

THE EFFECT OF CELEBRITY WORSHIP ON PERCEIVED INTRUSIVENESS IN THE DURATION OF BTS ADVERTISING AMONG FANS

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ABSTRACT

The amount of exposure to advertising as a result of the increasing active users of social media in Indonesia can make people feel intrusive or irritated. This makes determining the duration of the ad very important. There were studies that say the longer the duration of the ad, the higher the Intrusiveness, and when the duration of the ad is too short (three seconds), that can also be very intrusive. However, with the phenomenon of celebrity worship which is a syndrome of obsessive-addictive behavior towards artists and everything related to the artists, it can criticize the results of previous research. This study uses a quantitative survey method with a total of 290 respondents who are fans of BTS (ARMY). There are also theories used in this research such as celebrity worship and the perceived Intrusiveness in ad duration. It was found that the higher the celebrity worship level, the higher the sense of not being disturbed, and there was no difference in the feeling of being disturbed between light content and heavy content. There is also a significant correlation between age and celebrity worship as well as between age and light content.

Keywords: Advertising, ad duration, social media, perceived intrusiveness

1. PREFACE

Disturbed sense or perceived Intrusiveness grasping the audience due to the number of exposures to the ads that are received will generate a negative attitude towards advertising as decreasing the positive attitude of a brand then avoidance against the brand's advertising [1]. Then, using the features of skip-ads as already applied by Youtube to alleviate disturbing sense also resulted in the users who pass through the ads will be less likely to remember the brand or absence engaged against it advertised [2]. This problem can occur due to increased advertising practitioners who utilize the opportunities of the increasing social media users active in the area of Indonesia, which is about 6.3 percent compared to the year 2020 [3]. Therefore, the selection of the duration of the ad is important. There are already some studies that discuss the issue of impaired sense of the duration of advertising, such as on the research of Edwards with the format of the pre-roll ads unskippable a test ad lasts about 10 and 20 seconds, which states that the longer the duration of ads that appear, the higher the disturbing sense of perceived [4]. The study of Goodrich, Schiller, and Galletta [5] concluded ads that lasted three seconds were more intrusive than eight, 15 and 30-second ads. However, if the purpose of advertising is to engage and attract consumers to the brand, then the ads that last long will be more effective to convey the message [6]

According to Royan, [7] an advertisement that is delivered through the source or interesting messenger can generate the most attention and be easily remembered by the people. For example, with the use of a celebrity or talent of the famous and much liked by the audience, such as K-pop idol, BTS. The idolization of fans who have high loyalty to the celebrity or talent can be described by the term of celebrity worship. Definition of Celebrity worship itself is a syndrome of obsessive behavior addictive to the artist and everything related to the artist can criticize the results of research on the duration of the ad is to the taste of disturbed previously [8].

Research about BTS is done since BTS is one of the most popular boy group in the world. BTS has obtained many achievements. In this year, BTS has won the award in the category Top Duo/Group, Top Social Artist, Top Song Sales Artist, Top Selling Song ("Dynamite") on the Billboard Music Awards 2021; Best Song of the Summer ("Butter"), Group of the Year, and Best K-Pop at the MTV Video Music Awards 2021; and to be a representative of the presidency accompany the president of South Korea Moon Jae-in at the General Assembly of United Nations, New York, on September 20, 2021.

This study examines the influence of celebrity worship, especially on BTS (Bangtan Sonyeondan), and the fandom-it's called ARMY of perceived Intrusiveness in the duration of the ad. This study also wants to test or compare the taste interrupted at two different content: light and heavy.

Perceived Intrusiveness

Perceived Intrusiveness is a disorder that an individual obtains to access content editorial or the main content [4]. Feeling distracted or irritated occurs because audiences feel less have control and when the freedom of choice is made to be less or even non-existent [9]. It was also found that the negative views received by the audience could occur because the audience felt that their privacy was lost when surfing the internet. Audiences believe that they are targeted and tracked by these advertisements when they see or receive advertisements without their prior consent [10].

Perceived Intrusiveness toward Ad Duration

Research on the best duration of advertising that can reduce the perceived Intrusiveness has been carried out before. The research was conducted by Edwards with an un-skippable pre-roll ad format. The research shows that the longer the duration of the advertisements that appear, the higher the disturbing sense perceived by the audience [4] and Goodrich, Schiller, and Galletta [5] shows that advertisements with a duration of three seconds are more intrusive or more disturbing than eight, 15, and 30 second advertisements.

Celebrity Worship

According to Chapman [11], celebrity worship is a syndrome that causes addictive obsessive behavior towards artists and everything associated with the artist. Due to sociological factors such as broadcast media and communication tools that are increasingly developing and helping the process of disseminating information about the celebrity, phenomena such as celebrity worship can occur [12]. The influence of the phenomenon of celebrity worship can lead to worship rather than just appreciation for the celebrity's achievements. A person who has para-social associations with celebrities will be easier to persuade. It is similar to trusting the counsel of a true friend [12].

There are three dimensions to measure the level of celebrity worship according to McCutcheon et al. (2002) [13] as follows:

Entertainment Social

Entertainment social is the lowest level of celebrity worship. Audiences at this level are still in engagement due to fans' interest in the talents, attitudes, behaviors, and things that celebrities do.

Intense-personal

Fans can feel empathy and imitation because the definition of the intense-personal is a compulsive and intensive feeling towards the artist which is almost close to an obsessive feeling.

