

ABSTRAK

Gambaran Sikap Terhadap *Celebrity Worship* K-Pop pada Dewasa Awal

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Celebrity worship K-Pop pada dewasa awal seharusnya semakin berkurang seiring dengan tahap perkembangan individu. Namun faktanya, masih banyak dewasa awal yang mengidolakan K-Pop secara berlebihan. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana sikap terhadap *celebrity worship* K-Pop pada dewasa awal. Penelitian ini merupakan penelitian kuantitatif deskriptif dengan teknik pengambilan sampel *purpose sampling*. Sampel penelitian ini berjumlah 100 responden dewasa awal dengan rentang usia 20-40 tahun. Alat ukur sikap terhadap *celebrity worship* K-Pop memiliki 59 aitem valid dan nilai reliabilitas (α) = 0,994. Hasil penelitian menunjukkan bahwa dewasa awal yang memiliki sikap positif sebanyak 64 orang dan sikap negatif sebanyak 36 orang. Sikap terhadap *celebrity worship* K-Pop pada dewasa awal ini memiliki aspek dominan kognitif. Temuan dari penelitian ini adalah adanya pengaruh lingkungan sosial dan penggunaan media sosial diduga menjadi penyebab dewasa awal memiliki sikap positif terhadap *celebrity worship* K-Pop.

Kata Kunci: Sikap, *Celebrity Worship*, K-Pop, Dewasa Awal

ABSTRACT

Depiction Of Attitudes Towards K-Pop Celebrity Worship in Early Adulthood

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Celebrity worship K-Pop in early adulthood should decrease along with individual developmental stages. But in fact, there are still many young adults who idolize K-Pop excessively. The purpose of this study was to find out how attitudes toward celebrity worship K-Pop are in early adulthood. This research is a descriptive quantitative-research with purposive sampling technique. The sample of this study was 100 early adult respondents with an age range of 20-40 years. The attitude measurement tool for celebrity worship K-Pop has 59 valid items and a reliability value (α) = 0.994. The results showed that there were 64 early adults who had a positive attitude and 36 people had a negative attitude. The attitude towards celebrity worship K-Pop in early adulthood has a dominant cognitive aspect. The findings from this study are the influence of the social environment and the use of social media suspected to be the cause of early adulthood having a positive attitude towards celebrity worship K-Pop.

Keywords: Attitudes, Celebrity worship, K-Pop, Early Adulthood