Girlfriend.UwU. Apart from that, they also conducted interviews with the media which were posted on a YouTube channel. Rental_Girlfriend.UwU also occupies first position on the Google search engine.

The beginning of the formation of the girlfriend rental service @Rental girl firend.UwU was on December 16 2021. @Rental girl firend.UwU is the name of an online friend rental service agency based on Instagram social media which provides women as talent to be rented to men as partners with an agreement and time period. certain.

Talents a woman who joined this agency through a recruitment process and was attached on a freelance basis. While the client is someone who hires talent through a friend's rental service agency, most of the clients are men. Operationally, this agency provides services in the form of dating both offline and online dates. In offline dating services, clients can meet face to face with talent and then invite them to go for walks, eat, watch movies and other activities together as if they were their own partner. Meanwhile, in online dating services, a client can interact with talent via online applications such as WhatsApp and the client can chat, video call, voice-note, exchange photos, and so on.

For every service provided by this agency, there are terms and conditions that clients must comply with before hiring talent, which are regulated in the price list or service price list on the Instagram social media post @Rental_Girlfriend.UwU. The terms and conditions listed include things that clients must do and must not do and aim

to protect talent from harmful acts. For example, submitting original personal data, not doing or doing pornographic things, arriving on time, not taking talent to a quiet place, and not involving talent in personal matters. The following is an Instagram social media post regarding the terms and conditions for hiring talent and services at @Rental_Girlfriend.UwU

@Rental_Girlfriend.UwU. is an agency which operates in the field of friend or girlfriend rental services which provides talent with certain characteristics to accommodate the needs of users who need a friend to chat with or act as a girlfriend for a certain period of time and for certain purposes. There are several talents under the agency Rental_Girlfriend.UwU. For promotional purposes and so that clients can find out the characteristics of the talent they want to hire as a partner, the agency uploads a photo of the talent, age, hobbies, dislikes and likes on the Instagram social media homepage. With this upload, clients can more easily determine which talent they will hire. Apart from that, the upload also states what services are available. This agency has several talents spread across several big cities in Indonesia such as Jakarta, Bandung, Bogor, Sidoarjo and Malang. The services offered are online dating and offline dating services. (Author's observations on the Rental_Girlfriend.UwU Instagram account, November 17 2022)

According to Instagram account profile statistics, the @Rental_Girlfriend.UwU account has more followers than similar service providers. Apart from that, engagement or audience interaction on the account is quite busy, where you can see up to dozens of comments on some of the account's posts.

Apart from that, there is a similar service on Instagram social media with the account name @Rentalcouple. This service is online-based and uses Instagram social media as a channel to introduce and market its services to users. The activities offered by this service focus on the need to have a partner or date. Users can choose to go on offline dates where users meet face to face and do real activities or online dates where users can only interact such as chatting via chat applications and telephone. The background for creating this service began with the owner's idea that he needed a friend or partner to attend a wedding invitation but the owner did not have a partner and took the initiative to invite a friend to pretend to be his girlfriend. Apart from that, the owner conducted research on henna rental services via the Google website and assessed that henna rental services have profitable potential as stated in a personal interview: "In the beginning, one of my seniors got married because at that time the invitation was to a partner and at that time I was still single, and I thought, "Wow, it looks like it would be fun if at events someone accompanied and accompanied me like that. Then at that time I thought about inviting a friend and I gave them money for petrol but some of them were unavailable so I tried searching on Google and there it turned out that someone had already started. So I think this is an interesting phenomenon too, finally I did some research about partner rentals from August to November because there are several types of partner rentals, there are online offline, online there are several types, there are video calls, there are just chats, then there are telephone ones. Then I thought this was an opportunity, especially because yesterday during the pandemic everything was online so this could actually open up job opportunities. So, yes, I have decided to open this service." (Personal Communication, March 8 2023, 20.00 WIB Via Zoom)

The dating activities offered at @Rentalcouple are carried out with talent spread across several regions in Indonesia, including Jabodetabek, Malang, Surabaya, Cirebon, Jember and Padang. Users can select the desired talent according to the profile posted on the @Rentalpair account homepage. The profile lists the location of the talent and biodata including height, weight, interests and personal characteristics. This talent data can be a reference for users in choosing a potential "partner".

Demographically, the age range of talents who join the @Rentalpair service is 17 – 23 years, male and female, with student and female backgrounds. The motivation to join as a talent for @Rentalcouple services is based on the desire to earn side income as stated by the owner in a personal interview: "In terms of talent, most of them come from student backgrounds because they need a side job. And consider this job something promising" (Personal Communication, March 8 2023, 20.00 WIB Via Zoom)

The presence of the girlfriend rental service phenomenon has caused controversy among the public. In an online forum called Kaskus.com, quite a few netizens gave negative comments about this service. However, there are also comments that support the existence of this service because it can help young people, especially those living in cities, who are not good at interacting or are lonely, as stated by the owner of @Rentalcouple in a personal interview: "Oh, there are quite a lot of them, maybe because of the post-pandemic, because we are social creatures so they need friends to just confide in..... many people are depressed in their world or are introverts so they need people who can listen, we even have talent whose job is to listen clients complained, and many said they felt helped, encouraged like that."

According to Brawijaya University academic and cultural expert Dr. Riyanto, M.Hum, the rental girl friend phenomenon is a form of thought disorder where the perceived sacred meaning of sex shifts into a place of recreation. (<https://bacamalang.com/marak-rental-pacar-akademisi-ub-buat-as-fenomenadalam-kekacauan-berikir/>) The nature of urban life changes and influences the life values of its people and the social relations of its people. These values include behavior, life attitudes, thought patterns and culture. (Sumardjito, 1999)

Urban life is full of busy people as a result of a competitive climate resulting in a lack of attention to others (Sarlito, 1992). Individualism increases and the social relationships of urban residents are based solely on interests. Based on the description of this phenomenon, the researcher is interested in choosing the research title "Rental girl friend in Urban Communities (Phenomenological Study of the Perceptions of Actors and Users of Rental Friend Services in Malang City)".

2. LITERATURE REVIEW

2.1 Perception Theory

The originator of the theory of perception was Philip Kottler, who was born on May 27 1931 and died at the age of 92. Kotler defined perception as the process of an individual selecting, organizing and interpreting input information to create images that have meaning. In perceptual theory there are 2 (two) theories of perception, namely the theory of constructive perception and the theory of direct perception. Constructive Perception Theory is compiled from the results of perception, forming and testing related hypotheses based on what we know through the five senses. which is then received by the sensory system and the knowledge we learn about the world is called perception. We can recognize someone even though there is a difference that is visible to our five senses, which is called the original stimulus, this is because of unconscious interference, which is a process when we spontaneously integrate information from several sources. Meanwhile, direct perception theory states that information in stimuli is an important element in perception, that learning and cognition are not important in perception, because what is more supportive is the surrounding environment in providing information that can be used for interpretation (Psykognitif, 2016). In this research, theories of perception are put forward which consist of the meaning of perception, the process of perception, factors that influence perception, indicators of perception, types of perception, conditions for perception to occur.

2.2 Phenomenology

Phenomenology is one of the traditions of communication theory in addition to other traditions of communication theory such as psychopsychology, semiotics, sociocultural and others. Communication theory which is included in the phenomenological tradition holds the view that humans actively interpret their experiences, so that they can understand their environment through personal and direct experience with the environment. The phenomenological tradition places a very strong emphasis on the perception and interpretation of subjective human experience, individual stories and experiences are more important and have greater authority than research hypotheses (Morissan, 2015)

Etymologically, phenomenology comes from the words "phenomenon" which means visible reality, and "logos" which means science. The main goal of phenomenology is to study how phenomena are experienced in a person's consciousness, thoughts and actions. In terms of terminology, phenomenology is a science oriented towards obtaining an explanation of visible reality. The visible phenomenon is a reflection of reality that does not stand alone because it has a meaning that requires further interpretation. Phenomenology breaks through phenomena to be able to find out the deepest meaning (nature) of phenomena that occur in everyday life (Bonar S, 2018).

2.3 Urban Society Theory

Urban society, which is often called urban community, is a society whose members consist of people from various layers or levels of life, education, culture and so on. The word community comes from the Arabic "syaraka" which means participating, participating, or "musyaraka" which means getting along with each other. In English the term "society" is used, which comes from the Latin "socius" which means friend. The word "musyaraka" ultimately changed to community, which means gathering together, living together, interacting with each other and influencing each other (Adon N, 2017).

Society can be defined as a unit of human life that interacts according to a certain system of customs that is continuous and bound by a sense of shared identity (Koentjaraningrat, 2000. In Adon, 2017). Society is a group of

people who live in a certain area for a relatively long time, have norms that regulate their lives towards a common goal and in that place their members regenerate (procreate) (Adon N, 2017).

