Analysis Of Fatherless Girls' Matchmaking Preferences on Tiktok Content

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ABSTRACT

Fatherless girls are vulnerable to social, psychological, and behavioral problems. This condition influences their partner selection, which is often linked to unmet emotional needs. This study aims to analyze the partner preferences of fatherless girls on the TikTok platform and explore the implications for their social and emotional well-being. Using a qualitative approach with content analysis, data were collected from 10 TikTok videos that met specific criteria, namely: accounts with more than 1,000 followers, over 500 comments, and content creators who were either experts on fatherless issues or individuals with lived experience. Data were analyzed through systematic observation of the videos and user comments to identify recurring themes and patterns. The results show that fatherless girls' partner preferences are heavily shaped by emotional needs for a father figure, such as the search for security and the desire to avoid similar negative experiences in the future. The conclusion of this study is that partner preferences are not only based on personal choice but also an emotional response to past affectional emptiness. These findings contribute to a psychological understanding of the relationship between family conditions and partner selection behavior, and they encourage further research on other digital platforms. The novelty of this research lies in its use of TikTok as an emerging digital space to study partner preference behavior, offering fresh insights into how father absence and unmet emotional needs manifest in online relational expressions.

Introduction

Girls who have a fatherless condition often get problems with mental, behavioral, and social problems in their lives. For example, there are psychological disorders, difficulties in establishing social relationships, and loss of direction in finding one's identity (Astuti & Bashori, 2025). When losing the father figure in the family, daughters will unconsciously associate the marital relationship with conflict, instability, disharmony, and other negative things based on experiences in the

family (Aulia et al., 2025). In line with that, this makes children confused, because in general, women who are early adults will choose a soul mate who has the same similarities and familiarity as the figure of their father, because the father is the first meeting of a girl with a man in her life (Fiqrunnisa et al., 2023). In addition, psychologically, the feelings felt by girls with fatherlessness in early adulthood, namely anger, disappointment, jealousy, discomfort, and can even feel depressed (Rachmanulia & Dewi, 2023). It can be said that children who are fatherless, in addition to having psychological and social problems, also have problems related to mate preferences when the child is an adult.

Studies that discuss fatherless so far tend to three main themes, First, studies that focus on impact fatherless on girls' mentality, such as loneliness, inopenness, depression, inability to control themselves, and low self-esteem, antisocial feelings. If this condition continues to be left unchecked, girls will be at risk of experiencing psychological disorders, such as severe stress and tend to have suicidal thoughts (Wibiharto et al., 2021; Mujibah, Elsafir, & Salim, 2025; Nabila et al., 2025). Second, studies that focus on impact fatherless children's behavior, as well as the absence of the father which can interfere with the developmental process due to the lack of a stable behavior model and emotional support provided by the father, such as children who often get angry and cry, in addition to that daughters without a father deliberately stay away from men because they do not understand how to approach someone (Romadhona & Kuswanto, 2024; Nurjannah et al., 2023; Prasiwi, Jamhariyah, & Palupi, 2025). Third, studies that focus on the social impact experienced by children fatherless , the loss of the father figure can affect the social life of the child, the child who experiences fatherless It is difficult to build closeness with the people in their environment because children have a low ability to adjust to their social environment which has a negative impact on the child (Alfasma et al., 2022; Dasalinda & Karneli 2021). From several existing studies, there has been no study that examines the preferences of mates experienced by children fatherless on platforms, especially those on TikTok.

This study aims to find out and analyze the preferences of mates in girls who experience conditions fatherless on the TikTok platform, which today is still considered a trivial problem for some people. In line with that, there are three questions that will be answered in this study, first, what is the form of girls' matchmaking preferences fatherless on tiktok; Second, what are the dominant factors that correlate with girls' matchmaking preferences fatherless on tiktok; Third, what are the implications of girls' matchmaking preferences fatherless tiktok.

