

THE RELATIONSHIP BETWEEN LONELINESS WITH CELEBRITY WORSHIP AMONG ADOLESCENTS USING BTS FAN ACCOUNTS ON SOCIAL MEDIA TWITTER

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ABSTRACT

This research examines a relationship between loneliness with celebrity worship among adolescents using BTS fan accounts on social media twitter. BTS is one of the Boy groups that occupy the first position from 2018 to 2021 which is widely discussed by fans on Twitter social media. Through social media, fans often perform celebrity worship behavior towards their idols. Celebrity worship is described as obsessive behavior involving a one-way relationship between a fan and one or more idols. Many factors influence fans to shape celebrity worship behavior, in this research is loneliness. This study involved 200 respondents, consisting of 193 females and 7 males who had moderate and high levels of loneliness and celebrity worship. The measuring instruments used are the UCLA Loneliness Scale (Version 3) which was adapted by Malahayati (2018) and the Celebrity Attitude Scale (CAS) which was adapted by Lauwhanda (2020). Analysis uses pearson correlation technique, and obtains $r(200) = 0.625$, $p = 0.000 < 0.05$. The result shows that there is positive and significant correlation between loneliness and celebrity worship.

Keywords: Loneliness, celebrity worship, bts fan accounts, twitter

1. PREFACE

Currently, the Korean Wave phenomenon has entered and expanded to various countries, including Indonesia. The presence of this phenomenon of course also makes Korean Pop culture (K-Pop) more widely known by the surrounding community. One that is well-known and much in demand by the surrounding community is the development of K-Pop music. This is because K-Pop has an energetic style of music and is liked by many because it sounds unique [1]. No wonder some people who like their presence, will be involved in becoming their fans.

As a fan of course there is a desire to feel connected and always get information about their idol, even their idol's personal information. Twitter is one of the most accessed social media by fans because some of their idols sometimes only actively use Twitter compared to other social media. Statistical data on the Indonesian Twitter account states that Indonesia is in the first position as the country that uploads the most conversational tweets about K-Pop on Twitter [2]. Twitter is one of the social media that has various types of accounts that can be used according to the goals and desires of its users. Examples of various types of Twitter accounts such as personal accounts, cyber accounts, auto base accounts, roleplay accounts, fan accounts, and others [3].

If it is associated with fans, they will always use a Twitter account type of fan account which is usually used as a place to share information and talk about their idols, as well as carry out one-way communication with their idols. One of the biggest and most active fandoms on Twitter is the BTS Fandom, this is supported by data that there are 20 K-Pop artists are most

talked about by their fans on Twitter, since 2018 - 2021 the first position is occupied by BTS with username @BTS_twt [2].

A fan expressing love or liking for his idol is sometimes considered excessive and creates a fanatical image depicted by the public. Fans tend to form a personal reality and understand that they have a personal relationship with their idol [4]. The existence of this fanatical image makes fans will continue to try to strengthen their relationship with their idols and make them obsessed with their favorite idols, this phenomenon is called celebrity worship. Celebrity worship is a type of abnormal relationship between fans and idols which consists of addiction and absorption [4]. Addiction and absorption in question focus on something that catches the attention of fans, namely the idol.

Having a celebrity idol is a natural thing for every individual, especially teenagers. This is because, during the period of adolescent development, an individual begins to recognize his idol figure, they are in a period of searching for identity, and experimenting with various roles they get [5]. At this time, teenagers need a personal bond with a model figure that can be exemplified in real terms, one of which apart from their parents is their celebrity idol [6].

An individual is found to need an intense and pleasant interaction with the person they like [7]. In the phenomenon in this study, someone who is liked by fans is their idol, and fans interact with idols through social media [8]. Through social media Twitter, they can show this form of behavior to get other types of relationships that match their expectations. This indicates that fans' obsession with an idol can be influenced by social media which can control their thoughts, and connect indirect interactions between themselves and idols [9].

Obsessive behavior shown by fans, sometimes makes people stay away from them and avoid building relationships with K-Pop fans. This will result in fans feeling rejected, and isolated, as well as causing discomfort in the social environment to interact with each other. They will divert this discomfort to something that makes them comfortable, namely through celebrity worship. Celebrity worship is described as a form of intense psychological attachment and involves a person's relationship with their celebrity idol as the main focus of their lives [10].