2.4 Modernization Theory

The modernization that occurs in society is formed through several symptoms in various aspects of social life. These aspects can come from the cultural field, political field, economic field and social field. In the field of culture, symptoms of modernization can be characterized by traditional culture being displaced by the influx of influences from outside culture. Symptoms in the cultural sector can also be seen through the occurrence of acculturation between two different cultures. In the field of politics, symptoms of modernization can be seen through the many countries that have escaped colonialism and the emergence of new, independent countries. It can also be seen through the growth of democratic countries and the birth of political institutions. Recognition of human rights and a democratic system is usually supported through direct and secret general elections involving the community. When viewed from a government perspective, modernization can be seen from the increasingly developed society that requires services with good bureaucracy. then its dependence on permanent bureaucracy will become even greater. Socially bureaucracy is very necessary, without special functions and skills, and especially coordinating functions, chaos will be born. Therefore, bureaucracy is a highly developed power in human hands (Hartini Jatmikowati, 2013).

2.5 Social Exchange Theory

The social nature of humans always desires to connect with other humans which are formed in relationships. There are at least two individuals interacting in a relationship. Therefore, humans are often referred to as social creatures. However, often the process of building relationships does not always run smoothly. This disfluency usually causes dissatisfaction in individuals due to a lack of balance between the sacrifices given and the rewards received. So that human social interaction can be likened to a trade transaction. Seeing this pattern, the theory of social exchange was born which was developed by sociologist George C. Homans.

George C Homans, emphasized that the essence of Homans' exchange lies in a set of fundamental propositions. This theory relies on the assumption that people engage in behavior to obtain rewards or to avoid punishment. (Adhe, 2022). According to George C. Homans, the assumptions of social exchange theory "imagine social behavior as an exchange of activities, real or intangible and more or less as an exchange of gifts or costs, at least between two people". (Ritzer, 2010: 359) Through these assumptions , then this social interaction is not only like an economic transaction, such as money, but also an exchange of things that are not tangible and measurable.

2.6 Motivation

Motivation comes from the Latin "movere", which means to move. In English, motivation comes from the word "motivation" which means encouragement to carry out an activity to achieve a goal. Motivation is an urge that an individual has that can stimulate him to carry out actions or something that becomes the basis or reason for someone to behave or do something (Usman, 2013 in RW Nugraheni, 2015).

According to Akhmad Sudrajat (2008), motivation can be defined as a person's strength (energy) which can give rise to a level of persistence and enthusiasm in carrying out an activity, whether originating from within the individual himself (intrinsic motivation) or from outside the individual (extrinsic motivation). Intrinsic motivation is a person's desire to do something, which is caused by encouragement factors that come from within oneself without being influenced by other people because of the desire to achieve certain goals.

2.7 Behavioral Theory

Behavior is a set of actions or actions of a person in response to something and then becomes a habit because of the values they believe in. Behavior is an activity or activity carried out by a person in order to fulfill desires, wishes, needs, desires, and so on. A person's behavior is grouped into normal behavior, acceptable behavior, strange behavior, and deeply deviant behaviorsociology, behavior is considered as something that is not directed at another person and therefore constitutes asocial actionvery basic human being.

The theory of behavior proposed by Skinner is known as the SOR theory, which stands for Stimulus-Organism - Response. The principle of this theory is that the response is a back reaction from the individual when receiving external stimuli. This theory includes 3 important elements, namely the message or stimulus (S), the communicant or

organism (O), the effect or response (R). This theory says that behavior can change only if the stimulus given really exceeds the original stimulus.

A stimulus that can exceed the original stimulus means that the stimulus given must be able to convince the organism. Stimuli or messages conveyed to the organism/communicant may be accepted or may be rejected. Communication will take place if there is attention from the communicant. The next process the communicant understands. This communication ability is what continues the next process. After the communicant processes it and accepts it, there is a willingness to change attitudes.

According to Skinner, behavior is divided into 2 (two), namely covert behavior, namely if the response occurs within oneself, and is difficult to observe from the outside (other people), which is called knowledge and attitude. And Overt behavior, if the response is in the form of actions that can be observed from outside (other people) is called practice.

2.8 Conflict Theory

In terms of etymology, conflict comes from the Latin "Con" which means clash or collision. Conflict is an inherent social phenomenon that occurs in society. Conflict is a social process involving two people or something who tries to get rid of another party by destroying and making them powerless. (Burlian, 2016).

In this theory there are three main assumptions which are interconnected with each other. These three assumptions include (Nina W. Syam, 2012):

- 1) First assumption, conflict theory emphasizes that humans actually have a desire to realize their basic interests.
- 2) Second assumption, power is something that is coercive and not just a rare item. "Power" is seen as the core of social relations that focuses on the distribution of resources. There are groups that obtain or control resources and others that do not obtain them at all.
- 3) Third assumption, ideology is used as an interest group, which means ideology and values are used as weapons for various different groups to achieve their goals and interests.

3. RESEARCH METHODS

3.1. Research Approach

This phenomenological research on rental girl friend services was carried out based on the Schutz phenomenological research method, where the researcher uses the same interpretation method as the person being observed, so that the researcher can enter the world of the person who will be the object of research. Researchers assume themselves to be people who are not interested or are not part of the world of the person being observed (Engkus K, 2009).

Apart from Schutz's phenomenology, the phenomenological research process of the rental girl friend service is also based on Husserl's phenomenological theory known as epoche, phenomenological reduction and variation of imagination. In applying Epoche, the researcher suspends or postpones the assessment of the phenomenon he is observing even though he already has a certain assessment of the phenomenon. When collecting data on rental girl friend service users, researchers tried to be honest with themselves, not be influenced by certain things. This can happen over and over again until finally the true nature of the object is discovered

In applying phenomenological reduction, the researcher takes action to filter the experience of rental girl friend service users down to the purest possible phenomenon, so that it is separated from other views such as custom, religion and other knowledge to arrive at the actual phenomenon. Next, variations of imagination are carried out, namely the researcher looks for possible meanings by utilizing imagination, frames of reference, separation and reversal, and approaching phenomena from different perspectives, positions, roles and functions.

3.2. Research Setting/Location

The location taken for this research was in Malang City. It should be noted that the object of this research is an online-based girlfriend rental agency and has a work area spread across several cities in Indonesia, including Jakarta, Bogor, Bandung, Sidoarjo and Malang. The considerations for choosing the location or setting for this research include the following:

- 1) Uniquely, Malang City is the second largest city in East Java after the city of Surabaya. Apart from that, the city of Malang is known as a city with cool air because it is close to its natural conditions which are surrounded by

mountains so that the city of Malang is known as a tourism city, both natural tourism and historical tourism, which is a destination for both domestic and foreign tourists. Malang City is known as an education city where there are many of the best universities. Another unique thing about the city of Malang is its social culture, such as the Walikan dialect.

- 2) Specifically, in the researcher's initial observations, news related to rental girl friend is a phenomenon that is currently occurring in society by online media on the Internet, even the main ranking on the Google search engine for the keyword rental girl friend in Indonesia, is the Rental girl friend_UwU agency where it is stated in the media article that the beginning This agency started in the city of Malang and is the center (base) of the agency. So researchers assess that it has the most clients or users. Seeing this, the researcher chose to cover the work area of the Rental girl friend_UwU agency in the city of Malang in order to obtain adequate information and the significance of the data for the research results.
- 3) Interesting, different from other countries, girlfriend rental services, namely renting someone who behaves like a partner only as a friend to chat or to hang out and spend time with lonely people, is a new phenomenon in Indonesia. Considering that this service sector is a bit taboo when viewed from the cultural perspective of Indonesian society which still adheres to customs and cultural values. Apart from that, renting girlfriends, which uses people as commodities, seems like a practice of prostitution. However, there are strict rules where users are not allowed to have physical contact such as kissing or sexual intercourse, only holding hands and hugging. When the leading online media and social media reported about rental girl friend, then in just a matter of minutes, the rental girl friend service became known and gave rise to controversy among the public regarding the services offered.

3.3. Research focus

This research focuses on the perceptions of users (clients) and performers (talents) of girlfriend rental services at the Rental girl friend_Uwu agency. in Malang city. The indicators in this research refer to perception indicators which are defined according to research needs, namely:

- 1) Attention, defined as when actors (talents) and users (clients) of Rental girl friend_Uwu in Malang City focus attention (interest) in the existence of Rental girl friend_Uwu in Malang City and there is an urge to become actors (talents) and users (clients) of Rental girl friend_Uwu in Malang City.
- 2) Functional factors determining perception, namely factors originating from various things that exist within oneself and what happens to actors (talents) and users (clients) in interacting with Rental girl friend_Uwu in Malang City
- 3) Structural factors, namely things related to things that are obtained/felt by users (clients) and actors (talent) during and after interacting through Rental girl friend_Uwu Malang services.