This study is based on the problem of mate preferences in girls fatherless It is important to study, because it can provide an explanation of the form of preference for girls' matchmaking fatherless, where girls have their own way of choosing a mate. Meanwhile, the past factors experienced by girls fatherless is highly correlated with their matchmaking preferences. Even more so girls fatherless looking for a figure who can replace their father's role when they grow up. Children who experience fatherless tend to have more difficulty in finding their soul mate preferences because they are influenced by the absence of their father. Therefore, the preference of the mate experienced by the child fatherless It is important to study further even more in the TikTok platform

According to the Great Dictionary of the Indonesian Language, preference refers to the tendency or choice made consciously by a person towards something they like or are interested in (Language Development Agency, 2021). From a psychological perspective, interest is understood as an inner impulse that moves individuals to act to meet certain needs (Walgito, 2004). The will as an impulse to act, is inseparable from its relationship with thought processes and emotional states. The mind is usually oriented towards logical analysis, while feelings are more related to intuition and the desire to achieve emotional satisfaction (Kartono, 2007). Preferences can be understood as the result of a selection process that a person makes based on their interest or interest in a particular option. This concept reflects the presence of a psychological drive in an individual that causes him to be more inclined to choose one option over another.

In the study of individual and consumer behavior, preferences describe the internal factors that shape the direction of decisions taken (Simamora, 2004; Nitisusastro, 2012). A person's preferences in choosing are influenced by several factors that interact with each other, including cultural elements, social environment, personal characteristics, and psychological aspects. Cultural influences include value systems, norms, subcultures, and social class structures that shape individual mindsets and behaviors. Social factors include the existence of social groups, family roles, and individual positions and roles in society. From a personal perspective, variables such as age stage, type of work, lifestyle, and personality traits influence the direction of choice. Meanwhile, from the psychological side, inner drive (motivation), perspective (perception), learned experience, and beliefs and attitudes also determine the decisions taken (Setiadi, 2013)

A girl's soul mate is present in the life of a woman who has a complete bond of togetherness. Marriage for girls is one of the important aspects of social and cultural life, which is often influenced by family norms and the surrounding

environment (Putri, 2020). In various cultures in Indonesia, the choice of a mate for girls is not only an individual issue but also involves the role of the extended family as part of respected traditions and social norms (Sari, 2018). Usually, families consider social, economic, and religious factors in determining a mate to create harmony in the household (Rahman & Lestari, 2019). However, society's view of girls' soulmates often emphasizes conformity with customs and moral values, which sometimes causes psychological pressure on the child (Fitriani, 2021).

Although matchmaking still occurs in some regions, nowadays many are starting to prioritize personal decisions and approval from the bride-to-be (Wahyuni, 2020). Therefore, good communication between parents and girls is very necessary in the process of choosing a mate so that conflicts can be minimized and mutual understanding can be created (Ningsih & Pratama, 2022). The choice of life partner for girls is influenced by various factors, including cultural customs and traditions that shape social norms and patterns in the family, pressures from the social environment, the economic condition of the prospective partner, and religious teachings and moral values that are used as guidelines (Sari, 2018; Rahman & Lestari, 2019). In addition, it is also important to pay attention to the psychological and emotional aspects of girls, especially when facing pressure and personal desires in the process of choosing a mate (Fitriani, 2021). Open and effective communication between children and parents is a key factor so that decisions related to marriage can be well accepted and create family harmony (Ningsih & Pratama, 2022).

The absence of the father's role in raising children is called fatherless, father absence, father loss, or father hunger. Fatherlessness is a phenomenon of the absence of the father's role in childcare, both physically and psychologically caused by various factors (Hidayah et al., 2023). Fatherless can also be defined as the absence of a father figure in life due to death or poor relationships and communication between children and fathers (Wibiharto et al., 2021). This can happen in two conditions, an orphan and a child who has no relationship with his father.

