HUBUNGAN ANTARA *CELEBRITY WORSHIP* DAN PENYESUAIAN SOSIAL PADA K-POPER DEWASA AWAL

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara *celebrity worship* dan penyesuaian sosial pada K-poper dewasa awal. Hipotesis dalam penelitian ini adalah terdapat hubungan negatif antara *celebrity worship* dan penyesuaian sosial pada K-poper dewasa awal. Penelitian ini menggunakan pendekatan kuantitatif korelasional dengan teknik pengambilan sampel *non-probability sampling*. Subjek pada penelitian ini berjumlah 206 K-poper dewasa awal dengan rentang usia 18 – 40 tahun. Kedua variabel pada penelitian ini diukur dengan metode skala, yaitu *Celebrity Attitude Scale* (CAS) (α = .895) dan skala penyesuaian sosial (α = .888) yang disebarkan secara daring melalui aplikasi Instagram, Whatsapp, dan Facebook. Hasil uji korelasi *Spearman Rho* menunjukkan korelasi yang positif (r = .650) dengan signifikansi .000. Berdasarkan hasil penelitian, maka terdapat hubungan yang positif dan signifikan antara *celebrity worship* dan penyesuaian sosial pada K-poper.

Kata kunci: *celebrity worship*, penyesuaian sosial, dewasa awal

THE RELATIONSHIP BETWEEN CELEBRITY WORSHIP AND SOCIAL ADJUSTMENT IN EARLY ADULTHOOD K-POPERS

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ABSTRACT

This study aims to determine the relationship between celebrity worship and social adjustment in early adult K-popers. The hypothesis in this study states that there is a negative relationship between celebrity worship and social adjustment in early adult K-popers. This study utilizes a quantitative correlational approach with non-probability sampling techniques. The subjects in this study involves 206 early adult K-popers with an age range of 18 - 40 years. Both of the variables in this study were measured using the scale method, the Celebrity Attitude Scale (CAS) (α = .895) and the social adjustment scale (α = .888) which were distributed via online through the Instagram, WhatsApp, and Facebook. The results of the Spearman Rho correlation test showed a positive correlation (r = .650) with a significance of .000. Based on the results of the study, there is a positive and significant relationship between celebrity worship and social adjustment in early adult K-popers.

Keywords: celebrity worship, social adjustment, early adulthood