3.4. Research Informant

Someone who can be used as an informant in phenomenological research should be someone who has the following characteristics:

- 1) Informants are usually found in one location.
- 2) Informants are people who directly experience the events that become research material.
- 3) The informant was able to retell the events he had experienced.
- 4) Providing written willingness to serve as research informants if necessary (Engkus, 2009)

In phenomenological research, the number of informants is not determined with certainty. According to Duke, 1984 (in Engkus, 2009) the recommended number of informants is 3-10 informants. Referring to Duke's opinion and to sharpen the research results, the informants in this study used 9 (nine) main informants and 9 (nine) supporting informants, consisting of:

- 1) Informant 1: Owner of the rental girl friend service
- 2) Informant 2: Performer (Talent) of the rental girl friend service 1
- 3) Informant 3: Performer (Talent) of rental girl friend service 2
- 4) Informant 4: Performer (Talent) of rental girl friend service 2
- 5) Informant 5: User (client) of rental girl friend services 1
- 6) Informant 6: User (client) of rental girl friend services 2

- 7) Informant 7: User (client) of rental girl friend services 3
- 8) Informant 8: User (client) of rental girl friend services 4
- 9) Informant 9: User (client) of rental girl friend services 5
- 10) Informant 10: Cultural expert (supporter)
- 11) Informant 11: Population expert (supporter)
- 12) Informant 12: Ethics commission expert Protection and protection of women (supporter)
- 13) Informant 13: Civil Law Expert (supporter)
- 14) Informant 14: Religious Expert (supporter)
- 15) Informant 15: Parents/Lay (Supporters)
- 16) Informant 16: Parents/Lay (Supporters)
- 17) Informant 17: Parents/Lay (Supporters)
- 18) Informant 18: Parents/Lay (Supporters)

3.5. Data analysis technique

The data analysis technique in this research uses the Miles, Huberman, and Saldana analysis model, where qualitative data analysis activities are carried out interactively and continuously until completion so that the data is saturated. The measure of data saturation is characterized by no further data or new information being obtained. After collecting the data, the data was analyzed in stages according to Miles, Huberman & Saldana in the Miles, Huberman & Saldana Interactive Data components.

4. DISCUSSION

4.1. Users (clients) of Rental girl friend_Uwu Malang Rental Services

By referring to perception indicators adapted to research needs, this research has succeeded in uncovering findings from users (clients) of Rental girl friend_Uwu Malang Friends Rental services which are divided into indicators, namely attention, perceptual determinants and structural factors.

1) Attention

The results of the research on this attention indicator are divided into 2 (two) findings, namely about the existence of the Rental girl friend_Uwu Malang rental service and about interest. According to users (clients), the existence of the Rental girl friend_Uwu Malang friend rental service, which is relatively new in Indonesia, is legitimate and is even considered to be able to help people who are lonely and have difficulty communicating, especially with the opposite sex. This finding can be linked to the opinion of Hadi Sugiyanto (interview 21 November 2023), who stated that Even though it has pros and cons, the individualistic city life that is indifferent and tends to take care of each other's lives has made this friend rental service business exist. In addition, job opportunities with mediocre income make men discouraged from having official relationships with women. As a result, men prefer instant services to simply treat their loneliness. As city people who tend to be individualistic, users (clients) don't care about the pros and cons of the existence of a friend rental service, for them it is legitimate and even helps them overcome loneliness and difficulties in communicating with the opposite sex. Apart from individualists, other types of city people according to Talcott Parsons (in Rizal, 2021), are 1). Neutral Affective, city people show traits that prioritize rationality. They do not want to mix feelings in general with rational things, which is why this type of society is called neutral in its feelings. 2). Self-Orientation, Humans with their own strength must be able to defend themselves, in general in neighboring cities it is not people who have a family relationship with us, therefore everyone in the city is used to living without depending on other people, they tend to be individualistic 3). Universalism, relates to all things that are generally accepted, therefore rational thinking is a very important basis for universalism. 4). A person's achievements, qualities or accomplishments will cause that person to be accepted based on their intelligence and expertise. 5). Heterogeneity: Urban communities show a more heterogeneous nature, meaning they consist of more components in the composition of their population. From the perspective of ordinary people, Silvy Yuda (interview 10 March 2024), who thinks modernly, is of the opinion that "the phenomenon of renting a girlfriend business like this can be positive or negative, depending on the perspective from which the community views this activity. This business emerged because of changes in existing norms in society. In the past, opposite-sex relationships occurred because there was a feeling of liking that arose naturally, but nowadays the development of communication has given rise to temporary relationships to simply vent the feelings of individuals who need it for the particular interests of that individual." When viewed

from a legal perspective, the legality of the existence of this friend rental service is still questionable and even tends to be illegal. This is in accordance with the opinion of Dr. Subekti, SH, MH (interview, 2 March 2024), who stated that "I think whether this service is legal or not it feels more like illegal, because even if the owner applies for a legal business entity to the relevant department it will definitely be rejected because it violates decency and order. In general, as explained above, or for example, if the owner camouflages his business licensing application, if he is discovered during operations, his license will also be revoked. "Indeed, it can't be called a criminal act because there is no evidence that points to it, so it's still in the dark in my opinion."

In terms of interest, research findings show that users (clients) are interested in using this friend rental service because they see advertisements in cyberspace. By seeing advertisements, perceptions arise within the user (client) where there is a process of interpreting or interpreting information received through the human sensory system (Suharman, 2005). Next, the users (clients) decide to use the Rental girl friend_Uwu.Malang friend rental service for various reasons, namely the user (client) discovers new things in the friend rental service, treats breaking up with a girlfriend and loneliness so they need someone to chat with and are curious about the existence of this friend rental business so want to try it.

In the user ((client) motivation arises which is influenced by 2 (two) factors, namely internal factors and external factors. Internal factors lead to the user's (client) need to find friends to chat with and treat a breakup with a boyfriend or girlfriend as well as fulfill curiosity with services. rent a friend, and the external factor is the presence of attractive advertisements in cyberspace. This is in accordance with Prawito's (2018) opinion that The motivation that arises within a person can be influenced by 2 (two) factors. Namely internal factors (internal) and external factors (external). Internal factors are motivational factors that come from within a person. Meanwhile, external factors are motivational factors that come from outside a person. External motivation arises because of the role of outsiders who also determine a person's behavior in their life.

Based on the discussion that has been carried out regarding the existence of the Rental girl friend_Uwu Malang friend rental service and the interest of its users (clients) above, the following research findings were obtained:

- Finding 1** : Users (clients) of the rental friend service Rental girl friend_Uwu Malang stated that the existence of the rental friend service is legitimate and is even considered to be able to help people who are lonely and have difficulty communicating, especially with the opposite sex.
- Finding 2** : Users (clients) of the Rental girl friend_Uwu Malang friend rental service expressed interest in using the friend rental service after seeing advertisements about the Rental girl friend_Uwu Malang friend rental service in cyberspace.
- Finding 3** : Users (clients) of the Rental girl friend_Uwu Malang rent a friend service stated that the reason for using the Rental girl friend_Uwu Malang rent a friend service was that they found new things in the rent a friend service, treated a breakup with their boyfriend and were lonely so they needed someone to chat with and were curious about the existence of this rent a friend business so they wanted to try it.

From research findings 1 to 3 above, the following minor proposition can be formulated:

- Proposition 1** : Users (clients) assess that the existence of a friend rental service is legitimate and can help other people. Users (clients) are interested in using the services of Rental girl friend_Uwu Malang after seeing advertisements on social media.

2) Determinants of Perception

The results of research on indicators of determining factors of perception are divided into 10 (ten) findings, namely: Past experience, internal factors of the user, telling other people, self-confidence, opinions of other users, suitability to culture, building real relationships, talent asking for a serious relationship. Inviting talents to people around you, the meaning of dating according to users. Here's the discussion:

There are various backgrounds in the past that make users (clients) decide to use the rental friend service at Rental girl friend_Uwu Malang, including users who broke up with their girlfriends and users who were cheated on. This situation shows that there are past factors that influence user perceptions. The past factor is one that influences perception in functional factors. According to Rubani (2011), one of the factors that influences perception is the functional factor, while functional factors are influenced by needs, past experiences and personal factors.

On the other hand, there are users who feel it is better to use a friend's rental service because with a real girlfriend they will spend more. This situation shows the economic inability of the user. This condition is one of the impacts of

modernization that is currently occurring. According to Faozan Tri Nugroho (2022), one of the impacts of modernization in the economic sector is the emergence of economic inequality in society. There are community members who have large incomes and there are community members who have small incomes or even no income at all.

Internal factors that influence users to decide to use a friend's rental service Rental girl friend_Uwu Malang, is a feeling of loneliness, feeling empty. The trauma of breaking up with a boyfriend makes you afraid to interact with the opposite sex. Users who live in cities are identified with an individual, selfish, materialistic nature, full of luxury, surrounded by towering buildings, luxurious offices and large factories. Our basic assumption about the city is a place of someone's success (S. Meno and Mustakim, 1992 in Adon, 2017), it is difficult to find a place to express the discomfort one experiences. So when there is a Rental girl friend_Uwu Malang friend rental service, they feel helped and use it.

The pros and cons of renting a friend services make some users (clients) reluctant to tell other people. They feel embarrassed and...and afraid of being judged negatively (not selling well). The reluctance of these users (clients) shows that they still need appreciation from the people around them. According to Erni Trisnawati S (2005), this award is called extrinsic award, namely something that a person will receive from the environment they are in, where something is in line with their expectations, such as praise, bonuses, promotions and so on. Also to fulfill the need for self-esteem (esteem need), namely the condition of a person who wants to be recognized as his presence, so that he feels worthy of achieving goals like other individuals (Galih Ayu P, 2022). However, there are also some users who don't mind telling their friends because they think their friends understand and understand that some of their friends even think they are just "joking". This situation shows that this user has better self-confidence.

