

ABSTRAK

Afidatul Rosida, 111511133141, Hubungan *Self-Esteem* dan Kesepian dengan *Celebrity Worship* pada Wanita Dewasa Awal Penggemar K-Pop, *Skripsi*, Fakultas Psikologi Universitas Airlangga Surabaya, 2019. xxi + 94 halaman + 10 lampiran

Penelitian ini bertujuan untuk mengetahui apakah terdapat hubungan antara self-esteem dan kesepian dengan celebrity worship pada wanita dewasa awal penggemar K-Pop. Celebrity worship merupakan perilaku obsesif yang merupakan bentuk interaksi parasosial dan abnormal, dimana penderitanya terobsesi secara virtual dengan satu atau lebih selebriti (Maltby, Houran & McCutcheon, 2003).

Metode penelitian yang digunakan adalah penelitian survey dengan menyebarkan kuesioner secara online. Subjek dalam penelitian ini merupakan wanita berusia 18-25 tahun yang menjadi penggemar K-Pop sejumlah 1203 orang. Alat ukur yang digunakan dalam penelitian ini adalah Celebrity Attitude Scale (CAS) milik Maltby, Houran & McCutcheon (2003) untuk mengukur celebrity worship, Rosenberg Self-Esteem Scale milik Rosenberg (1965) untuk mengukur tingkat self-esteem dan UCLA Loneliness scale (version 3) yang dikembangkan oleh Russell (1996) untuk mengukur kesepian. Pendekatan kuantitatif digunakan dalam penelitian ini menggunakan aplikasi SPSS Statistics 22.

Hasil analisis data menunjukkan bahwa ada hubungan negatif antara self-esteem dan celebrity worship, serta hubungan positif antara kesepian dengan celebrity worship.

Kata kunci: *celebrity worship, self-esteem, kesepian, wanita dewasa awal penggemar K-Pop*

Daftar Pustaka, 67 (1965 – 2019)

ABSTRACT

Afidatul Rosida, 111511133141, The Correlation between Self-esteem and Loneliness with Celebrity Worship in Emerging Adult Women K-Pop Fans, *Skripsi*, Fakultas Psikologi Universitas Airlangga Surabaya, 2019. xxi + 94 pages + 10 appendix.

This study aims to determine whether there is a correlation between self-esteem and loneliness with celebrity worship in emerging adult women K-Pop fans. Celebrity worship is a cult against a celebrity that make people become parasocial which people with identity become so obsessed with one or more celebrities (Maltby, Houran & McCutcheon, 2003). Self-esteem, as noted, is a positive or negative attitude towards certain objects, namely themselves (Rosenberg, 1965). Loneliness is an unpleasant experience that occurs in person's process in social relations significantly both quantitatively and qualitatively (Perlman & Peplau, 1998).

The research method used was survey research by distributing questionnaires online. The subjects in this study were emerging adult women K-Pop fans with a total of 1203 people. The scale used in this study was Maltby, Houran & McCutcheon's (2003) Celebrity Attitude Scale (CAS) to measure celebrity worship, Rosenberg's Self-Esteem Scale (1965) to measure self-esteem, Perlman & Peplau's (1996) UCLA Loneliness scale (Version 3) to measure loneliness. The quantitative approach used in this study uses the SPSS Statistics 22 application.

The results of data analysis show that there is negative correlation between self-esteem and celebrity worship, and positive correlation between loneliness and celebrity worship in emerging adult women K-Pop fan.

Keywords: *self-esteem, loneliness, celebrity worship, emerging adult women K-Pop fans.*

References, 67 (1965 – 2019)