

## ABSTRAK

Judul : Hubungan Antara Keterampilan Sosial dan *Celebrity Worship* pada Remaja ARMY BTS di Indonesia

Nama : Khristina

Program Studi : Psikologi

ARMY merupakan penggemar BTS yang sering memperlihatkan kecintaannya pada BTS dengan rela mengeluarkan banyak uang untuk membeli album sampai datang ke konser BTS dan tidak jarang pula ARMY sering terlibat pertikaian dengan penggemar boyband lain karena tergila-gila dengan idolanya. Fenomena tersebut dapat disebut sebagai *celebrity worship*. Meskipun remaja ARMY cenderung mencintai idolanya, diharapkan untuk mengembangkan keterampilan sosial. Tujuan penelitian ini adalah untuk mengetahui hubungan antara keterampilan sosial dan *celebrity worship* pada remaja ARMY BTS di Indonesia. Penelitian ini merupakan penelitian korelasional dengan metode non-eksperimental. Teknik pengambilan sampel yaitu *accidental sampling*, dengan jumlah sampel 100 remaja ARMY di Indonesia. Alat ukur skala CAS (*Celebrity Attitude Scale*) dengan 27 aitem valid dan koefisien reliabilitasnya ( $\alpha$ ) 0,907, skala SSS (*Social Skill Scale*) dengan 27 aitem valid dan koefisien reliabilitasnya ( $\alpha$ ) 0,932. Hasil penelitian terdapat hubungan negatif cukup kuat antara keterampilan sosial dan *celebrity worship* pada remaja ARMY BTS di Indonesia (sig.  $p = 0,000$ ,  $r = -0,538$ ) dimana *celebrity worship* berkontribusi 28,94% terhadap keterampilan sosial. Ini menunjukkan hipotesis dalam penelitian ini diterima, semakin tinggi keterampilan sosial maka semakin rendah *celebrity worship*, sebaliknya semakin rendah keterampilan sosial semakin tinggi *celebrity worship*. Keterampilan sosial lebih banyak rendah (52%), dan *celebrity worship* lebih banyak tinggi (56%). Tidak adanya hubungan antara *celebrity worship* dengan usia dan jenis kelamin

Kata Kunci : *Celebrity Worship*, Keterampilan Sosial, Remaja, ARMY BTS, Indonesia.

## **ABSTRACT**

*Title : The Relationship between Social Skill and Celebrity Worship in Adolescenc ARMY BTS in Indonesia.*

*Name : Khristina*

*Study Program : Psychology*

*ARMYs are BTS fans who often show their love for BTS by willing to spend a lot of money to buy albums to come to BTS concerts and ARMY often get into fights with fans of other boy groups because they are crazy about their idols. This phenomenon can be called celebrity worship. Although ARMY adolescents then love their idols, it is expected to develop social skills. The purpose of this study was to determine the relationship between social skills and celebrity worship in adolescence ARMY BTS in Indonesia. This research was a correlational research with quantitative. The sampling technique was accidental sampling, with a total sample of 100 early adolescence ARMY BTS in Indonesia. CAS measuring instrument (Celebrity Attitude Scale) with 27 valid items and reliability coefficient ( $\alpha$ ) = 0.907, SSS instrument (Social Skill Scale) with 27 valid items and reliability coefficient ( $\alpha$ ) = 0.932. The results of this research is that there is a strong negative between social skill and celebrity worship at ARMY BTS adolescence in Indonesia (sig.  $p$  = 0.000,  $r$  = -0.538) which celebrity worship had a contribution of 28.94% to social skill. Hypothesis in this study is accepted, the higher social skills, the lower the celebrity worship, on the contrary, the lower the social skills, the higher the celebrity worship. Social skill is more low (52%) and celebrity worship is more high (56%). There is no relationship between celebrity worship with age and gender.*

*Keywords:* *Celebrity Worship, Social Skill, ARMY BTS, Adolescence, Indonesia.*