The interaction that users (clients) have with talent while the user (client) has hired talent for some time has given rise to the idea of some users wanting to continue with a real relationship. But there are also users who won't will not have a real relationship with talent, considering that talent only works professionally without using feelings, talent only thinks about money, not users. Decisions made by users (clients) are actions referring to behavior expressed in the form of actions, which are real forms of knowledge and attitude that have been owned. (Wikipedia, 2022). Where knowledge is everything that is understood. The process is carried out by finding out and through experience. Meanwhile, attitude is understood as a statement within an individual to do something. An opinion or belief that arises because of knowledge of this matter. This is what will manifest in the form of behavior (Saleh, 2018).

Users (clients) are of the opinion that if there is a talent who invites them to a serious relationship then they will say it is good and positive because they feel that there are people who think they are still worthy of living a better life. However, they stated that it was difficult to have a serious relationship that started on the basis of a friend's rental business and they also considered their income to be insufficient. Here the user has the perception that a serious relationship started through a friend rental service will have a bad impact. The perception that occurs among users (clients) is influenced by factors such as feelings, thinking ability, and experience. As stated by Sugihartono (2007), factors such as feelings, thinking ability and experience will influence the results of perception, so they may differ between individuals. Perception is the brain's ability to translate stimuli received through the human senses. Human perception can vary depending on the point of view in sensing. There are positive perceptions that consider something good, and negative perceptions that influence visible human actions.

With the pros and cons of using a friend's rental service, there are various attitudes of users (clients) when they use this friend's rental service. There are users (clients) who state that they never invite talent to people around them for the reason that they are afraid of being "judged" negatively, there are even users who are "caught" by friends when they are in a cafe with talent and then the talent is immediately taken home. However, there are also users who have invited talents to their friends and to weddings. The various attitudes of users (clients) are based on the perceptions of each user. The perception of each user is influenced by the way they view the use of friend rental services. As stated by Rakhmat (2005), Individual perceptions vary from one another and influence how individuals perceive an object or stimulus, even though the object is actually the same. Even though the situation is the same, one person's or group's perception can be very different from that of another person or group. Differences in perception can be attributed to individual differences, differences in personality, attitudes, or motivation. Basically, the process of forming perceptions occurs within the individual, although experience, learning processes and knowledge can also influence perception.

In friend rental services, the term dating is often called, but it's not really, it's just pretending. Users (clients) and talent carry out activities like lovers, such as traveling, watching movies and eating together, which are limited by the duration of the rental hours. For users themselves, the meaning of real dating is the first step towards a more serious level. Mutual trust, mutual understanding and communication. A boyfriend or girlfriend is someone you can exchange ideas with, encourage you and accompany you on a daily basis.

Based on the discussion that has been carried out on the determinants of perception above, several research findings were obtained as follows:

- Finding 4** : Factors in the user's (client's) past that made him use the Rental girl friend_Uwu Malang friend rental service were breaking up with a girlfriend he was cheating on and spending more with a real girlfriend.
- Finding 5** : The internal factor of the user (client) that makes him use Rental girl friend_Uwu's friend rental service is a feeling of loneliness, feeling empty. The trauma of breaking up with a boyfriend makes you afraid to interact with the opposite sex.
- Finding 6** : Some users (clients) They feel embarrassed and afraid of being judged negatively (not selling well) for telling other people that they have used Rental girl friend_Uwu's friend rental service. However, other users don't mind telling their friends.
- Finding 7** : Users (clients) are actually not confident when they hire the services of friends. However, driven by an uncomfortable feeling of loneliness and curiosity, they used the friend rental service Rental girl friend_Uwu Malang.
- Finding 8** : Users of the view that it is normal for someone to use a friend's rental service if the user is not yet in a definite relationship and is not abusing it for sexual acts. It's normal for people to use the services of renting a friend because they are lonely or need help and are curious or to try new things to heal wounds and want to feel like they have a beautiful "girlfriend".
- Finding 9** : The thought arises for some users (clients) to want to continue with a real relationship. But there are also users will not have a real relationship with talent, considering that talent only works professionally without using feelings, talent only thinks about money, not users.
- Finding 10** : If there is a talent who invites them to a serious relationship, the user (client) will say it is good and positive because they feel that there are people who think they still deserve to live a better life. However, users (clients) stated that it was difficult to have a serious relationship that started on the basis of a friend's rental business and they also considered their income to be insufficient.
- Finding 11** : There are users who state that they never invite talent to people around them for the reason that they are afraid of being "judged" negatively, there are even users who are "caught" by friends when they are in a cafe with talent, so the talent is immediately taken home. However, there are also users who have invited talents to their friends and to weddings.
- Finding 12** : Users (clients) interpret real dating as the first step towards a more serious level. Mutual trust, mutual understanding and established communication. A boyfriend or girlfriend is someone you can exchange ideas with, encourage you and accompany you on a daily basis.

From research findings 4 to 10 on users above, the following minor proposition can be formulated:

Proposition 2 : The past time users (clients) decided to use a friend's rental service was breaking up with a girlfriend they were cheating on and spending more if they were with a real girlfriend. The internal causes are a feeling of loneliness, feeling empty and the trauma of breaking up with a boyfriend. Users (clients) feel embarrassed to tell other people that they have used a friend's rental service. However, other users (clients) do not. Users (clients) feel insecure but still use the services of renting friends. Users (clients) feel that it is natural and normal for someone to use the services of renting a friend if that person is not yet in a definite relationship and does not abuse them for sexual behavior, also because they are lonely and want to try new things. There are users (clients) who want to move on to real relationships with talent. But other users (clients) do not. There are users (clients) who invite talent to people around them, but users (clients) are not like that. Users (clients) interpret dating as the first step towards a more serious level. Mutual trust, mutual understanding and established communication. People with whom you can exchange ideas, encourage and accompany you on a daily basis.

3) Structural Factors

The results of research on indicators of structural factors are divided into 7 (seven) findings, namely: Looking for information about the talent's background, Expectations of the talent's treatment, Activities with the talent, Feelings after interacting with the talent, Talent who is technologically clueless, Talent who is pessimistic, Talent considers users as clients. Here's the discussion:

In this research, it was found that users (clients) never asked about the background of the talent they hired in detail because they considered it to be the talent's privacy. So the information the user receives is only information from the friend's rental service provider. Talent is also unwilling to tell the user about his background, if asked, Talent changes the conversation. However, users hope that during a date with a talent they will get a focused conversation partner, a "girlfriend" who is able to understand their story and make it better in the future, giving them better insight into the opposite sex, which can make them more confident in dealing with the opposite sex. With this expectation, users (clients) tend to behave based on alternative choices of behavior related to their expectations, and users (clients) definitely hope to gain something if they show certain behavior. (Erni Trisnawati S, 2005). Here the user (client) is required to be able to communicate in a way that the talent can understand so that the talent is willing to behave as the user (client) wishes. This is in accordance with Skinner's behavioral theory (1904-1990), communication will take place if there is attention from the communicant. The next process the communicant understands. This communication ability is what continues the next process. After the communicant processes it and accepts it, there is a willingness to change attitudes.

After the prospective user makes a transaction with the admin of the friend rental service provider and an agreement is reached, the user goes on a "date" either online or offline with the talent. In online dating, users (clients) can chat or chat via telephone at any time according to the user's (client) wishes. When dating offline, the user's activities while with the talent are going on dates together, walking, chatting, holding hands and hugging, eating together and eating like people on a date. Here they pretend to be real girlfriends for the duration according to the rental hours. If the hours run out, the user (client) can add more rental hours with the knowledge of the girlfriend rental service admin. Users and talents present themselves in such a way that they are worthy of being a real partner/companion. They play a play, which is in accordance with Ervin Goffman's dramaturgical theory, namely that society is like the front stage in a play. Humans play on a stage in the form of social interactions with different statuses and roles. Their roles are bound by their motives or goals. Actors can choose various media to play roles on stage. For example, actors can choose to use certain brands of media equipment (cellphones) with the aim of not only facilitating social interactions but also as accessories for their appearance on stage. Also as self-identity (Nengah and Luh Putu, 2018).

Various feelings felt by users (clients) after they interact with talent. They feel happy and satisfied, feel warmth again after breaking up with their boyfriend, feel very happy and feel the presence of a life partner even for a moment and are relieved and comfortable after interacting with talent because there is someone who "supports" them even though they are not a real boyfriend. This sometimes makes users (clients) want to have real talent. The behavior of users (clients) who want to have real ownership is based on fulfilling the desires, wishes, needs and desires of the user (client). This is in accordance with behavioral theory which states that behavior is an activity or activity carried out by a person in order to fulfill desires, wishes, needs, desires, and so on. A person's behavior is grouped into normal behavior, acceptable behavior, strange behavior, and deviant behavior. (Wikipedia, 2022)

A talent is required to be able to accompany users (clients) as best as possible, but this does not rule out the possibility of encountering talents who are technologically clueless. In this case, various opinions emerged from users when accompanied by technologically illiterate talents. One user stated that he would cancel because it did not suit his needs, another user would criticize the friend rental service provider who passed the technologically advanced talent selection. However, there are users who say that it doesn't matter if they are accompanied by technologically ill-advised talent, they will adjust the chat to what the talent knows. On the other hand, there are users who have experienced technologically ill-advised talents, that is, they cannot order food via the menu screen but they just adjust. Likewise, if a user gets talent who is pessimistic, then various opinions arise, such as the user will cancel his order because he hired talent so that he can chat with him according to his needs. There are users who will protest and ask for a replacement because it does not match the costs they have incurred. However, there are users who are willing to ask about the condition of the talent and there are those who are willing to help in moderation. The emergence of

differences of opinion is based on the perceptions of each user. Perception can be influenced by several factors, such as attention, needs, actions, decisions, and so on (Rubani, 2011). These factors cause individual perceptions to vary from one another and influence the way individuals perceive an object or stimulus, even though the object is actually the same.