Children who experience the absence of the father's role will experience social disorders, the higher the impact, the lower their social development (Sandy et al., 2024). Children who do not experience fatherlessness show good emotions, this is in accordance with research (Aulia et al., 2024) which shows that children with the presence of fathers have low levels of emotional distress, high levels of life satisfaction, and lower anxiety.

Tiktok is an application developed in China by the ByteDance company. This social media platform allows users to create short videos accompanied by a wide selection of features such as music, filter stickers and several other creative features (Bahril et al., 2022). According to (Ramdani et al., 2021) this application is also very popular and widely used by the public, let alone provides the freedom to be creative in making short videos. Although there is a negative impact of this social media, Tiktok also has a positive impact, such as adding a variety of knowledge and having an impact on attitudes, this is strengthened by research (Kis et al., 2024) which reveals that if users can direct their use in a positive direction, then aspects have benefits, such as increasing knowledge, honing skills and being able to train themselves to be confident in appearing in public.

Method

This research carries the theme of fatherless by discussing matchmaking preferences in girls on TikTok because the issue of fatherless on TikTok is discussed more and the issue of matchmaking preferences is new because in the context it will be further analyzed systematically on the TikTok platform. The tiktok platform is used as a reference for analysis because on tiktok there is a lot of content that discusses fatherless in terms of current issues, including matchmaking preferences. In addition, TikTok is a platform that is often visited by many people, including generation z, and the TikTok algorithm is very varied so that there are many variations of content that have fatherless discussions from different perspectives.

This type of research is qualitative research with the concept of content analysis. The data of this study is secondary data and then the data will be obtained by searching for fatherless content about girls' matchmaking preferences. After that, the researcher will select existing content with criteria: content with educational discussions whose account is a person who can explain, or experience topics related to the preferences of fatherless girls. A tiktok account that explains this must have the following criteria:

1. Have more than 1000 followers,
2. Have more than 500 comments,
3. The content creator is an expert in discussing fatherless or people who experience fatherlessness.

This research process began by watching 10 TikTok videos that fulfilled the selection criteria: accounts with more than 1,000 followers, over 500 comments, and content related to fatherlessness or partner preferences. The videos were chosen purposively, with 10 contents considered sufficient to represent the criteria

while remaining manageable within the research timeframe. Each video was first summarized, and user comments were collected and stored in Google Docs to facilitate systematic analysis.

The analysis then proceeded through several stages. First, open coding was conducted by identifying key words, phrases, and expressions in both the video narratives and user comments that reflected emotional needs, partner expectations, or relational themes. Second, these codes were grouped into broader categories through axial coding, linking them to theoretical concepts such as emotional needs theory and attachment theory. Finally, selective coding was applied to refine the categories into overarching themes that directly addressed the research question, such as "search for security," "need for validation," and "avoidance of negative past experiences."

To ensure rigor, a process of data reduction was carried out by condensing large volumes of comments into representative quotations and eliminating redundant or irrelevant content. Thematic patterns were then cross-checked across all videos to confirm consistency. This systematic coding and data reduction process allowed the emergence of clear themes that link fatherless girls' partner preferences to underlying psychological and emotional needs.

To ensure the validity of the findings, the selection of TikTok content was based on clear inclusion criteria (e.g., minimum number of followers, comments, and relevance to the theme of fatherlessness). Triangulation was conducted by comparing narratives across multiple accounts to capture recurring patterns and avoid overgeneralization from a single source. Reliability was maintained by using systematic coding of video content and user comments, which were documented and cross-checked. Nevertheless, this study has several limitations. First, the analysis relies exclusively on publicly available TikTok content without direct verification from the creators or subjects, which may affect the depth of interpretation.

Second, algorithmic bias within TikTok may limit the diversity of content that appears, potentially shaping the dataset in unseen ways. Third, the study was constrained by time and only analyzed 10 videos, which, while meeting the inclusion criteria, may not fully represent the broader experience of fatherless girls. These limitations indicate the need for further research with larger samples, different digital platforms, and participatory methods such as interviews or focus groups to enhance the robustness of future studies.

