

ABSTRAK

Renandya Angelica Maharani. 2018. Hubungan *Subjective Well-being* dengan *Celebrity Worship* Pada Anggota *Bollywood Mania Club Indonesia* di Jakarta. (Dibimbing oleh Novendawati Wahyu Sitasari, M.Psi., Psikolog dan Dra. Safitri M, M.Si).

Anggota *Bollywood Mania Club Indonesia* (BMCI) ada yang merasa tidak bahagia dengan kehidupannya. Rasa tidak bahagia bisa dikarenakan masalah yang dihadapi, sehingga ia beralih dengan melakukan pemujaan lebih terhadap artis kesukaannya. Tujuan penelitian ini adalah untuk melihat hubungan antara *subjective well-being* dengan *celebrity worship* pada anggota *Bollywood Mania Club Indonesia* di Jakarta. Penelitian ini bersifat kuantitatif, menggunakan metode korelasional non-ekperimental dengan teknik pengambilan sampel berupa *purposive sampling*. Jumlah sampel penelitian ialah sebanyak 99 orang anggota BMCI di Jakarta. Skala *subjective well-being* berdasarkan teori Diener menggunakan skala dari Halim (2015) yang telah dimodifikasi, berjumlah 35 item valid dengan koefisien reliabilitas (α) sebesar 0,961. Skala *celebrity worship* menggunakan *Celebrity Attitude Scale* dari Maltby *et al.* (2006) yang telah dimodifikasi, berjumlah 29 item valid dengan koefisien reliabilitas (α) sebesar 0,946. Hasil penelitian menunjukkan $p = 0,000$ dengan koefisien korelasi sebesar -0,532, artinya hipotesis diterima yaitu terdapat hubungan negatif yang signifikan antara *subjective well-being* dengan *celebrity worship* pada anggota BMCI di Jakarta. Berdasarkan nilai r^2 menunjukkan bahwa *subjective well-being* memberikan kontribusi sebesar 28,3% dalam mempengaruhi *celebrity worship*, sedangkan 71,7% dipengaruhi oleh faktor lain. Status pernikahan memiliki hubungan dengan *subjective well-being* anggota BMCI. Tingkat pendidikan terakhir memiliki hubungan dengan *celebrity worship* anggota BMCI.

Kata kunci: *Subjective Well-being*, *Celebrity Worship*, Anggota BMCI

ABSTRACT

Renandyta Angelica Maharani. 2018. Relationship between Subjective Well-being and Celebrity Worship on Bollywood Mania Club Indonesia Members in Jakarta. (Supervised by Novendawati Wahyu Sitasari, M.Psi., Psikolog and Dra. Safitri M, M.Si).

There were Bollywood Mania Club Indonesia (BMCI) members who felt unhappy with their lives. Unhappiness could be caused by the problems they're facing, so they turned to do more celebrity worshipping. The purpose of this study was to look at the relationship between subjective well-being and celebrity worship on BMCI members in Jakarta. This study was a quantitative research, using correlational non-experimental method with purposive sampling technique. The number of research's samples were 99 BMCI members in Jakarta. This study used the subjective well-being scale based on Diener's theory made by Halim (2015) which was modified, with 35 valid items and the reliability coefficient (α) is 0,961. This study also used the Celebrity Attitude Scale by Maltby et al. (2006) which was modified, with 29 valid items and the reliability coefficient (α) is 0,946. The result of this study showed sig 0,000 with correlation coefficient -0,532, meaning that the hypothesis is accepted, which is there is a negatively significant relationship between subjective well-being and celebrity worship on BMCI members in Jakarta. Based on r^2 score, subjective well-being contributed 28,3% to influence celebrity worship, while the remaining 71,7% influenced by other factors. Marriage status had a relationship with BMCI members' subjective well-being. Educational background had a relationship with BMCI members' celebrity worship.

Keywords: Subjective Well-being, Celebrity Worship, BMCI Members