

ABSTRAK

Bunga Sakinah, 111611133124, *Perilaku Agresi Online terhadap Selebriti K-Pop Ditinjau dari Moral Disengagement dan Perceived Anonymity pada Penggemar Musik K-Pop di Indonesia*, Skripsi, Fakultas Psikologi Universitas Airlangga Surabaya, 2020.
xviii + 99 halaman, 9 lampiran.

Perilaku agresi online tidak hanya terjadi pada teman sebaya, tetapi juga pada selebriti. Hal ini memberi dampak negatif pada selebriti, bahkan dapat menyebabkan bunuh diri. Penelitian ini bertujuan untuk menguji hubungan moral disengagement dan perceived anonymity dengan perilaku agresi online terhadap selebriti pada penggemar musik K-Pop yang aktif menggunakan Instagram. Perilaku agresi online mengacu pada semua jenis gangguan, termasuk mengirimkan komentar pedas, menyebarkan materi visual yang tidak menyenangkan melalui Instagram, yang ditujukan pada selebriti. 114 penggemar berpartisipasi dalam pengisian kuesioner yang disebar secara online. Penelitian ini menggunakan Moral Disengagement Scale milik Hymel, Rocke-Henderson, dan Bonanno, serta Perceived Anonymity Scale milik Hite, Voelker, dan Robertso. Untuk variabel dependen, dilakukan konstruksi instrumen. Hasil dari penelitian ini menunjukkan bahwa perilaku agresi online terhadap selebriti berhubungan secara signifikan dengan moral disengagement. Namun, tidak berhubungan secara signifikan dengan perceived anonymity. Penelitian ini dapat dijadikan acuan untuk membuat intervensi terkait perilaku agresi online terhadap selebriti.

Kata kunci: *perilaku agresi online, moral disengagement, anonymity, selebriti, K-Pop*
Daftar Pustaka, 72 (1993 – 2019)

ABSTRACT

Bunga Sakinah, 111611133124, *Cyber Aggression Against Celebrities Reviewed from Moral Disengagement and Perceived Anonymity on Indonesian K-Pop Fans, Undergraduate Thesis*, Faculty of Psychology Universitas Airlangga Surabaya, 2020.

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Cyber aggression is not only limited to peer aggression celebrities can also be the victims. It can give negative impacts on them and even lead to suicide. This research aims to examine the relationship between moral disengagement and perceived anonymity with cyber aggression against celebrities in K-Pop fans who use Instagram actively. Cyber aggression elaborated in this study refers to all harm, including sending harsh comments, spreading unpleasant visual material through Instagram against celebrities. A sample of 114 fans was taken through an online survey. This research uses Moral Disengagement Scale by Hymel, Rocke-Henderson, and Bonanno, and Perceived Anonymity Scale by Hite, Voelker, and Robertson. While instrument construction was done for the dependent variable. The result of this study shows that cyber aggression against celebrities correlates significantly with moral disengagement. But there is no significant relationship with perceived anonymity. This research can be used as a reference for making an intervention regarding cyber aggression against celebrity.

Keywords: *cyber aggression, moral disengagement, perceived anonymity, celebrity, K-Pop*

References, 72 (1993 – 2019)