

ABSTRACT

THE RELATIONSHIP OF SELF-CONTROL WITH CELEBRITY WORSHIP AMONG EARLY ADULT K-POP FANS IN JABODETABEK

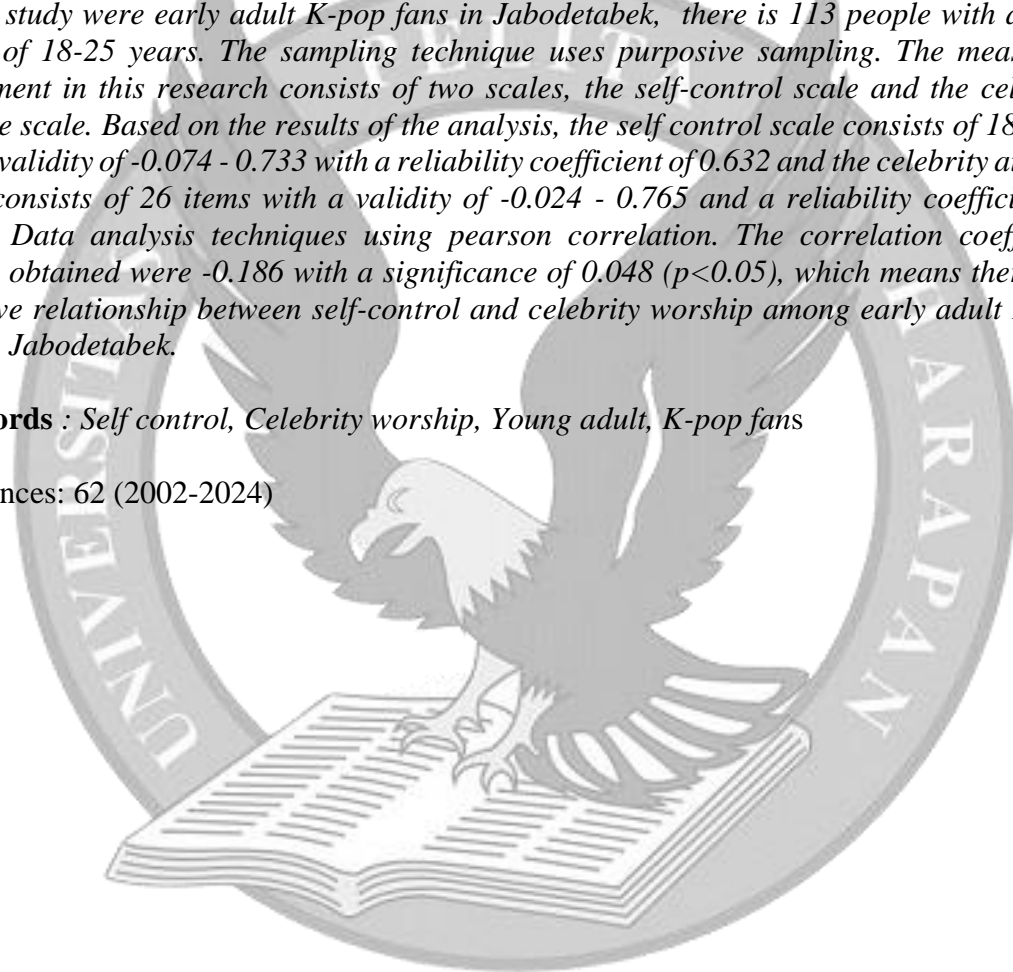
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(xiv + 44 pages: 15 tables; 7 Appendices)

The aim of this research is to find out whether there is a relationship between self-control and celebrity worship among early adult K-pop fans in the Jabodetabek area. The population in this study were early adult K-pop fans in Jabodetabek, there is 113 people with an age range of 18-25 years. The sampling technique uses purposive sampling. The measuring instrument in this research consists of two scales, the self-control scale and the celebrity attitude scale. Based on the results of the analysis, the self control scale consists of 18 items with a validity of -0.074 - 0.733 with a reliability coefficient of 0.632 and the celebrity attitude scale consists of 26 items with a validity of -0.024 - 0.765 and a reliability coefficient of 0.831. Data analysis techniques using pearson correlation. The correlation coefficient results obtained were -0.186 with a significance of 0.048 ($p < 0.05$), which means there is a negative relationship between self-control and celebrity worship among early adult K-pop fans in Jabodetabek.

Keywords : *Self control, Celebrity worship, Young adult, K-pop fans*

References: 62 (2002-2024)



ABSTRAK

HUBUNGAN KONTROL DIRI DENGAN *CELEBRITY WORSHIP* PADA DEWASA AWAL PENGGEMAR *K-POP* DI JABODETABEK

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(xiv + 44 halaman: 15 tabel; 7 Lampiran)

Tujuan penelitian ini adalah untuk mengetahui apakah terdapat hubungan kontrol diri dengan *celebrity worship* pada dewasa awal penggemar *k-pop* yang berada di daerah Jabodetabek. Populasi dalam penelitian ini yaitu para dewasa awal penggemar *k-pop* di Jabodetabek yang berjumlah 113 orang dengan rentang usia 18-25 Tahun. Teknik Pengambilan sampel menggunakan *purposive sampling*. Alat ukur dalam penelitian ini terdiri dari dua skala yaitu, *self control scale* dan *celebrity attitude scale*. Berdasarkan hasil analisis, skala *self control scale*, terdiri dari 18 item dengan validitas -0.074-0.733 dengan koefisien reliabilitas sebesar 0.632 dan skala *celebrity attitude scale*, terdiri dari 26 item dengan validitas -0.024 - 0.765 dan memiliki koefisien reliabilitas sebesar 0.831. Teknik analisis data menggunakan korelasi pearson. Hasil koefisien korelasi diperoleh sebesar -0.186 dengan signifikansi 0.048 ($p < 0.05$), yang artinya terdapat hubungan negatif antara kontrol diri dan *celebrity worship* pada dewasa awal penggemar *k-pop* di Jabodetabek.

Kata kunci: Kontrol diri, *Celebrity worship*, Dewasa awal, Penggemar K-Pop

Referensi: 62 (2002-2024)

