

THE EFFECT OF CELEBRITY WORSHIP ON THE NEWS DIFFUSION OF BTS MEAL

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ABSTRACT

Technology is increasingly sophisticated, making many people use social media to promote their products, one of which is McDonald's, which collaborates with BTS for the BTS Meal product, which is the number three trending topic in the world. This research was carried out with the aim of testing whether a person's level of liking for idol (celebrity worship) affects the level of news spread about BTS Meal. The theory used in this research is two step flow, news diffusion, celebrity worship, and social media. The researcher used a quantitative approach with a simple linear regression test to examine this. Respondents in this study were 104 by purposive sampling. The sample in this study were Tarumanagara University students who are BTS fans. The study's results using a simple linear regression test showed an influence of celebrity worship levels on the diffusion of BTS Meal news by 56.2% with a significant ANOVA value of 0.000. If the ANOVA value < 0.05, it can be concluded that there is a significant difference in the influence between celebrity worship and the diffusion of BTS Meal news.

Keywords: Celebrity worship, news diffusion, BTS meals

1. PREFACE

McDonald's is a fast-food company. McDonald's uses social media as a means to promote its products. On April 19, McDonald's announced a collaboration with a well-known idol group, BTS via Twitter platform. BTS is an idol group singer from South Korea who is famous for their songs that bring positive influence and inspire young people worldwide. After the release of the album called Love Yourself, on 24 September 2018, BTS attend the UN general assembly 73rd as invited guests in New York, United States. In addition to that BTS also won various awards, one of which was the first Korean artist to win the Billboard trophy (Top Social Artist and Duo/Pop Group categories).

The collaboration between McDonald's and BTS is named BTS Meal. On the day of the release of the BTS Meal product, the hashtag #BTSMeal managed to become the number 3 trending topic in the world with 21,000 tweets. BTS Meal is a McDonald's package menu with the uniqueness of having purple packaging with the BTS logo on it. The profits achieved by McDonald's from the collaboration with BTS, McDonald's recorded that the profits achieved in the second quarter of 2021 reached US\$ 2.22 billion or equivalent to Rp. 32.1 trillion (exchange rate of Rp. 14,491) overall.

Figure 1
BTS Meal Packaging



Source: infopena.com

Behind the viral and trending BTS Meal, it can be seen how much a person likes BTS so that BTS news can spread and become a hot topic for discussion. The research will be conducted to discover the answer of "Is there any influence of celebrity worship on the diffusion of BTS Meal news?". The purpose of this study was to determine how influential the level of celebrity worship was on the BTS Meal news diffusion.

The researcher uses the theory of two-step flow, celebrity worship, news diffusion, and social media as the basis for answering the results of this study. The two-step flow theory introduced by Paul Lazarsfeld assumes that the influence of informal personal contacts is greater than mass media exposure [1]. From the assumption of the theory of two-step flow, Miller developed a theory that is news diffusion. News diffusion research focuses on how news of an event spreads. The main focus is on the theory of news diffusion, namely how fast a piece of news can spread and through what communication channels are very important in a news dissemination process. According to Hill and Bonjean [2], news diffusion shows that the higher the news value, the more interpersonal dissemination. Research on news diffusion conducted by Larry J. King and Jack Glascock adds a discovery from news diffusion, namely that new media (social media) has an important role as a source of information and the sharing process in spreading news. According to Van Dijk in Sari [3], social media is a media platform that focuses on the existence of users by facilitating them to do activities or collaborate. Flew [4] says social media helps users to share messages through virtual networks)

Celebrity worship according to Maltby et al in Efathania & Aisyah [5] is a person's obsessive behavior towards one or more celebrities. Celebrity worship is an addictive obsessive syndrome towards artists and becomes interested in the lives of these celebrities [6]. Maltby divides celebrity worship into three dimensions: entertainment social value/social entertainment and social entertainment, intense personal feeling, and border pathological tendency / pathology.

Entertainment Social Value

The lowest level in celebrity worship that is interested in seeking more information about the celebrity is favoured through social media or print media, etc. Happy to discuss celebrities to their closest friends, especially friends who also like the celebrities, exchanging information between fellow fans, and creating fandom groups on social media.

Intense Personal Feeling

Intense personal feeling is the second level in celebrity worship with the characteristics of empathy, namely, fans can feel what their idol feels even more deeply than the idol itself. Imitation, which is the tendency of fans to try to imitate idols starting from their appearance to the way they talk.

Border Pathological Tendency

The highest level of celebrity worship with the characteristics of fans having an uncontrolled fantasy attitude towards the idol they like, behaving obsessively, acting as if no one should have an idol but themselves [6].

From the description above, the researcher argues that celebrity worship level influences the diffusion of BTS Meal news through social media and proposes the following hypothesis.

H1: The higher the celebrity worship rate on ARMY, the higher the BTS Meal news diffusion rate

H0: The higher the celebrity worship rate on ARMY, the lower the BTS Meal news diffusion rate

2. RESEARCH METHOD

The researcher used a quantitative research approach to examine the relevant data variables in this research. Quantitative research is structured and transforms data in the form of numbers so that it can be generalized. The method used in this research is a survey. The survey method is research conducted with a small or large population-scale with the data studied coming from samples taken from the population, resulting in a relationship between variables [7].

The population in this study were Universitas Tarumanagara students who are BTS fans and actively use social media. The sampling technique in this study used purposive sampling, sampling technique of data sources with certain considerations. Total respondents in this research are 104. Researchers collected data using a google form questionnaire as a means of data collection. Questionnaires are systematically arranged questions and then filled in by respondents [8]. The data that has been collected then processed by one-way ANOVA testing which includes normality test, validity test, reliability test, and simple linear regression test.

