

ABSTRAK

Widiyana, Aixa Avi Metha. 2020. Hubungan antara Kematangan Emosi dan *Celebrity Worship* pada ARMY BTS Usia Dewasa Awal di Indonesia. (Dibimbing oleh Novendawati Wahyu Sitasari, M.Psi., Psikolog dan Dra.Safitri M, M.Si)

ARMY usia dewasa awal dituntut memiliki tanggung jawab dan peran baru di masyarakat seperti pekerjaan, berkeluarga, dan lainnya sehingga diharapkan ARMY mengembangkan sikap, nilai-nilai, dan keinginan yang baru. Namun banyak ARMY dewasa awal yang masih disibukkan dengan mengikuti kegiatan terkait pengidolaannya (*celebrity worship*) terhadap BTS dan mengesampingkan tanggung jawab utamanya. Tujuan penelitian ini adalah untuk mengetahui hubungan antara kematangan emosi dan *celebrity worship* pada ARMY BTS dewasa awal di Indonesia. Penelitian ini merupakan penelitian korelasional dengan metode kuantitatif yang bersifat non-eksperimental. Teknik pengambilan sampel yaitu *accidental sampling*, dengan jumlah sampel penelitian 100 ARMY BTS dewasa awal di Indonesia. Alat ukur skala CAS (*Celebrity Attitude Scale*) dengan 35 item valid dan koefisien reliabilitas (α) = 0,954, kematangan emosi dengan 32 item valid dan koefisien reliabilitas sebesar (α) = 0,929. Hasil penelitian terdapat hubungan negatif antara kematangan emosi dan *celebrity worship* pada ARMY BTS dewasa awal di Indonesia (sig. $p = 0,003$, $r = -0,295$) dimana *celebrity worship* memiliki kontribusi 8,7% terhadap kematangan emosi. Kematangan emosi lebih banyak tidak matang (57%) dan *celebrity worship* lebih banyak rendah (57%). Tidak ada hubungan antara kematangan emosi dengan usia. Tidak ada hubungan antara *celebrity worship* dengan usia, pekerjaan dan suku bangsa, tetapi ada hubungan dengan latar belakang pendidikan dan jenis kelamin.

Kata Kunci : *Celebrity Worship*, Kematangan Emosi, ARMY BTS, Dewasa Awal, Indonesia.

ABSTRACT

Widiyana, Aixa Avi Metha. 2020. Relationship between Emotional Maturity and Celebrity Worship in ARMY BTS Early Adulthood in Indonesia. (Supervised by Novendawati Wahyu Sitasari, M.Psi., Psychologist and Dra. Safitri M, M.Sc)

ARMYs in early adulthood are required to have new responsibilities and roles in society such as work, family, and others so that ARMY is expected to develop new attitudes, values, and desires. However, many early adult ARMYs are still preoccupied with participating in celebrity worship of BTS and putting aside their main responsibilities. The purpose of this study was to determine the relationship between emotional maturity and celebrity worship at ARMY BTS early adulthood in Indonesia. This research is a non-experimental correlational research with quantitative methods. The sampling technique was accidental sampling, with a total sample of 100 early adult ARMY BTS in Indonesia. Measuring instrument CAS scale (Celebrity Attitude Scale) with 35 valid items and reliability coefficient (α) = 0.954, emotional maturity with 32 valid items and a reliability coefficient of (α) = 0.929. The results showed a negative relationship between emotional maturity and celebrity worship at ARMY BTS early adulthood in Indonesia (sig. $P = 0.003$, $r = -0.295$) where celebrity worship had a contribution of 8.7% to emotional maturity. Emotional maturity was more immature (57%) and celebrity worship was lower (57%). There is no relationship between emotional maturity and age. There is no relationship between celebrity worship and age, occupation and ethnicity, but there is a relationship with educational background and gender.

Keywords: Celebrity Worship, Emotion Maturity, ARMY BTS, Early Adulthood, Indonesia.