

Perbedaan Jenis Kelamin pada Hubungan antara Celebrity Worship dan Subjective Well-being pada Penggemar KPOP berusia 18-25 Tahun = Gender Differences in the Relationship between Celebrity Worship and Subjective Well-Being among K-POP Fans aged 18-25 years

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Abstrak

Subjective well-being individu dapat dipengaruhi dengan berbagai aspek dalam kehidupan. Pada kalangan dewasa muda, subjective well-being umumnya berkaitan dengan tugas eksplorasi yang sedang dilakukan, seperti membentuk identitas dan menjalin hubungan dekat dengan orang lain. Untuk memenuhi kebutuhan tersebut, individu dapat melakukan celebrity worship. Di Indonesia, celebrity worship seringkali ditemukan pada penggemar K-POP dan dapat memberikan dampak positif maupun negatif, termasuk pada subjective well-being. Peneliti ingin mempelajari hubungan antara celebrity worship dan subjective well-being pada kalangan penggemar K-POP serta menggali perbedaan jika ditinjau berdasarkan jenis kelamin. Penelitian ini menggunakan Celebrity Attitude Scale (CAS) (McCutcheon, Lange, & Houran, 2002) adaptasi dari Faizah (2022). The PERMA-Profilier (Butler & Kern, 2016) adaptasi dari Elfida, dkk. (2021) dan menyertakan sebanyak 237 partisipan laki-laki dan perempuan penggemar K-POP berusia 18-25 tahun ($M=21.57$, $SD=1.64$). Hasil analisis data menggunakan korelasi Spearman's Rho menunjukkan adanya korelasi positif dan signifikan antara celebrity worship dan subjective well-being dengan kekuatan korelasi yang lemah. Selain itu, melalui analisis Mann-Whitney U ditemukan bahwa tidak ada perbedaan pada celebrity worship dan subjective well-being jika ditinjau dari jenis kelamin.

.....Subjective well-being is found to be associated with various aspects in an individual's life. Among young adults, subjective well-being is linked with how well their exploration task is going, such as forming identity dan close relationships with others. As a way to fulfill these needs, young adults tend to do celebrity worship. In Indonesia, celebrity worship is very common among K-POP fans and is found to have positive and negative impacts, including on subjective well-being. This study aimed to find out the relationship between celebrity worship and subjective well-being among K-POP fans and also see if there are any differences based on gender. Using the Celebrity Attitude Scale (CAS) (McCutcheon, Lange, & Houran, 2002) adapted by Faizah (2022) and The PERMA-Profilier (Butler & Kern, 2016) adapted by Elfida, et al. (2021), this study included 237 participants who are male and female K-POP fans at the age of 18-25 ($M=21.57$, $SD=1.64$). Pre-Spearman's Rho analysis showed a positive and significant correlation between celebrity worship and subjective well-being with a weak relationship. This study also found that there are no significant differences on celebrity worship and subjective well-being based on gender using Mann Whitney U.