When users and talents interact while dating. It does not rule out the possibility that there is excessive behavior from the user (client). However, there are talents who remain professional and treat users as clients, so that the talent accompanies them to the extent of an agreement that has been agreed to by the user when making a transaction with the admin. In this case, it was found that users would feel happy and express gratitude if talent treated users as clients. Because it means that talent will carry out their duties as friends to chat and confide in who will provide ideas and solutions to problems faced by users in a professional manner.

Based on the discussion that has been carried out on the structural factor indicators above, the following research findings were obtained:

Finding 13 : Users (clients) never ask about the background of the talent they hire in detail because they consider it to be the talent's privacy. Talent is also unwilling to tell the user about his background, if asked, Talent changes the conversation. However, users hope that during a date with a talent they will get a focused conversation partner, a "girlfriend" who is able to understand their story and make it better in the future, giving them better insight into the opposite sex, which can make them more confident in dealing with the opposite sex.

Finding 14 : In online dating, users (clients) can chat or chat via telephone at any time according to the user's (client) wishes. If you're dating offline, the user's activities while with the talent are dating together, going for a walk, having a good chat, holding hands and hugging, eating together and eating like a couple.

Finding 15 : Various feelings felt by users (clients) after they interact with talent. They feel happy and satisfied, feel warmth again after breaking up with their boyfriend, feel very happy and feel the presence of a life partner even for a moment and are relieved and comfortable after interacting with talent because there is someone who "supports" them even though they are not a real boyfriend.

Finding 16 : Users if accompanied by technologically advanced talent. One user stated that he would cancel because it did not suit his needs, another user would criticize the friend rental service provider who passed the technologically advanced talent selection. However, there are users who say that it doesn't matter if they are accompanied by technologically ill-advised talent, they will adjust the chat to what the talent knows. On the other hand, there are users who have experienced technologically ill-advised talents, that is, they cannot order food via the menu screen but they just adjust.

Finding 17 : If a user gets talent who is pessimistic, then various opinions arise, such as the user will cancel his order because he hired talent so that he can chat with him according to his needs. There are users who will protest and ask for a replacement because it does not match the costs they have incurred. However, there are users who are willing to ask about the condition of the talent and there are those who are willing to help in moderation.

Finding 18 : Users will feel happy and say thank you if talent treats users as clients. Because it means that talent will carry out their duties as friends to chat and confide in who will provide ideas and solutions to problems faced by users in a professional manner.

From research findings 11 to 18 above, the following minor proposition can be formulated:

Proposition 3: Users (clients) never ask in detail about the background of the talent they hire. Users want to have friends to chat with while dating with talent who will make them more confident when facing the opposite sex. In online dating, users (clients) chat or chat via telephone. In offline dating, they go on dates together, hang out, have good chats, hold hands and hug, eat together and eat like people who are dating. Users (clients) feel happy and satisfied, feel warmth again after breaking up with a boyfriend, feel the presence of a life partner even for a moment and are relieved and comfortable after interacting with talent. Users cancel orders, criticize the services of friends' rental service providers, protest and ask for a replacement if they find talent that is clueless and pessimistic. Other users don't mind it. Users are grateful if their talents treat them as clients.

Based on the minor propositions as formulated above, the major propositions from research related to users (clients) are:

According to users, the existence of the Rental girl friend_Uwu Malang friend rental service is legitimate. Users are interested in using friend rental services after seeing advertisements on social media. There are past and internal factors that make them use friends' rental services. Some users are embarrassed to tell other people, are not confident, agree with other people using friend rental services, some users want to continue with real relationships, some invite talent to people around them, never ask about the background of the talent they hire in detail, dating carried out online and offline.

4.2. Actors (talents) Rental Girlfriend Rental Services_Uwu Malang

By referring to perception indicators that are adapted to research needs, this research has succeeded in uncovering the findings of the actors (talents) of the Rental girl friend_Uwu Malang Rental Friends service which are divided into indicators, namely attention, perceptual determinants and structural factors.

1) Attention

In research on talent, the attention indicators are divided into 2 (two) findings, namely about the existence of the Rental girl friend_Uwu Malang rental service and about interest. The following is the discussion: The existence of Rental girl friend_Uwu.Malang is an online-based agency in the field of friend rental services with predetermined rates and regulations. This friend rental service is an online-based agency that provides friend rental services with predetermined rates and regulations. Rental girl friend_Uwu Malang is becoming increasingly well known because the content posted on the Instagram social media page is shared repeatedly by netizens. So that indirectly digital word of mouth marketing occurs. The existence of a friend rental service was quickly caught on by women who felt interested and immediately joined this service. As members of modern urban society, these women take advantage of technological advances, especially through mobile phones, to join easily and quickly. Several women who registered to become talents were happy with the existence of Rental girl friend_Uwu.Malang. By becoming a talent and accompanying users (clients), they can recognize various characteristics of men without showing their identity (fake identity). They can fill free time and increase income without spending money and can help people to vent/share comfortably rather than confide in others for fear of being justified.

The interest of women in becoming talents is because they are inspired by the Japanese anime "Rentaru Kanojo" (rental boyfriend). Rentaru Kanojo is a service for renting people as girlfriends for certain times or certain events. The emergence of Rentaru Kanojo in Japan is due to the lack of time to socialize and interact with other people due to the pressures of daily life and too much focus on work. This is the impact of modernization which is characterized by traditional culture being displaced by the influx of influences from outside culture. Symptoms in the cultural sector can also be seen through the occurrence of acculturation between two different cultures. Modernization has given rise to a westernization bias or excessive worship of western culture, both in a person's lifestyle and perspective (Wida Kurniasih, 2021).

Another factor that makes women interested in joining as talent after seeing job advertisements on social media is because they think they can increase their income, it is also because they are filling their free time at the start of college, as well as because they want to practice their communication with lots of people because they are studying communications and channeling their passion for hanging out.

From the discussion that has been carried out regarding the existence of the Rental girl friend_Uwu Malang friend rental service and the interest of the actors (talent) above, the following research findings were obtained:

Findings 1 : Talent feel happy with the existence of Rental girl friend_Uwu.Malang because by being a talent and accompany users (clients) so they can recognize various kinds of male characteristics without showing their identity (using a fake identity). They can fill free time and increase income without spending money and can help people to vent/share comfortably rather than confide in others for fear of being justified.

Finding 2 : The interest of women in becoming talents is because they are inspired by the Japanese anime "Rentaru Kanojo" (rental boyfriend). Rentaru Kanojo is a service for renting people as girlfriends for certain times or certain events.

Finding 3 : Women are interested in joining as talent after I see job advertisements on social media because it can increase my income, to fill my free time at the start of college, and because I want to practice communication and channel my passion for hanging out.

From research findings 1 to 3 above, the following minor proposition can be formulated:

Proposition 1 : Talentfeel happy with the existence of Rental girl firend_Uwu.Malang.Interested in becoming a talent because he was inspired by the Japanese anime "Rentaru Kanojo" (boyfriend rental), earning money, practicing communication and channeling hobbies. Register after seeing a job advertisement on social media

2) Determinants of Perception

The results of research on talent with indicators of determining factors of perception are divided into 11 (eleven) findings, namely:Past experience, internal factors, self-confidence, talent's attitude when meeting people around the client, telling people around the talent, suitability to culture, talent's opinion about his work as a talent, response to clients who provide criticism/suggestions, clients telling him to stop being a talent, want to have a real relationship and the meaning of dating. Here's the discussion:

From the research conducted, it was discovered that the talents stated that they did not have a past that made them register as talents with the rental service Rental girl firend_Uwu.Malang. The reason they join is simply that they "gabut" (lots of free time but don't know what to do) to fill their free time and earn money, to have fun and share their hobby of hanging out. This shows that as individual members of urban society, talents try to earn money so they can take care of themselves without depending on other people. Because religious life is reduced compared to religious life in villages, this means that city people in Gabut prefer to spend their time hanging out, having fun and not deepening their religious knowledge. In connection with this, Ramdani in Rizal (2021) further stated the characteristics of urban society, namely, among other things, urban people can generally take care of themselves without having to depend on other people. The important thing is the individual human being or individuals. Religious life is reduced compared to religious life in the village. The division of labor between city residents is more strict and has real boundaries. The interactions that occur are more likely to occur based on interest factors than personal factors. More thorough and very important division of time, to be able to pursue individual needs. Social changes are clearly visible in cities, because cities are usually open to receiving influences from outside.