In line with the research of Iannone et al. [11] who found that individuals who have a strong need to build one-way relationships to shape their idol celebrity adoring behavior and often feel excluded, will use Twitter to engage in these behaviors. Individuals who feel lonely are found to use social media more than those who do not feel it [12]. Loneliness is also associated with negative influences, including boredom, anxiety, and unhappiness as well as dissatisfaction with social relationships [13].

Boredom, anxiety, unhappiness, and dissatisfaction with current social relationships cause teenagers to seek other types of relationships, namely through celebrity worship of their idols. Individuals who experience loneliness, in their daily life have low communication skills and build social relationships [14]. The existence of this low ability to communicate and build social relationships makes individuals withdraw from their environment because they feel unable to integrate themselves with the social environment. This will make individuals look for other types of relationships that are more acceptable, namely through relationships with their idols. Relationships with idols do not force individuals to feel the discomfort they often feel when building interactions with those around them [14].

When individuals lack skills in social engagement, they will often be at home and this will make them tend to use social media more to become friends [15]. If this happens to K-Pop fans, who have low social engagement so they withdraw and isolate themselves from the social environment, they will tend to spend time focusing on their idols through social media. Individuals like this will more easily develop celebrity worship behavior which this behavior will make the individual bound and obsessed with his idol.

2. RESEARCH METHOD

This research is non-experimental quantitative research, used non-probability sampling technique, namely purposive sampling. This study used statistical correlation techniques to find out the relationship between loneliness and celebrity worship.

The respondents of this study consisted of several characteristics. First, the respondents come from males and females. Second, respondents are active using BTS fan account maximal since 2020. Third, respondents are having a moderate and high level of loneliness and celebrity worship. Fourth, respondents are between 12 –21 years old.

The total number of respondents who participated in this study were 200, consisted of 7 males and 193 females. The general description of respondents were divided into gender, age, duration of intensity twitter use per day, BTS fan account usage year, reason to use BTS fan account. The overall description of the respondents can be seen in table 1.

Table 1
General description of respondents

Respondent Characteristics		N (200)	Percentage (%)
Gender	Male	7	3
	Female	193	97
Age	12-14 years old	40	19.4
	15-17 years old	15	7.3
	18-21 years old	20	9.7
Twitter use intensity	< 1 hour	11	5
	1-3 hours	51	25
	3-5 hours	63	33
	> 5 hours	73	37
BTS Fan Account year	< 2017	26	13
	2018	33	17
	2019	45	22
	2020	96	48
Reason to use BTS fan account	To get information about BTS	140	70
	As a safe place to tell story of their life	26	13
	To be able to build interaction with BTS	3	1
	Other	31	16

Measurement

Loneliness variable will be measured by UCLA Loneliness scale (version 3) which consists of 20 items. This measuring tool includes a unidimensional measuring tool, so there is no categorization of items. The Likert scale ranges from 1 to 4. However, the 1 to 4 scale will be replaced with several answer choices, namely, (1) Never (TP), (2) Rarely (J), (3) Sometimes

(P), (4) Often (S). The reliability of the measuring instrument UCLA Loneliness Scale (Version 3) results Cronbach's Alpha (α) = 0.855. No items failed in the reliability test.

Reliability of celebrity attitude scale

The celebrity worship variable will be measured using the Celebrity Attitude Scale (CAS) which has been adapted to Indonesian, which contains 31 statements. The scale used is a Likert scale type with five answers, namely, (1) STS (strongly disagree), (2) TS (disagree), (3) S (agree), and (4) SS (strongly agree). The celebrity worship variable is divided into three levels of dimensions, social entertainment, intense personal feelings, and borderline pathological. The reliability of the measuring instrument Celebrity Attitude Scale (CAS) Cronbach's Alpha (α) = 0.891. There are no items that fall in the reliability test.

3. RESULTS AND DISCUSSIONS

Hypothetical test

The hypothetical test used Pearson correlation analysis technique, because the data were normally distributed. The results showed that loneliness variable had a significant and positive relationship with celebrity worship. This was indicated by the score of $r(200) = 0.625$ and the score of $p = 0.000 < 0.05$. See more details about the correlation test results of two variables in table 2.