The research data will be analyzed with in-depth content analysis techniques by reviewing the videos and comments that have been collected. It aims to identify key themes, narrative patterns, social representations, and

dynamics of partner preferences that emerge in the context of the experience of girls who do not have fathers with narrative analysis.

Results and Discussion

From the data that has been obtained, 10 TikTok accounts are obtained that discuss the issue of mate preferences in girls. In the TikTok content, it has been explained on the @milazahra7 account with the number of 50k likes and 845 comments as well as 152.6k *followers* which states that the form of preference for girls who *are fatherless* is influenced by the figure of the father figure then has implications when girls fall in love usually if they do not pay attention to other aspects it will be immediately used by men because there is no father figure. Then a fatherless girl *according* to @milazahra7 account will choose a partner who mostly behaves like her father. Lastly, @milazahra7 emphasized to learn to appreciate and accept one's own family.

From the TikTok account @dailyjour with *the username* Halimah which has 1.3 million *followers*, in the video with *456.7k likes, 6339 comments and then titled "t*he development effect on a daughter of an absent father throughout her life span" emphasizes the implications of the role of fathers on their daughters in the context of finding a partner. This context has a correlated factor because the father must be psychologically and physically aware of the child in cash obligations, then @dailyjour also mentions the dominant impact when girls fall in love without the role of the father "*usually looking for the elder, who is the one who is moving"* @dailyjour also mentions if the daughter is not paid attention to her soul mate preferences or even there is no role of the father there, Then it will result in girls being allergic to men at all and being more sensitive. @dailyjour also emphasized that children who do not have a father's role in their family will find it difficult to choose a mate.

In the video content made by @rikhihasibuan1 or a guy with bangs who has 772.3k *likes* and 10.9k comments and 3.9 million *follower's* states that girls who lose a father if the girl is in a relationship are often busy with her story which results in the girl demanding a lot. Because with the statement *"I want to be loved"* makes girls look for a good man, but the man at least loves his partner completely.

The video content with 91.2k *likes* and 1593 comments made by the @matiakristaaa account which has 133.8k *followers* mentions that there are women who have problems such as *fatherlessness* or *broken home* tend to receive advice from their mothers, learn from their families because so that in the family there are no recurring fatherless   cases in the familyor even a broken

home in his family. Then as a man, @matiakristaaa mentioned that you must be aware and evaluate yourself regarding the choice of a partner.

Then on a tiktok account named @innessya which has 2857 *followers* in his video which has 381.2k likes and 1365 comments it says that "*A child without privilege is a father and a support system like other children out there always dreams that one day he can have a husband who can give him affection as well as be able to become a father figure that he never got, he always promised to have a family of cypress and hoped that what he feels now will never happen to his children in the future*" From this statement, the video maker tried to explain that the daughter or videomaker who *is fatherless* does not want her child or her family to experience the same fate experienced by the videomaker.
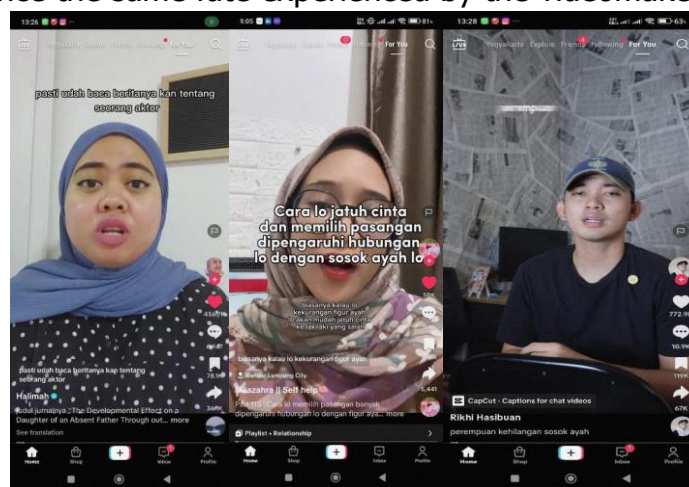