On the other hand, there are internal factors that make a talent apply to become a talent at the Rental girl firend_Uwu.Malang friend rental service, namely that he wants to have a girlfriend because he has been single for a long time. And in the end he actually got a girlfriend from the talent service he was undertaking. This talent behavior is in accordance with the systematic or behavioral formulation: INTENTION + KNOWLEDGE + ATTITUDES = BEHAVIOR. Where: Intention is a desire that originates from within the individual to get or do something that he wants to do. This is the main driver in the formation of behavior. Knowledge, namely everything that is understood. The process is carried out by finding out and through experience. Attitude, understood as a statement within an individual to do something. An opinion or belief that arises because of knowledge of this matter. This is what will manifest in the form of behavior (Saleh, 2018). Based on this behavioral theory, it is known that the talent has the intention to become a talent because he wants to have a girlfriend, then he finds out about the Rental girl firend_Uwu.Malang friend rental service through social media and finally takes the stand to register as a talent to be able to realize his intention.

Another finding in this research is that talents feel less confident when applying to become talents at the rental service agent Rental girl firend_Uwu.Malang. they just try to apply when they find out about vacancies on social media. They are happy because it turns out they were accepted and their faces have been published on social media.

On the other hand, it is known that when a talent accompanies a user (client), a talent is asked by the client to pretend to be his girlfriend around the client's family and the talent acts well. In connection with this, talent presents himself in such a way that he is worthy of being a real partner/companion. This situation explains the phenomenon of Erving Goffman's dramaturgical perspective. According to Goffman, when people interact they will present an image of themselves that will be accepted by others. This is impression management or impression management, namely techniques used by actors to cultivate certain impressions in certain situations and to achieve certain goals (Goffman, 1950 in Engkus, 2009).

On the other hand, in this research it was also discovered that there were users (clients) who were reluctant to show their talents to meet people around them. This happens when the user is accompanied by talent, then the talent is invited to go on a date to the shop to avoid meeting the user's friends (clients). Meanwhile, a talent canceled an order because it turned out the client was his friend. This situation shows that users and talents have the perception that if they meet people around them they will think negatively of them. The perception that occurs in this talent is

influenced by factors such as feelings, thinking ability and experience. In this regard (Sugihartono, 2007) states, because perception occurs within individuals, factors such as feelings, thinking abilities and experience will influence the results of perception, so they may differ between individuals. Perception is the brain's ability to translate stimuli received through the human senses. Human perception can vary depending on the point of view in sensing. There are positive perceptions that consider something good, and negative perceptions that influence visible human actions.

Having a profession as a talent still has its pros and cons, which has led to talents who tell their profession as a talent only to their close friends and girlfriends. And they don't tell their families, especially their parents. The talents are worried that their profession will become the subject of gossip and a negative label on them and will also receive a negative response from their family and parents. This shows that talents still need recognition of their self-worth from the people around them. The need for self-esteem is one of the human needs, in addition to other human needs. In Maslow's theory there are 5 human needs, namely: 1). Psychological needs (physiological needs), relate to fulfilling the most fundamental biological needs, such as food, shelter, health and other physical needs. 2). the need for security (safety needs), is the need to feel safe from the environment both physically and psychologically. 3). Social needs, which relate to a person's need for love, wanting to be accepted, and belonging. Friendly relationships are one form of fulfilling this need. 4). The need for self-esteem (esteem need) is the condition of a person who wants to be recognized as his presence, so that he feels worthy of achieving goals like other individuals. 5). The need for self-actualization, in the sense of the availability of opportunities for someone to develop the potential contained within themselves so that their work can develop. (Galih Ayu P, 2022). On the other hand, there is an opinion that parents will not allow their daughters or sons to be involved in this rent-a-friend business, as stated by Rita Fia (interview 4 March 2024) who stated: "I'm sure no mother will agree if his daughter or son is involved in such a business. For girls, for example, selling themselves to be enjoyed by a man who is NOT their partner, even if it's just chatting, holding hands or putting an arm around their shoulders, this is a far cry from Eastern customary manners which teach us to maintain personal self-respect so that it is not easily revealed to other people. In my opinion, talents do this work without the knowledge of their parents, even though there are mothers who agree with their children being involved in a business like this, I am sure this cannot be separated from the economic needs of the family or the very low level of parental attention to children."

According to the talents, the suitability of the rental-a-friend service business with Indonesian culture is just right, although there are still pros and cons. According to the talent, those who don't know the details of this service are considered negative. But for those who already know thoroughly, it won't be a problem. Likewise, people who have "old school" thinking (for example: parents), will think that a friend's rental service is "inappropriate" (inappropriate). However, people who have an open mind will say it's normal. This shows that, as a modern urban society, talents have experienced changes in values and have a modern mindset which states that they consider their parents to be "old school". This can cause problems in the family, as stated by Faozan Tri Nugroho(2022), Modernization can cause problems in families, especially between parents and their children because of differences in thought patterns. Children can accept the changes that occur, while parents still maintain old thought patterns. Apart from that, talent's weakening understanding of religion means they can easily follow western culture whose foundation is not religion. In connection with this and the emergence of rent-a-friend services, Muhajir (Interview 11 November 2023) further argued that, "The emergence of this behavior of rent-a-friend services is a manifestation of dissatisfaction with life which ends up looking for pseudo-satisfaction such as dating activities and so on. because the foundation of life is not religion, in western culture and other developed countries they are not based on things like that, therefore they can accept cultures like this. If this friend rental service activity is allowed to continue, it could cause moral and cultural degradation among young people, especially Generation Z, as perpetrators and users of this service. Because we eastern people have a strong religious foundation and adhere to culture, so the existence of this service is not in accordance with our culture and religious foundations." Meanwhile, if you look at it from the Islamic perspective, there are clear rules that limit interactions between the opposite sex, as stated by Dr. Nuril Huda, Sag.Mpdi, ""In Islam there is a very clear sentence that limits interaction between the opposite sex. There are rules related to mahrams and non-mahrams. Free association between humans. There is a rule of lowering the gaze (ghadul bashar). Prohibition of approaching adultery, including the prohibition of committing adultery. Not only are the actions involved in the activities of a rented girlfriend prohibited, but the money generated is also prohibited. Even though just renting it out or pretending to be it is still a sin, including those who provide the service, it is strictly HARAM. Therefore, any form

that is not prescribed in Islamic teachings automatically becomes Haram, so that users of anything that is "haram" in Islamic law clearly CANNOT be bargained for, let alone change it with the argument that it is "halal".

According to the talents, being a talent is delicious, even though it is only considered a side job, you can try new things, channel your hobby of traveling and meet new people. Especially if you serve orders offline, because they only accompany you for one day. Instead of online dates where you have to make calls and chat continuously and you can't be late. Talent is not afraid of being labeled negatively, according to them "it doesn't matter what people say". On the other hand, the talent once received criticism from users (clients) in the form of complaints because he was deemed to be lacking attention, and he became confused because he had tried to communicate but the client didn't connect. On the other hand, there are clients who do not criticize talent, instead they are rude and stick to talent and want to increase order hours.

The talent experienced various experiences while interacting with users (clients), one of which was that the talent was told to stop being a talent by his client to become a real girlfriend with the promise that all his needs would be met, but the talent refused because he felt strange because they had only just met each other. Here the desire or motivation to have talent grows within the user (client). This motivation grows as intrinsic motivation vizA person's desire to do something, which is caused by encouragement factors that originate from within oneself without being influenced by other people because of the desire to achieve a certain goal (Akhmad Sudrajat, 2008). On the other hand, other talents stated that they would not have a real relationship with clients, for the reason that they wanted to work as a talent professionally, it was difficult to "get carried away", it was not easy to like people, especially people they had only just met through chat or had just met.

Another experience, talent gets clients who are thought to be still in high school/middle school, increasing their ordering hours because they are happy with the talent and can chat with them. This shows that the rent-a-friend service business has expanded and can be ordered by anyone, including minors. This situation is one of the results of unstoppable technological progress in the era of modernization. Another consequence is the change in elements of norms in society. Religious norms are starting to diminish, making modern urban communities tend to use all means to fulfill their desires by utilizing existing facilities. In more complete terms, the characteristics of modernization according to Kholida (2021) are: 1). The people really take advantage of technological advances to make everyday life easier. 2). There are changes to more sophisticated means of transportation. 3). Many changes have occurred in the elements and norms of society. 4). Democratic transformation in the political system has opened up opportunities for collective action of the people. 5). Increased individualism and high self-discipline. 6). There is differentiation in terms of labor.

One of the talent's tasks is to accompany the user (client) and pretend to be his girlfriend. They went for a walk, watched a movie, ate together and chatted during the rental hours. For talent himself, the true meaning of dating is that dating is more intimate than friends who exchange visions and missions, get to know each other's strengths and weaknesses, are more comfortable with him and are free to hold hands, but if they don't match then they can't continue.

Based on the discussion that has been carried out above, the following findings can be made:

- Finding 4** : Talent stated that they had no past that made them register as talents at the rental service Rental girl firend_Uwu.Malang. The reason they join is simply that they "gabut" (lots of free time but don't know what to do) to fill their free time and earn money, to have fun and share their hobby of hanging out.
- Finding 5** : There is an internal factor that makes a talent apply to become a talent at the rental service Rental girl firend_Uwu.Malang, namely that he wants to have a girlfriend because he has been single for a long time. And in the end he actually got a girlfriend from the talent service he was undertaking
- Finding 6** : Talents feel insecure when applying to become talents at the rental service agency Rental girl firend_Uwu.Malang. they just try to apply when they find out about vacancies on social media. They are happy because it turns out they were accepted and their faces have been published on social media.
- Finding 7** : When the talent accompanies the user (client) there is a talent who is asked by the client to pretend to be his girlfriend around the client's family and the talent acts well. In connection with this, talent presents himself in such a way that he is worthy of being a real partner/companion.
- Finding 8** : It is known that there are users (clients) who are reluctant to show their talents to meet people around them. This happens when the user is accompanied by talent, the talent is invited to go on a "date" to the

shop to avoid meeting the user's friends (clients). Meanwhile, a talent canceled an order because it turned out the client was his friend.

