

**ABSTRAK**

Judul : Hubungan Loneliness dengan Celebrity Worship pada  
Penggemar BTS ARMY Dewasa Awal  
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Program Studi : Psikologi

Pada masa dewasa awal, individu diharapkan sudah mampu mencapai tugas perkembangannya yaitu intimacy, namun pada kenyataannya tidak semua individu dewasa awal dengan mudah mencapai tugas perkembangan tersebut. Individu yang tidak mencapai intimacy maka akan mengalami isolasi yang menyebabkan perasaan loneliness. Individu yang mengalami loneliness mencari sosok pengganti yang dapat menghibur dan mengisi perasaan loneliness-nya seperti kepada idola sehingga individu mengalami celebrity worship. Idola yang ramai diperbincangkan di kalangan dewasa awal adalah boygroup BTS dengan nama fandom ARMY. Penelitian ini bertujuan untuk mengetahui hubungan antara loneliness dengan celebrity worship pada ARMY dewasa awal di Indonesia. Penelitian ini merupakan penelitian korelasional dengan metode kuantitatif non eksperimental. Teknik pengambilan sampel menggunakan teknik non probability yaitu purposive sampling dan didapatkan 100 responden. Skala loneliness berjumlah 19 aitem valid dan koefisien reliabilitas 0,743. Skala celebrity worship berjumlah 31 aitem valid dan koefisien reliabilitas 0,937. Hasil perhitungan chi square menunjukkan terdapat hubungan yang signifikan antara loneliness dengan celebrity worship pada ARMY dewasa awal di Indonesia (sig.  $p=0,014$ ) yang artinya hipotesis pada penelitian ini diterima. Pada penelitian ini jumlah responden paling banyak berada pada tingkatan borderline pathological (40%) dan paling banyak yang mengalami loneliness tinggi (63%). Berdasarkan crosstabulasi tingkat celebrity worship lebih tinggi pada laki-laki dan ARMY yang memiliki banyak sahabat yang tergabung dengan komunitas yang sama tetap merasa loneliness.

Kata Kunci: Loneliness, Celebrity worship, Dewasa awal

**ABSTRACT**

Title : Relationship Loneliness with Celebrity Worship in Early Adult BTS ARMY Fans  
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Study Program : Psychology

In early adulthood, individuals are expected to be able to achieve their developmental tasks, namely intimacy, but in reality not all early-adult individuals easily achieve these developmental tasks. Individuals who do not achieve intimacy will experience isolation which causes feelings of loneliness. Individuals who experience loneliness look for a substitute figure who can entertain and fill their feelings of loneliness, such as idols, so that individuals experience celebrity worship. The idol that is busy being discussed among early adults is the boy group BTS with the fandom name ARMY. This study aims to determine the relationship between loneliness and celebrity worship in early adult ARMY in Indonesia. This research is a correlational study with non-experimental quantitative methods. The sampling technique used a non-probability technique, namely purposive sampling and obtained 100 respondents. The loneliness scale has 19 valid items and a reliability coefficient of 0.743. The celebrity worship scale has 31 valid items and a reliability coefficient of 0.937. The results of the chi square calculation show that there is a significant relationship between loneliness and celebrity worship in early adult ARMY in Indonesia (sig.  $p= 0.014$ ), which means that the hypothesis in this study is accepted. In this study, the largest number of respondents were at the borderline pathological level (40%) and most experienced high loneliness (63%). Based on crosstabulation, the level of celebrity worship is higher for men and ARMY who have many friends who belong to the same community still feel lonely.

Keywords: Loneliness, Celebrity worship, Early adulthood