

DIFFERENCES IN CELEBRITY WORSHIP AMONG WOMEN IN TERMS AGE

Azzalea Djingga¹, Miranda Widya Winata² & Agustina³

¹Undergraduate of Psychology, Tarumanagara University, Jakarta
Email: azzalea.705200222@stu.untar.ac.id

²Undergraduate of Psychology, Tarumanagara University, Jakarta
Email: miranda.705200269@stu.untar.ac.id

³Faculty of Psychology, Tarumanagara University, Jakarta
Email: agustina@fpsi.untar.ac.id

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ABSTRACT

Korean culture has become one of the most popular cultures in recent years. Indonesian people can easily accept the Korean Wave because it is more compatible with Indonesian culture and values than Western culture. This may happen because the geographical locations of Indonesia and Korea are both in the Asian region and adhere to Eastern culture in various things, such as how to dress. Most individuals who like K-Pop are in their early adulthood period. Other research shows that teenage girls are intensely interested in Korean culture, while plenty of adolescent boys are intensely interested in Korean culture. This situation arises because Korean broadcasts are exposed to female elements. One factor that influences celebrity worship is age. Participants in this study were adolescent girls and early adult women aged 17-30 years. This research uses the Celebrity Attitude Scale (CAS) measuring instrument, and data processing uses the SPSS 26 application. The research results show that there are differences in the level of celebrity worship between teenage girls and adult women in each dimension of celebrity worship. In the entertainment dimension, teenagers have an average of 47.84, while in the intense personal dimension, adult women have an average of 24.49. In the borderline pathological dimension, teenagers have an average of 10.42, and in the total dimension of celebrity worship, teenagers have an average of 81.34. In contrast, adults have an average of 78.34, which means that overall, teenagers have a greater level of celebrity worship than adults.

Keywords: K-Pop, age, celebrity worship, teenages girl, adult women

1. PREFACE

Many cultural changes that enter a country are called globalization, and the rapidly growing culture that has entered and developed in Indonesia is Korean culture (Dewi & Indrawati, 2019). The Korean Hallyu Wave is a phenomenon where Korean culture is becoming more popular abroad. With various kinds of entertainment such as pop music, games, dramas, and films (Sari & Chandrabuwono, 2020). The Korean culture that has entered Indonesia is K-Pop, which is short for Korean Pop, a music genre in Korea, such as R&B, hip-hop, and pop music. In recent years, K-pop has grown rapidly and attracted many fans from all over the world, including Indonesia. K-pop is usually identified with singing, dancing, and performances from a group of boy or girl groups originating from South Korea (Rosandi, 2023).

The phenomenon of admiring Korean boy and girl groups is common among teenagers. The results of a survey of 100 K-pop fans showed that 57% of respondents were teenagers aged 12-20 years, 47% were aged 21-30 years, and 1% were over 30 years old (Nurani, 2017). However, according to research by Eliani et al. (2018), most individuals who like K-Pop are in the early adulthood period. This research shows that 47% of them are aged 19-21 years and 18% are aged 22-24 years. This suggests that while teenagers are a significant part of the K-Pop fanbase, young adults also play a crucial role in supporting and enjoying K-Pop content.

The phenomenon of admiring Korean boy and girl groups is common among teenagers and young adults. The K-Pop phenomenon in Indonesia has both positive and negative impacts. On the positive side, K-Pop has inspired fashion trends, motivated people to learn Korean language, and encouraged the development of talents such as singing and dancing. However, the negative impact of K-Pop is excessive fanaticism among some individuals who like K-Pop (Agustanti, 2022).

This admiration can start with enjoying the images and music of their idols but may develop into a need for more information, such as personal details about the group members (Gumelar et al., 2021). According to Maltby and Day (2011), celebrity worship is a one-sided relationship in which an individual is aware of another person (the celebrity), but the celebrity is unaware of the individual's existence. According to Maltby et al. (2006), someone who is obsessed with celebrities is referred to as having celebrity worship.

Celebrity worship can be divided into three aspects which is entertainment social, intense personal, and borderline pathological, as defined by Maltby et al. (2001). The entertainment social aspect is the lowest level of celebrity worship, where individuals only consider their idol as a source of entertainment. The intense personal aspect is a higher level than entertainment social, where individuals exhibit obsessive behavior towards their idol. The borderline pathological aspect is the highest level of celebrity worship, where individuals will do anything for their idol, whether it is positive or negative behavior.

Several factors influence the behavior of celebrity worship, including age, gender, and social skills. According to Shofa (2017), teenage fans generally consider their idols as role models because they feel that their idols have many things that they can emulate which leads to celebrity worship behavior among teenagers. Raviv (1996) added that celebrity worship behavior will decrease and even tend to disappear as a fan's age increases. However, the facts on the ground show that based on the results of research conducted by Widjaja and Ali (2015), it was found that out of 250 research participants aged 20-30 years, they still exhibited celebrity worship behavior.

