

SHANDY CYNTIA LAURA. (00000027449). PENGARUH *CELEBRITY WORSHIP* DAN KONTROL DIRI TERHADAP *SUBJECTIVE WELL-BEING* PADA DEWASA AWAL. Skripsi. Sarjana Strata 1. Surabaya: Fakultas Psikologi Universitas Harapan Kampus Surabaya (2019)

ABSTRAK

Peristiwa menyenangkan merupakan suatu wujud kebahagiaan yang dikenal dengan istilah *subjective well-being*. Perilaku terhadap idola yang digemari atau *celebrity worship* seperti melihat, bertemu, dan berkomunikasi dengan idola yang digemari tentunya dapat menimbulkan perasaan bahagia dan terkadang perasaan takut serta obsesif. *Celebrity worship* yang berlebihan dapat berdampak negatif apabila individu tidak memiliki kontrol diri yang baik. Penelitian kuantitatif ini bertujuan untuk mengetahui pengaruh *celebrity worship* dan kontrol diri terhadap *subjective well-being* pada kalangan dewasa awal. Pengambilan sampel menggunakan teknik *purposive sampling* melalui n kuesioner kepada 104 orang dengan rentang usia 20-40 tahun di kota Surabaya dan dianalisis menggunakan *multiple regression*. Hasil penelitian menunjukkan bahwa *celebrity worship* berpengaruh signifikan terhadap *subjective well-being*. Nilai $F = 0,01$ dan $p = 0,012$ ($p < 0,05$) dengan sumbangan efektif sebesar 16,7%. Kontrol diri berpengaruh signifikan terhadap *subjective well-being*. Nilai $F = 0,000$ dan $p = 0,000$ ($p < 0,05$) dengan sumbangan efektif sebesar 12,1%. *Celebrity worship* dan kontrol diri berpengaruh signifikan terhadap *subjective well-being* secara simultan. Nilai $F = 0,000$, $p = 0,025$ ($p < 0,05$) and $p = 0,001$ ($p < 0,05$) dengan sumbangan efektif sebesar 16,4%. Dewasa awal diharapkan untuk terus dapat mempertahankan kontrol diri serta *subjective well-being* yang baik sehingga individu mampu menghindari dirinya dari hal negatif seperti sifat-sifat obsesif dan kompulsif yang diakibatkan oleh perilaku *celebrity worship*.

Kata kunci: *Celebrity Worship, Kontrol Diri, Subjective Well-Being*

THE EFFECT OF CELEBRITY WORSHIP AND SELF-CONTROL ON SUBJECTIVE WELL-BEING AMONG EARLY ADULTHOOD. Thesis. Bachelor Degree. *Surabaya: Faculty of Psychology, University of Pelita Harapan, Surabaya Campus (2019)*

ABSTRACT

Fun and pleasing events that happens are forms of happiness known as subjective well-being. Behaviors towards popular idols known as celebrity worship such as seeing, meeting, and communicating with popular idols can certainly cause feelings of happiness and sometimes afraid and obsessive. Excessive celebrity worship can have a negative impact if the individual does not have good self-control. This quantitative research aims to determine the effect of celebrity worship and self-control on subjective well-being in early adulthood. Sampling using purposive sampling technique through questionnaires to 104 people with an age range of 20-40 years in the city of Surabaya. Data were then analyzed using multiple regression. The results showed that celebrity worship had a significant effect on subjective well-being by 16.7% with $F = 0,01$ and $p = 0,012$ ($p < 0,05$). Self-control significantly affected subjective well-being by 12.1% with $F = 0,000$ and $p = 0,000$. Celebrity worship and self-control have a significant effect on subjective well-being simultaneously by 16.4% with $F = 0,000$, $p = 0,025$ and $p = 0,001$ ($p < 0,05$). Early adulthood s are expected to continue to be able to maintain good self-control and subjective well-being so that the individuals are able to avoid themselves from negative things such as obsessive and compulsive traits caused by excessive celebrity worship.

Keyword: Celebrity Worship, Self-Control, Subjective Well-Being