

Analisis Faktor-Faktor yang Menjelaskan Fenomena Celebrity Worship Bagi Komunitas Penggemar Grup K-Pop XYZ Se-Jabodetabek = Analysis of Variables Describing the Phenomenon of Celebrity Worship for the K-Pop Group XYZ Fan Community in Jabodetabek

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Abstrak

Dunia hiburan Korea Selatan kian populer di berbagai kalangan di seluruh dunia termasuk Indonesia. Kemunculan selebriti-selebriti Korea Selatan baik dalam bidang drama maupun musik atau yang kerap disebut K-Pop menarik atensi besar para penggemar di kalangan emerging adulthood, salah satunya terhadap grup K-Pop XYZ. Perilaku mengidolakan selebriti ini disebut celebrity worship. Celebrity worship terhadap grup K-Pop XYZ yang terjadi di Indonesia dapat memicu terjadinya fanatisme. Akibat dari fanatisme dapat memicu terjadi peperangan antarpenggemar dari komunitas satu dengan lainnya. Variabel-variabel yang diduga menyebabkan terjadinya fenomena celebrity worship, antara lain usia, religiositas, materialisme, fantasy proneness, obsessive behavior, self-esteem, cognitive flexibility, dan relationship. Dari variabel-variabel tersebut, penelitian ini bertujuan untuk menganalisis variabel-variabel yang signifikan secara statistik menjelaskan fenomena celebrity worship, mendeskripsikan setiap variabel, dan menginterpretasikan hubungan antara variabel yang signifikan secara statistik dengan fenomena celebrity worship bagi komunitas penggemar grup K-Pop XYZ se-Jabodetabek. Dalam penelitian ini, metode yang digunakan adalah regresi logistik ordinal. Regresi logistik ordinal merupakan salah satu bentuk regresi di mana variabel dependennya merupakan variabel dua atau lebih kategorik yang memiliki skala ordinal. Hasil dari penelitian ini adalah terdapat dua variabel yang signifikan secara statistik menjelaskan fenomena celebrity worship, yaitu variabel religiositas dan materialisme.

.....The world of South Korean entertainment is increasingly popular in various circles throughout the world, including Indonesia. The emergence of South Korean celebrities both in the fields of drama and music or what is often called K-Pop has attracted great attention from fans in emerging adulthood, one of which is the K-Pop group XYZ. This behavior of idolizing celebrities is called celebrity worship. Celebrity worship of the K-Pop group XYZ that occurs in Indonesia can trigger fanaticism. Fanaticism can cause fanwar between communities. The variables which are thought to influence the phenomenon are age, religiosity, materialism, fantasy proneness, obsessive behavior, self-esteem, cognitive flexibility, and relationship. Therefore, this research aims to analyze the variables that statistically significantly explain the celebrity worship phenomenon, describe each variable, and interpret the relationship between statistically significant variables and the celebrity worship phenomenon for the K-Pop XYZ fan community in Jabodetabek. In this research, the method used is ordinal logistic regression. Ordinal logistic regression is a form of regression where the dependent variable is a variable of two or more categories that has an ordinal scale. The result of this research is that there are two variables that statistically significantly explain the celebrity worship phenomenon for the fan community of the K-Pop group XYZ in Jabodetabek, that is religiosity and materialism.