Based on the differences in celebrity worship behavior between teenage girls and adult women, researchers have sought to understand the nature of celebrity worship among these two groups

2. RESEARCH METHOD

This research uses quantitative research methods with sample selection in this research carried out using non-probability sampling techniques using purposive sampling. According to Uyun & Sutanto (2022), quantitative research is a method of objectively testing theories by examining the relationships between variables. One of the variables that will be measured in this research is celebrity worship. This research began by searching for subjects on social media and offline by distributing posters and Google Form links. Then, subjects who match the criteria are asked to fill in the questionnaire link provided. Then, data will be processed using the SPSS 26 application.

The criteria for the subjects of this research were (a) teenage girls and early adult women; (b) aged 17 to 30 years; (c) listening to K-Pop songs every day; (d) having at least one piece of merchandise such as album, photocard, lightstick; (e) have watched a K-Pop idol concert at least once.

The measuring tool used in this research is the Celebrity Attitude Scale (CAS). This measuring instrument consists of 31 items with three levels of measurement, namely, 16 items on the social entertainment dimension, 10 items on the intense personal dimension, and 6 on the borderline pathology dimension. This measuring instrument was first developed by McCutcheon in 2002 and was used several times in research conducted by Malby (2006). This measuring instrument has a validity of 0.91 (McCutcheon, 2002). And has a reliability of 0.91.

Table 1

Cronbach Alpha	Item
0.912	31

3. RESULT AND DISCUSSION

Table 2

Participants	200
Age Minimum	17
Age Maximum	30
Mean	21.53
Std. Deviation	3.308

The characteristics of the participants in this article are 200 people with an age range of 17 to 30 (M=21.53, Std=3.3). There are 100 female teenagers aged 17-20 years and 100 adult women aged 21-30. The most significant number of participants were 20 at 26% and 21 at 14.5%.

Celebrity worship has three dimensions, namely social entertainment, intense personal, and borderline pathological. Each dimension has a different average level. The social entertainment dimension has the lowest level of < 39.15, the medium level of 39.15 to 54.23, and the highest level of > 54.23. The intense personal dimension has the lowest level of < 6.23, medium level of 6.23-12.50, and the highest level of > 12.50.

The borderline pathological level has the lowest level of < 18.69, the medium level of 18.69-28.89, and the highest level of > 28.89. Meanwhile, the lowest total average for celebrity worship was < 65.93, the medium level was 65.93-93.74, and the highest level was > 93.74.

Table 3

Dimension	Age Group	Mean	Details
TES	Teenage	47.84	Medium level
	Adult	45.53	Medium level
TBP	Teenage	10.42	Lowest level
	Adult	8.32	Lowest level
TIP	Teenage	23.08	Highest level
	Adult	24.49	Highest level
TCW	Teenage	81.34	Medium level
	Adult	78.34	Medium level

After looking at each dimension's average, it can be seen that teenagers and adults have different celebrity worship averages. In the social entertainment dimension, teenagers have an average of 47.84, and adults have an average of 45.53, which means that teenagers have a greater level of celebrity worship than adults in the social entertainment dimension.

In the borderline pathological dimension, it can also be seen that teenagers and adults have different average celebrity worship, where teenagers have a higher level of celebrity worship than adults in this dimension with the average for teenagers being 10.42 and for adults being 8.32. On the intense personal dimension, teenagers have an average of 23.08. In contrast, adults have an average of 24.49, which means that adults have a greater level of celebrity worship on the intense personal dimension. On the total dimension of celebrity worship, teenagers have an average of 81.34. In contrast, adults have an average of 78.34, which means that overall, teenagers have a greater level of celebrity worship than adults.

This research aligns with the theory presented by McCutcheon (2002), which states that celebrity worship is influenced by age and that teenagers do more celebrity worship than young adults. However, this research is different from that conducted by Widjaja and Ali (2015), where the research results are that celebrity worship still occurs in early adulthood.

4. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the average of the dimensions of celebrity worship and also the results of different tests that have been carried out by researchers on teenage girls and adult women with an age range of 17 to 30 years, the results show that in the dimensions of social entertainment, borderline pathological, and the total dimensions of celebrity worship of teenagers have a high level of celebrity worship, while in the intense personal dimension, adult women have a higher level of celebrity worship. So, the overall level of celebrity worship among teenagers is higher than that among adult women.

According to the research results, teenage girls are the biggest fans of K-Pop with a percentage of 26% among teenagers and 14.5% among early adulthood. Which means that these results are not in line with Eliani's 2018 research that stated that most individuals who like K-Pop are in their early adulthood period.

For further research, researchers can examine the level of celebrity worship in adolescent boys and adult men because more research still needs to be done on celebrity worship in men.

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