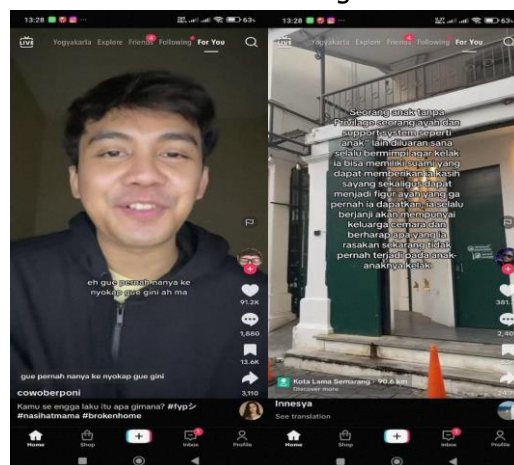Figure 1. Tiktok videos about fatherless girls'matchmaking preferences (1)

Figure 2. Tiktok videos about fatherless girls'matchmaking preferences (2)

Conclusion

The @christineang93 account explains that a child we cannot choose who his father is, but we can choose the partner who will be his father. According to him,

many fathers are present physically but not emotionally. The account with the username Christine A, M. Psi., Psychologist said to look for a partner who knows his emotions and wants to learn to manage his emotions. Don't forget @christineang93 remind us to also become emotionally mature figures. In addition, @ahmadrisyad account also explained in his video that girls need figures to be admired, in this case their father who must take the role. If the girl does not find the ideal figure, she will be disappointed and look for the father figure in her own way. According to an account with *the username* Ahmad Risyad, a girl needs a father as a benchmark in judging what kind of good man he is. @ahmadrisyad also explained that if the girl in the house does not give an example, then she will look for an example outside which is very wild and dangerous.

The @jihanrusydah668 account, which has 33.7k likes and 4,030 thousand followers, also states that when the role of the father is lost, girls will easily be jealous and thirsty for attention from their partners. Not only that, but they are also afraid of being abandoned by their partners. Then according to him*, fatherlessness* makes it difficult for the child to establish a relationship, because there is fear because of the experience experienced.

In addition to the impact on relationships, the child also has low self-esteem and difficulty managing emotions. Ustadz Oemar Mita also explained through his @hassyifakidsofficial account with 67.4k likes and 10.7k followers saying that fathers are the first love for girls. If the father does not educate his child well, his daughter's tank of affection will be empty. Finally, the girl needs an affectionate greeting from every male response. So, *the fatherless* child tends to look for something that he should have gotten from his father to a man.