Finding 9 : Talents who tell their profession as talents only to their close friends and girlfriends. And they don't tell their families, especially their parents. The talents are worried that their profession will become the subject of gossip and a negative stigma on them and will also receive a negative response from their family and parents.

Finding 10 : The suitability of the friend rental service business with Indonesian culture is just right, although there are still pros and cons. According to the talent, those who don't know the details of this service are considered negative. But for those who already know thoroughly, it won't be a problem. Likewise, people who have "old school" thinking (for example: parents), will think that a friend's rental service is "inappropriate" (inappropriate). However, people who have an open mind will say it's normal

Finding 11 : According to the talents, being a talent is delicious, even though it is only considered a side job, you can try new things, channel your hobby of traveling and meet new people. Especially if you serve orders offline, because they only accompany you for one day. Instead of online dates where you have to make calls and chat continuously and you can't be late. Talent is not afraid of being labeled negatively. According to them, "it doesn't matter what people say".

Finding 12 : Talent once received criticism in the form of a complaint because he was deemed to be lacking attention, and he became confused because he had tried to communicate but the client didn't connect. On the other hand, there are clients who do not criticize talent, instead they are rude and stick to talent and want to increase order hours.

Finding 13 : One of the talents' experiences was that the talent was told to stop being a talent by his client to become a real girlfriend with the promise that all his needs would be met, but the talent refused because he felt strange because they had just met each other.

Finding 14 : Talent gets clients who are thought to be still in high school/middle school, adding order hours because they are happy with the talent and can chat with them

From research findings 4 to 14 on actors (talent) above, the following minor proposition can be formulated:

Proposition 2: Talent joins the rental service Rental girl friend_Uwu.Malang because it's "gabut", to fill your free time while earning money, to have fun, channel your hobbies of hanging out and want to get a girlfriend. Talent feels insecure when applying to become a talent at a friend's rental service agency. Talent pretends to be the client's girlfriend and is met by the client's family. However, there are clients who are reluctant to show their talents to meet people around them. Talent who tells his profession as a talent only to his close friends and girlfriend. And talent didn't tell their family, especially their parents. Talent believes that the rent-a-friend service business is suitable for Indonesian culture. For those who already understand friend rental services, you won't have a problem. However, for those who have "old school" thoughts (for example: parents), friend rental services become "saru" (inappropriate). Being a talent is good and being a talent "doesn't matter what people say". Talent has received criticism for being less attentive, but there are clients who are willing to pay attention and increase order hours. Talent was told to stop being talent by his client to become a real girlfriend. Talent gets clients who are thought to be still in high school/middle school.

3) Structural Factors

The results of research on indicators of structural factors in talent are divided into 5 (five) findings, namely: Look for information on the client's background, the treatment they have experienced from the client while they were a talent, what they felt after receiving treatment from the client, what was done to clients who had problems and clients who had a pessimistic attitude. Here's the discussion:

Before carrying out their work, the talent never finds out about the client's background when he receives an order because this violates the client's privacy and there are restrictions from the agency, especially regarding the client's physical appearance. New talent looks for information about the client when they first meet and chat with the client to open a conversation so that it doesn't feel awkward, even if the client is willing to tell about themselves. Talents themselves use pseudonyms and their Clients also use pseudonyms when they make contact. This is done by talents and users because they need a sense of security because this friend rental service still has pros and cons. In Maslow's

hierarchy of needs, it is explained that safety needs are the need to feel safe from the environment, both physically and psychologically. (Galih Ayu P, 2022). Meanwhile, the levels of needs according to the ERG theory (Existence, relatedness and growth) introduced by Alderfer are divided into 3 (three) levels, namely first, existence needs, which are basic needs for life such as physical and security needs. Second, relatedness needs, namely the need to interact with others. Third, Growth needs, namely the need to channel creativity and be productive. Even though a person's needs are hierarchical, they are not permanent, in the sense that if a person's needs have reached the level of relatedness after their existence needs have been fulfilled, then there is a possibility that the person will need their existence needs again. Likewise, if growth needs have been achieved, it does not mean that the person will not need the relatedness and growth needs again (Erni T, 2005)

When users (clients) and talent are having an offline date, they generally take walks, watch movies, eat together, chat and sometimes embrace and hug within the hours and rates agreed by the user (client) with the owner's agency. rental services. When clients order online talent, they must receive telephone calls and chat at all times and must not be slow to respond. This activity gives rise to a variety of experiences in the talent, both pleasant experiences, namely being given dolls and money, as well as unpleasant experiences such as the client's body odor being unpleasant and the order taking a long time, being invited to go for a walk until late at night without paying, the client getting emotional and ordering continuously. , and was seduced and offered to be a mistress (sugar baby). The activities of these talents and users seem far from eastern cultural ethics. Renting a friend services has opened the way for users and actors (talents) to move further away from eastern customs which should be maintained and upheld wherever they are, including even in big cities. As stated by Nunik Soekorini (interview 2 November 2023), "from an ethical perspective, we live in an Eastern culture and have absorbed religious values and each region has its own customs so if it doesn't conform to these customs then we will certainly be permissive of these services" .

In this research, it was found that the client's behavior towards the talent when they interacted gave rise to a feeling of fear of being wronged (leading to immoral acts) by the client. This shows that the rent-a-friend business is prone to sexual and physical harassment and violence. Even though the agency has provided regulations, clients must obey when using this service, such as clients must submit personal data in the form of an ID card and clients must not do anything that leads to immorality. And Talent has the right to bring a companion for the talent's safety and comfort while with the client to prevent criminal or immoral acts. However, in the field there are many possibilities that can happen because clients can take them anywhere and talents are often alone without bringing a companion. Moreover, the only sanctions in the regulations applied are, "if the client does not comply, the talent will leave." This is very weak for women's protection because there are no clauses based on the law. Another thing that needs to be paid attention to is that the existence of the Java Rent a Friend agency does not yet have a legal entity and its existence is still in doubt whether it is permissible or not according to the law. In this case, Nunik Soekorini (interview 2 November 2023) argued: "According to the law, if there is an agreement and the agreement is fulfilled, it is not a problem, it's just that in the agreement there is a clause that was agreed upon, that is something that is based on statutory regulations. Apart from that, it is necessary to see whether there is protection for talent from these services and whether the establishment of these company services is also based on existing laws. The form of the agency must also be clear, it must have a legal entity so that the state can protect the agency. But the problem is whether this form of service is permissible." In this regard, what needs to be looked at is whether the rental service business has laws that regulate it or not. Because if there are no legal regulations then there is no obligation from the government to provide public services, whereas there is no right for citizens to demand services from the government. This is in accordance with the opinion of Hartini Jatmikowati (2013) who states that public services provided by the government in the legal sector can be viewed as an obligation given by the constitution or statutory regulations to the government to fulfill the basic rights of its citizens or residents. for a service. So it can be said that there is no obligation from the government to provide public services as long as this is not stated in a legal rule, conversely there is no right for citizens or residents to demand a service from the government as long as the right to it is not stated in a legal rule. Meanwhile, In this research it was also found that talent felt tired and annoyed when clients ordered online because they had to receive calls and chat all the time and could not be slow to respond. There is a conclusion from talent after they interact with clients that men with money are stingier than men with less money.

Most of the clients who use rent a friend services are men who are having problems and the talents are trying to suggest solutions. There are various attitudes carried out by talent, such as talent asking for a walk and eating while being given advice when they can, talent giving advice if asked or talent giving advice happily while also practicing

the communication science learned in college. In this research it was also discovered that the clients who used this service were men who were pessimistic and some were even insecure (feeling unsafe due to the environment or personal inadequacy). Facing clients like this, the talents try to have conversations that can raise the confidence and enthusiasm of their clients.

From the discussion that has been carried out above, the following findings can be made:

Finding 15 : Talent never finds out about the client's background when he receives an order because it violates the client's privacy and there are restrictions from the agency, especially regarding the client's physical appearance. New talent looks for information about the client when they first meet and chat with the client to open a conversation so that it doesn't feel awkward, even if the client is willing to tell about themselves. Talents themselves use pseudonyms and their Clients also use pseudonyms when they make contact

Finding 16 : The interaction between the talent and the client gives rise to a variety of experiences in the talent, both pleasant experiences, namely being given dolls and money, as well as unpleasant experiences such as the client's body odor being unpleasant and the order taking a long time, being asked to hang out until the evening without paying, the client constant excitement and orders, and being seduced and offered to be a mistress (sugar baby).

Finding 17 : With various behaviors received from clients, several feelings of talent emerge. There are talents who are afraid of being mistreated (leading to immoral acts) by clients and there are talents who feel tired of being annoyed when clients order online because they have to receive calls and chats all the time and cannot be slow to respond. There are also talents who conclude that men with money are stingier than men with less money.

