HUBUNGAN ANTARA *CELEBRITY WORSHIP* DAN *PROBLEMATIC INTERNET USE* PADA REMAJA PENGGEMAR IDOLA *KOREAN POP (K-POP)*

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ABSTRAK

Penelitian ini bertujuan mengetahui adanya hubungan antara *celebrity worship* dan *problematic internet use* pada remaja penggemar idola *Korean Pop (K-Pop).* Hipotesis pada penelitian ini yaitu 1) ada hubungan positif antara *entertainment social* dan *problematic internet use,* 2) ada hubungan positif antara *intense personal* dan *problematic internet use,* 3) ada hubungan positif antara *borderline pathological* dan *problematic internet use,* serta 4) ada hubungan positif antara *celebrity worship* dan *problematic internet use.* Penelitian ini menggunakan metode kuantitatif. Sampel penelitian sejumlah 289 remaja penggemar idola *K-Pop* dengan menggunakan teknik *purposive sampling.* Alat pengumpul data menggunakan *Celebrity Attitude Scale (CAS)* yang disusun oleh Maltby et al. (2006) diadaptasi oleh Envira (2019) (34 item, *entertainment social* α=0,730; *intense personal* α=0,813; *borderline pathological* α=0,702; total α=0,904) dan skala adaptasi *Problematic Internet Use Questionnaire Short Form 6 (PIUQ SF 6)* milik Demetrovics et al. (2016) (6 item, α=0,804). Analisis data dalam penelitian ini menggunakan uji non parametrik *Spearman's Rho.* Hasil penelitian menunjukkan 1) ada hubungan positif antara *entertainment social* dan *problematic internet use* (r = 0,361; p = 0,000 < 0,05), 2) ada hubungan positif antara *intense personal* dan *problematic internet use* (r = 0,436, p = 0,000 < 0,05), 3) ada hubungan positif antara *borderline pathological* dan *problematic internet use* (r = 0,424, p = 0,000 < 0,05), serta 4) terdapat hubungan positif antara *celebrity worship* dan *problematic internet use* (r = 0,454, p = 0,000 < 0,05).

Kata kunci: *celebrity worship, problematic internet use,* remaja, penggemar idola K-Pop

THE RELATIONSHIP BETWEEN CELEBRITY WORSHIP AND PROBLEMATIC INTERNET USE AMONG ADOLESCENTS WHO ARE KOREAN POP (K-POP) IDOL FANS

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ABSTRACT

This study aims to determine the relationship between celebrity worship and problematic internet use among adolescents who are Korean Pop (K-Pop) idol fans. The hypothesis proposed that 1) there is positive relationship between *entertainment social* and *problematic internet use*, 2) there is positive relationship between *intense personal* and *problematic internet use*, 3) there is positive relationship between *borderline pathological* and *problematic internet use*, 4) there is positive relationship between *celebrity worship* and *problematic internet use*. This study uses quantitative methods. Sample of this study were 289 adolescents who are Korean Pop (K-Pop) idol fans using purposive technique sampling. The data were collected using *Celebrity Attitude Scale (CAS)* compiled by Maltby et al. (2006) adapted by Envira (2019) (34 items, *entertainment social* α=0,730; *intense personal* α=0,813; *borderline pathological* α=0,702; total α=0,904) and adaptation scale of *Problematic Internet Use Questionnaire Short Form 6 (PIUQ SF 6)* owned by Demetrovics et al. (2016) (6 items, α=0,804). The analysis data of this study using non parametric Spearman's Rho. The results showed 1) there is positive relationship between *entertainment social* and *problematic internet use* (r = 0,361; p = 0,000 < 0,05), 2) there is positive relationship between *intense personal* and *problematic internet use* (r = 0,436, p = 0,000 < 0,05), 3) there is positive relationship between *borderline pathological* and *problematic internet use* (r = 0,424, p = 0,000 < 0,05), and also 4) there is positive relationship between *celebrity worship* and *problematic internet use* (r = 0,454, p = 0,000 < 0,05).

Keywords: celebrity worship, problematic internet use, adolescents, K-Pop idol fans