The @dr.paulthesiology account in his tiktok video which has 128.6k likes, 3261 comments on videos related *to fatherless* , and 53.8k followers explains the characteristics of girls without a fatherless role , including girls tend to fall in love just looking for comfort, girls sometimes like to blame, girls experience *trust issues* With the condition of men, girls feel that they have to shoulder the responsibilities of a father. Girls have the assumption that "*what am I wrong*?" Then @dr. paulthesiology has a suggestion that for girls who have such conditions to always practice patience, involve emotions fully so that they are not only looking for comfort but also the role that is maintained.
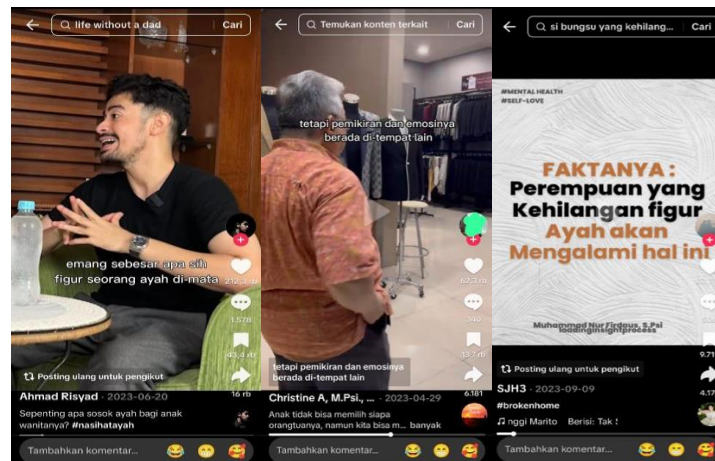
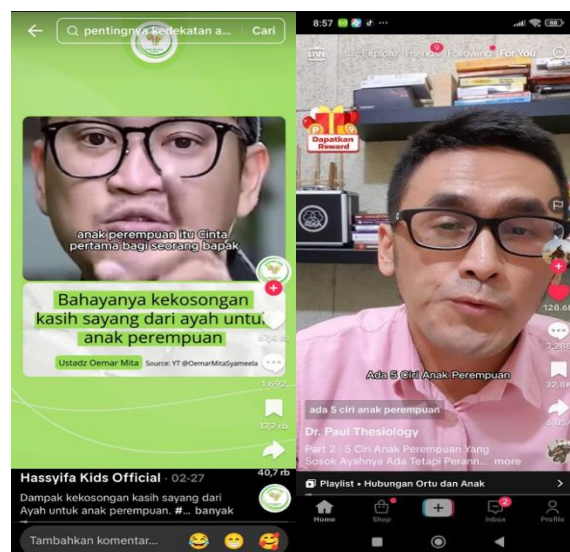Figure 3. Tiktok videos about fatherless girls'matchmaking preferences (3)

Figure 4. Tiktok videos about fatherless girls'matchmaking preferences (4)

The preference of girls with fatherless conditions based on the results of the explanation of tiktok content is influenced by several main factors, namely the father figure, psychological condition, physical matchmaking, having demands from him or her for a match, and a sense of comfort. This shows that a girl with a fatherless condition specifically tries to explain that girls have great desires in terms of a soul mate figure and girls also want to fulfill their needs emotionally and mentally in order to avoid disappointment and so that their children when they grow up do not experience the same fate as themselves who are looking for a soul mate with a fatherless condition.

A study on mate preferences in girls who experience fatherless It turns out to have a strong correlation between emotional dissatisfaction and choices in choosing a partner. This is supported by the view of Walgito (2004) who states that preferences are present because of an internal drive to meet certain needs,

namely the need for a protective and affectionate figure. In this case, the existence of a father, such as the need for a figure who can provide a sense of security and emotional support. In addition, this is also strengthened by Kartono's (2007) theory which states that a person's choice is influenced by the interaction between cognitive and emotional aspects, because the emotional aspect plays a bigger role in determining the preference of a mate. These results show that attraction to a partner is not the result of rational considerations, but rather an attempt to fill the void of affection in the relationship between the child and the father. So, it can be said that the results of TikTok content not only reflect individual behavior, but also show broader psychosocial conditions regarding the impact of father's absence in the family.

Based on the findings of this study, girls who experience fatherless has a great tendency to have difficulty finding soul mate preferences. Girls who experience fatherless , allows them to continue to look for the characteristics of the partner that fill something that is missing from them, such as warmth, trust, or maturity, it is in accordance with the theory of preferences described by Walgito (2004) that a person makes choices based on the structure of needs that he has. From this study, an important lesson can be learned, that fatherless girls need to realize that often their mate preferences are a reflection of unmet needs. So that they can be more careful in choosing a partner, so as not to get stuck in a relationship that only fills the void. Based on the results of this study, there are several possibilities that can occur in the future. If fatherless girls don't have an understanding of their marriage preferences, they may continue to avoid the relationship altogether due to fear of rejection and disappointment.