Finding 18 : Clients who use rent-a-friend services mostly have problems and the talents try to suggest solutions. There are talents who give advice when asked by clients, there are those who take them for a walk and give advice when they can, and there are talents who happily give advice while also practicing the communication science they learned in college.

Finding 19 : All talents have accompanied clients who were pessimistic and some were even insecure. Facing clients like this, the talents try to have a conversation that can raise the confidence and enthusiasm of their clients

From research findings 15 to 19 on the actors (talent) above, the following minor proposition can be formulated:

Proposition 3 : Talent never find out about the client's background when he receives an order. Talents who are afraid of being mistreated (leading to immoral acts) by clients. And was offered to be a sugar baby (kept woman). Clients who use rent-a-friend services mostly have problems and are pessimistic and the talents try to suggest solutions.

Based on the minor propositions that have been formulated above, the major propositions from the research related to talent are formulated as follows:

Talentfeel happy with the existence of Rental girl firend_Uwu.Malang. According to him, this friend service business suits Indonesian culture.Interested in becoming a talent because he was inspired by the Japanese anime "Rentaru Kanojo", the reason for joining was because he was "fussy", got money and wanted to get a girlfriend. Talent feels insecure when applying. Only telling close friends and not telling family, pretending to be the client's girlfriend. Being a talent is fun and "it doesn't matter what people say". Offered a real girlfriend and a sugar baby (kept woman), never finding out about the client's background. Once had a client who was thought to be still in high school/middle school. Talents feel afraid of being "taken for granted" (leading to immoral acts) by clients. Most of his clients have problems and are pessimistic.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusion

Based on the results of the research and discussion from the previous chapter, the following conclusions can be made:

- 1) Perceptions of friend rental services, namelyRental girl firend_UwuFrom the perspective of users (clients), the majority of whom are men, states that the existence of this service is considered legitimate and is a means to help other people who have problems in social relationships or are lonely.

Users (clients) are interested in this service because they see advertisements on social media and past experiences such as failure in establishing relationships with the opposite sex. Even so, users (clients) stated that this friend rental service was not in accordance with Indonesian culture because the majority of Indonesia's population is Muslim. Users (clients) who use the Rental girl friend_UwU friend rental service feel that they get the benefit of being able to understand more about how to interact and behave with the opposite sex so that they feel more confident when entering into a more serious relationship.

- 2) Perceptions of friend rental services, namely Rental girl friend_UwU from the perspective of the actor (talent), who is a woman who can be hired to be a companion for the user (client), the existence of this service provides pleasure in itself because the perpetrator feels that he can help someone who is lonely and unable to establish social relationships with the opposite sex. Even though its implementation still raises pros and cons among the public because it is still considered a service that is close to an immoral act.

The factors that encourage perpetrators to become talent for friend rental services are due to the lack of activities to fill their free time so that perpetrators think that by becoming a talent this service can not only fill their free time but also provide additional income. However, in this friend rental service, perpetrators keep their activities secret from friends, family and their social environment. The perpetrator also stated that there was a fear that the user would violate the agreement and encourage actions that could lead to immoral acts.

5.2. Suggestion

Suggestions that can be put forward in this research are:

- 1) This research focuses on perceptions which have indicators, namely attention, functional factors determining perception, and structural factors related to what is perceived by users (clients) and actors (talent). In order to further deepen the research findings related to this object, further information is needed, such as the motivation of actors and users and so on.
- 2) Considering that this is a relatively new service in Indonesia, the owner of the rental service Rental girl friend_UwU should carry out a review of the regulations and permits that apply in the relevant area so that the legality of the service is better protected and recognized. Apart from that, service owners can also study the culture and customs that apply in society so that they do not cause anxiety and negative prejudice.
- 3) Bearing in mind that this friend rental service is not only provided online but also offline. The owner of the Rental girl friend_UwU friend rental service should establish agreements and security standards for talents, especially in terms of legal protection, so that they can prevent irregularities such as immoral acts or criminal acts such as disguised prostitution.

5.3. Research Implications

1) Theoretical Implications

Based on the results of the research and discussions that have been carried out, the research results have the following theoretical implications:

- a. Novelty or newness in this research was found that with modernization and advances in communication technology, especially the internet, there has been a shift in norms, values and the commodification of culture in society. Cultural commodification means a modification of sacred culture and/or non-sacred culture into commercial culture. As the concept of commodification introduced by Karl Marx illustrates, commodification is a form of change in social relations from non-commercial to commercial. Social relations that were initially humanistic become materialistic. Karl Marx stated that commodification is a heartless cash payment. In the social system, the capitalist bourgeoisie exercises control over society and converts personal values into exchange value. A study conducted by Jean Baudrillard explains that commodification has an influence on society, namely the transformation of social relations into a commodity. In eastern culture, fulfilling a person's social needs, such as a person's need to feel love, the need to be accepted, the need to belong, and the need to be friends, can be fulfilled by carrying out social interactions in accordance with the norms and values that exist in society.

Likewise, someone who fulfills their need for self-esteem (esteem need), namely the need for someone to want to be seen as their presence, then that person can interact with their environment according to the norms and values that exist in society. However, with modernization which demands fast pace, instants and individuals, it is difficult for some members of society to fulfill their social needs and esteem needs. Some people have captured

this situation by changing eastern culture to commercial culture, by opening a rent-a-friend business, by utilizing the internet. The commercial culture offered is, someone who wants to fulfill their social needs and esteem needs, then by paying a certain amount of money they can hire a talent who will provide love, attention, be a partner, a friend to confide in according to the duration of the rental period. You can even make talent play the role they want so that the person feels recognized by their environment and their social needs are met, even for a moment.

- b. The results of this research have supported the behavioral theory put forward by Skinner, which is known as the SOR theory, which stands for Stimulus-Organism - Response. The principle of this theory is that the response is a back reaction from the individual when receiving external stimuli. This theory includes 3 important elements, namely the message or stimulus (S), the communicant or organism (O), the effect or response (R). This theory says that behavior can change only if the stimulus given really exceeds the original stimulus. A stimulus that can exceed the original stimulus means that the stimulus given must be able to convince the organism. Stimuli or messages conveyed to the organism/communicant may be accepted or may be rejected. Communication will take place if there is attention from the communicant. The next process the communicant understands. This communication ability is what continues the next process. After the communicant processes it and accepts it, there is a willingness to change attitudes.
- c. The results of this research support the Dramaturgical Theory put forward by Ervin Goffman, where in this theory society is like the front stage in a play. Humans play on a stage in the form of social interactions with different statuses and roles. Their roles are bound by their motives or goals. Actors can choose various media to play roles on stage. For example, actors can choose to use certain brands of media equipment (cellphones) with the aim of not only facilitating social interactions but also as accessories for their appearance on stage. Also as self-identity (Nengah and Luh Putu, 2018)
- d. The results of this research support the hierarchy of needs theory put forward by Abraham H. Maslow states that humans have 5 (five) basic needs known as a hierarchy of needs starting from the lowest needs and increasing to the highest needs, namely: 1). Psychological needs (physiological needs), relate to fulfilling the most fundamental biological needs, such as food, shelter, health and other physical needs. 2). the need for security (safety needs), is the need to feel safe from the environment both physically and psychologically. 3). Social needs, which relate to a person's need for love, wanting to be accepted, and belonging. Friendly relationships are one form of fulfilling this need. 4). The need for self-esteem (esteem need) is the condition of a person who wants to be recognized as his presence, so that he feels worthy of achieving goals like other individuals. 5). The need for self-actualization, in the sense of the availability of opportunities for someone to develop the potential contained within themselves so that their work can develop. (Galih Ayu P, 2022).
- e. The results of this research also support the ERG Theory proposed by Clayton Alderfer. ERG is an abbreviation for Existence, relatedness and growth. This theory states that a person's needs encourage someone to be motivated to do something that is hierarchical or has levels. Alderfer divides 3 (three) levels. namely first, existence needs, which are basic needs for life such as physical and security needs. Second, relatedness needs, namely the need to interact with others. Third, Growth needs, namely the need to channel creativity and be productive (Erni T, 2005)
- f. The results of this research also support the Modernization Theory proposed by Huntington. Huntington believed that modernization theory was revolutionary, thereby encouraging rapid social change. In this theory it is said that modern life cannot be removed from every human being. Thus, it will have an impact on the lives of global society. For example, people's lives today tend to follow trends. This results in them not having top priority in meeting their needs. This is what makes the current generation very consumerist (Wida Kurniasih, 2021).

2) Practical Implications

From the results of the research that has been carried out, practical implications for various institutions/institutions can be put forward as follows:

- a. For relevant government agencies, this research can be an input for immediately conducting an evaluation of the existence of a rent-a-friend business and making regulations regarding the existence of a rent-a-friend business.
- b. For tax administrators, businesses that generate income are subjects that are subject to tax. Therefore, if this rental service business makes a profit, it needs to be taxed. The existence of rental service agencies that do not pay taxes means that it can be detrimental to the state.

- c. For Non-Governmental Organizations (NGOs) working in women's protection, the results of this research can be input in carrying out women's protection advocacy programs.
- d. For religious and cultural institutions, this research can be an encouragement to more actively educate the public to better understand and appreciate Indonesian culture and be more religious.

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