3. RESULT AND DISCUSSION

The Characteristics of Respondents

Table 1

Respondents' Characteristics by Gender

Gender	Frequency (n)	Percentage (%)
Male	16	15.4
Female	88	84.6

Table 2

Respondents' Characteristics by Job

Job	Frequency (n)	Percentage (%)
Student	98	94.2

Employee	4	3.8
Entrepreneur	2	1.9

Table 3

Respondents' Characteristics by Age

Age	Frequency (n)	Percentage (%)
15 - 17 years	15	14.4
18 - 20 years	49	47.1
21 - 23 years	34	32.7
24 - 26 years	4	3.8
27 - 30 years	3	1.9

Based on the description of the table of respondents' characteristics listed, those that match the researchers' criteria are 104 ARMY respondents. The percentage of respondents who are female is 84.6% (88 respondents), and male is 15.4% (16 respondents), while in the occupational category, the percentage of students is 94.2% (98 respondents), employees 3.8% (4 respondents), and entrepreneurs 1.9% (2 respondents). In the age category, the percentage of respondents aged 18-20 years is 47.1% (49 respondents) aged 21 - 23 years is 32.7% (34 respondents), aged 15 - 17 years is 14.4% (15 respondents), aged 24 - 26 years is as many as 3.8% (4 respondents) and 1.9% (3 respondents) aged 27 - 30 years.

The Technique of Data Collection

Before getting to the stage of the normality test, it is necessary to test the validity and reliability first. The validity test is used to see whether the data instrument used is valid in the study, while the reliability test is to measure the extent to which a measurement can be trusted.

Validity Test

Validity test conditions:

- (a) The calculated r-value > r-table then there is a correlation between the variables that are connected (valid).
- (b) The calculated r-value < r-table then there is no correlation between the variables that are connected (invalid).

Table 4.

Validity Test of Celebrity Worship

No. Item	R Value (X)	R Table	Description
1. Search	0.561	0.1622	Valid
2. Follow	0.824	0.1622	Valid
3. Update	0.822	0.1622	Valid
4. Merchand	0.745	0.1622	Valid
5. Feel	0.734	0.1622	Valid
6. Support	0.726	0.1622	Valid

In the table above, out of 6 questions, the questionnaire regarding celebrity worship is valid. This is because the calculated r-value in this study is greater than the r-table.

Table 5*Validity Test of News Diffusion*

No. Item	R Value (Y)	R Table	Description
1. Like to Read	0.735	0.1622	Valid
2. Comment	0.856	0.1622	Valid
3. Share	0.852	0.1622	Valid
4. Comment and Share	0.893	0.1622	Valid

In the table above, out of the 4 questions on the questionnaire regarding news diffusion, it is fairly valid. This is because the calculated r-value in this study is greater than the r-table.

Reliability Test**Table 6***Reliability Tests of Celebrity Worship and News Diffusion*

Variable	Cronbach alpha	Description
Celebrity Worship	0.820	Reliable
News Diffusion	0.855	Reliable

The variable requirements are said to be reliable if the Cronbach alpha value is > 0.6 and each statement is considered reliable if the scale of deleted items is at a value > 0.2 . From the results of the reliability table above, the Cronbach's alpha X and Y values are at 0.820 (> 0.6) and 0.855 (> 0.6).

Scale of deleted items in Table 4.2 and Table 4.3 are at values > 0.2 . The conclusion from the table above is a variable in this research are reliable.

Normality Test**Table 7***Normality Test*

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistics	df	Sig.	Statistics	Df	Sig.
Unstandardized Residual	.064	104	.200*	.987	104	.381

Source: SPSS Data Processing Results

The residual data is normally distributed, that is, if the Asymp value. Sig (2-tailed) > 0.05 . From the table of normality test results above, the value of Sig (2-tailed) is at 0.200 and 0.381. From the sig results, it means that the research data is normally distributed.

Hypothesis Testing

Table 8

Coefficients

		Coefficients^a			
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	3.588	1.689		2.125
	Worship	.473	.069	.562	6.854
a. Dependent Variable: Difusi					

Based on the results of the hypothesis test above, it can be concluded that there is a relation between celebrity worship and the news diffusion of BTS Meal. The influence given is that the higher the level of a person's liking or celebrity worship, the higher the level of news diffusion in the form of likes, comments, postings, and sharing that occurs. In previous studies, the results showed evidence that the level of liking for idols affects a person to spread the news through social media platforms such as Line and Twitter [10]. The news study conducted by Rogers found that there is a tendency for people to retell big news or stories. The characteristic of news that includes the importance or not of news, the relevance of the individual who receives the news will affect the diffusion process in the interpersonal network. The higher the news value, it will improve interpersonal communication and will reach the population quickly. When individuals judge the news as not very interesting and important, the diffusion process in the interpersonal network will slow down or even stop.

From the description above, it can be concluded that celebrity worship affects the level of news diffusion about BTS Meal, and BTS Meal news is relevant to ARMY so that the diffusion process spreads faster.

4. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the hypothesis test in the previous section, results show that the level of celebrity worship affects the process of diffusion of news. This means that the higher the celebrity worship level, the higher the diffusion that occurs. News value also affects the diffusion process. When the news value of the BTS Meal is considered important to ARMY, ARMY will spread the word on interpersonal communication networks that cause the diffusion process to occur quickly and purposefully. It is also supported by the high level of celebrity worship that occurs in ARMY.

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