Table 2

Correlation test results between loneliness and celebrity worship

Loneliness and Celebrity Worship	
r	0.625
p	0.000

Then researcher examined the correlation between loneliness variable with the dimensions of celebrity worship. The results showed that loneliness was significantly and positively related to all dimensions of celebrity worship because $p < 0.05$. The correlation test results can be seen in table 3.

Table 3

Correlation test results between loneliness and celebrity worship dimensions

Dimensions	r	p
Entertainment Social	0.519	0.000
Intense Personal Feelings	0.642	0.000
Borderline Pathological	0.486	0.000

Then the researcher also categorizes the level of loneliness and celebrity worship of the respondents based on the answers that the respondents have given in filling out the questionnaire. The results show that in this study, the respondents had levels at medium and high levels. For more details, see table 4.

Table 4

Respondent categorization

Variable	Level	N
Loneliness	Moderate	118
	High	82
Celebrity Worship	Moderate	120
	High	80

The findings showed there was significant and positive relationship between loneliness and celebrity worship among adolescents using BTS fan account on twitter. Thus, if loneliness score is high, celebrity worship score will also be high. Vice versa, if loneliness score is low, then celebrity worship score will also be low.

If it is associated with the total score owned by the participants, the more participants get a high score, the higher the loneliness they will experience [16]. In this study, the most participants experienced loneliness at a moderate level, which was around 118 teenagers. If categorized based on the level of loneliness, at this moderate level, teenagers sometimes feel lonely. For the other 82 participants were at high levels, meaning that teenagers often feel lonely. The loneliness (loneliness) felt by the participants was certainly caused by different factors, especially the participants were fans of K-Pop, especially the BTS boy group.

The more intense the fans are to get involved in the lives of their idols and diligently follow the information of their idols, the more fans form the high celebrity worship behavior. In the participants of this study, there were 120 teenagers who had moderate celebrity worship levels, and 80 others had high levels of celebrity worship. If it is related to the celebrity worship aspect, the moderate level shows that the participants are in the intense-personal feelings category, and the high level is in the borderline pathological category [17].

4. CONCLUSIONS AND SUGGESTIONS

In this study, if it is related to the reasons fans use BTS fan accounts, the results show that the most widely used to get information about BTS can even get to the personal things of their idols. The behavior displayed by BTS fans through BTS fan accounts like this is included in the aspect of intense personal feelings. Because fans in this aspect have a need to know the conditions and any information about their idols, from the latest news to personal information about their idols [18]. Fans also involve a high sense of empathy and this makes them have a special bond and establish intimacy with their idols, even feel what their idols feel.

Through Twitter social media, BTS has a shared Twitter account which they use to make personal posts. Judging from every upload on the account, the response given by the fans is very large, through replies, retweets, and the like feature that even reaches hundreds of thousands and even millions in number. This can indicate that fans are trying to build interaction with their idols even if only through Twitter.

The more fans engage with their idols, it can cause the communication they build to feel like interpersonal communication because it involves intimacy and fantasy in the interaction even though it only takes one direction. This research is also in line with McCutcheon which states that the higher the level of idolization of a fan, the higher the level of involvement with the idolized figure (celebrity involvement) and the greater the intimacy (imagined) intimacy will be built on the idol figure [19].

Theoretical suggestions

This research focuses on the field of clinical psychology, especially loneliness and also on the social field, especially celebrity worship. This research can contribute knowledge and enrich research data in clinical psychology and social psychology related to loneliness and celebrity worship. This research can also be used as a reference for other research and for further researchers who want to research and measure related to loneliness and celebrity worship which are still quite rare to be studied.

Suggestions for further research is to conduct research by adding other mediator variables. This is done in order to develop current research, several other variables can be adjusted to the current phenomena in the fan environment which may have a greater influence in shaping celebrity worship.

Practical suggestions

This research can be used as a benchmark for BTS fans and other K-Pop fans as a self-evaluation material regarding the level of liking an idol. With self-awareness in doing celebrity worship, it can make us fans who are not excessive in idolizing someone. As a fan, you must be able to distinguish between behavior in idolization as behavior that is still within reasonable limits and which behavior has reached the stage of obsession, so fans will be able to control this behavior. Fans are expected to be able to make their idol as a motivation not as an obsession just to fulfill the empty relationship within him.

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