From this study, it was found that the matchmaking preferences of girls who experienced fatherless tend to be influenced by meeting the need for their father figure, this is in line with the findings of Aulia et al. (2025) which discuss how girls associate marriage with experiences of disharmony or conflict due to the loss of the father figure. According to Kartono's (2007) view, a person's choice is greatly influenced by the interaction between cognitive and emotional aspects. It can be concluded that the unmet emotional needs of the father figure have a significant impact on the marriage preferences of girls who experience fatherless .

On the topic "girls' matchmaking preferences fatherless "It is still very possible to study it in more depth because this topic is in line with the condition of Indonesia where many people experience conditions fatherless . Although girls who experience fatherless Having different needs emotionally and socially, they still have the same rights as other women to be able to be filled with their hearts. Therefore, the author recommends continuing this discussion from the context of

field research or the context of research in other social fields, for example research from the perspective of boys who have no preference to be a father. In addition, this study makes TikTok as a primary data source. So that this topic can be a reference to be researched on other social media platforms or with other approaches on the same platform

The analysis of 10 TikTok accounts discussing fatherless girls' matchmaking preferences revealed several dominant themes that reflect how the absence of a father figure influences partner selection. The most prominent theme is the search for a father figure in romantic relationships. Many fatherless girls expressed a desire to find a partner who could replace or resemble the missing paternal role, offering protection, stability, and affection. This finding supports Emotional Needs Theory, which argues that unmet psychological needs—such as security and affection—become driving forces in later relationships. In this context, the partner is no longer perceived simply as a companion, but as a compensatory figure who fills the emotional void left by the absent father.

Another theme that emerged strongly is fear of abandonment and sensitivity to rejection. Content creators like @dailyjour and @jihanrusydah668 highlighted that girls without fathers often struggle with jealousy, dependency, and heightened anxiety in relationships. This resonates with Attachment Theory, which suggests that early disruption in parent–child bonding fosters insecure attachment styles. Specifically, anxious attachment explains the constant need for reassurance and fear of being left, both of which were visible in the narratives analyzed.

The findings also point to a significant emphasis on the pursuit of emotional security and comfort in relationships. Several videos described fatherless girls as entering romantic bonds not primarily for compatibility, but to seek comfort and validation. According to Emotional Needs Theory, this behavior reflects an attempt to satisfy fundamental needs for safety, love, and belongingness. Kartono's (2007) claim that emotions outweigh rational considerations in partner choice is particularly relevant here; these girls' preferences are guided less by logic than by the emotional urgency to repair past losses.

Equally important is the theme of self-esteem struggles and validation-seeking. The absence of paternal affirmation often leaves girls with fragile self-worth, which makes them reliant on external validation from male partners. This pattern aligns with Attachment Theory, which highlights how insecure attachment disrupts self-image and fosters dependency on others for a sense of worth. Walgito's (2004) view further explains that partner preferences mirror the structure of unmet needs, reinforcing why validation plays a central role in the preferences of fatherless girls.

Interestingly, not all themes reflect vulnerability; some reveal resilience. A number of TikTok accounts, such as @matiakristaaa and @innessya, illustrated the determination of fatherless girls to break the cycle of fatherlessness. These girls intentionally sought partners who could build stable families and prevent the repetition of past dysfunction. This reflects the principle of intergenerational attachment transmission, in which individuals attempt to reconstruct secure bonds in adulthood as a protective mechanism for their future children.

Taken together, the findings suggest that fatherless girls' partner preferences are less about rational compatibility and more about compensatory adaptations to unresolved emotional and attachment needs. Thematic analysis shows how their narratives—captured through TikTok content—highlight a psychosocial reality where partner selection functions as an emotional response to past affectional emptiness. By linking these patterns with Emotional Needs Theory and Attachment Theory, this study demonstrates that fatherless girls' preferences are shaped by both the longing for paternal substitution and the psychological consequences of insecure attachment.

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