Borderline – pathological

Borderline – pathological represents the highest level of celebrity worship. Fans seem to have a deep connection with the artist. This can be illustrated in the attitude of willingness to do all things for the artist even if it is against the law.

The Problem Statements

The amount of exposure to advertisements felt by Indonesian audiences who actively use social media can result in a sense of being disturbed by these advertisements [14]. Some studies discuss the best ad duration to relieve distraction, namely ads that are too long (more than 30 seconds) and too short (three seconds) will cause high annoyance, as well as the best duration is 15 seconds. However, in reality there is a phenomenon of celebrity worship that the higher will result in a higher level of involvement with the figure of the idol. The research will be conducted to discover the answer of **How big the influence of celebrity worship has on perceived Intrusiveness when fans (ARMYs) see a long-running talent ad (BTS)?**

The Significance of This Research

Based on the problem statements, the significance of this research are as follows:

- (a) Academic Aspect. The research results are expected to be useful for the advancement of Communication Studies in the field of advertising concentration, especially in the strategy of creating video advertisements that reduce perceived Intrusiveness and success on social media.
- (b) Practical Aspect. Advertising practitioners determine the duration of advertisements and other components that can influence such as the presence of talent so that the advertisements displayed can hit the targets on social media.

Research Hypothesis

H1: The higher the celebrity worship level, the more undisturbed ARMY felt with long-form BTS commercials.

H2: The type of content affects perceived Intrusiveness.

2. RESEARCH METHOD

This research used a quantitative survey approach, meaning primary data was collected through an online questionnaire with google form and distributed to the targeted respondents.

Population and Samples

Women of the Millennial generation and Gen Z from the social environment of the students of Universitas Tarumanagara Jakarta and an ARMY (fan of BTS) are the study researchers' population tested.

Because this study specifically examines the influence of celebrity worship on perceived Intrusiveness in the duration of the advertising BTS among fans, then the purposive sampling technique is the choice of the researcher, the method of sample selection based on the characteristics of the sample [15].

The Technique of Data Collection

The questionnaire in google form format became the researcher's choice in carrying out this research and got a total of 290 respondents. The researcher gave several statements and two videos as test materials. This study also used a five point of Likert scale, namely strongly disagree, disagree, quite agree, agree, and strongly agree. The Likert scale is useful for measuring the influence of celebrity worship levels, content factors, and perceived Intrusiveness.

The Technique of Data Validity

Validity and reliability tests are needed to describe the level of accuracy of the testers' measuring instruments and test the researcher's indicators [16]. And through this, the researcher uses the IBM SPSS Statistics ver.28 application with variables X1 = Celebrity Worship, X2 = Content, and Y = Perceived Intrusiveness

The Technique of Analyzing Data

The researchers took The Spearman and the Mann-Whitney test. The Spearman test tests the correlation of celebrity worship effect on annoyance in the duration of the advertisement, while the Mann-Whitney test compares the perceived Intrusiveness between light content (video A) and heavy content (video B). Nevertheless, the researchers decided to run a normality test before using the Spearman and Mann-Whitney tests. A normality test was conducted to determine the distribution of the research population.

3. RESULT AND DISCUSSION

Respondents' Identity

Table 1

Gender of Respondents

	Total	Total (%)
Female	290	100%
Male	0	0%
Total	290	

Based on Table 1, it is as if it is known that all the samples of the researchers are female and in accordance with the characteristics that the researcher wants.

Table 2

Age of Respondents

Age	Total	Total
< 17 years	32	11.03%
18 – 19 years	100	34.48%
20 – 23 years	135	46.55%
24 – 26 years	14	4.82%

27 – 29 years	3	1.03%
>30 years	6	2.06%
Total	290	

Based on Table 2, it can be seen that the respondents have an age range of < 17 years as many as 32 respondents (11.03%), ages 18-19 years as many as 100 respondents (34.48%), ages 20-23 years as many as 135 respondents (46.55 %), age 24-26 years as many as 14 respondents (4.82%), age 27-29 years as many as three respondents (1.03%), then the last one has age >30 years with a total of six respondents (2.06%).

Validity Test Result

Table 3

Validity Test Result

Variable	Item Name	Sig. (2-tailed)	Description
X1 (Celebrity Worship)	X1_ES	< 0.001	Valid
	X1_IP	< 0.001	Valid
	X1_BP	< 0.001	Valid
X2 (Content)	X2_A	< 0.001	Valid
	X2_B	< 0.001	Valid
	Total_X_AB	< 0.001	Valid
Y (Perceived Intrusiveness)	Y_A	< 0.001	Valid
	Y_B	< 0.001	Valid
	Total_Y_AB	< 0.001	Valid

Guidelines in determining validity are if the value of Sig. < 0.05 and based on Table 3, it can be explained that all variables have a Sig value smaller than 0.05. So, all the variables in the research used have met the validity test.

Reliability Test Result

Table 4

Reliability Test Results

Variable	Cronbach's Alpha	Description
X	0.778	Reliable
Y	0.927	Reliable

The variable is reliable if the Cronbach alpha value > 0.6. Table 4. It is clear that X and Y have values greater than 0.6 so that they meet the reliability test.

Spearman Test Result

Table 5

Spearman Test Result

			Celebrity Worship	YA
Spearman's rho	Celebrity Worship	Correlation Coefficient	1.000	.565**
		Sig. (2-tailed)	.	< .001
		N	290	290
	YA	Correlation Coefficient	.565**	1.000
		Sig. (2-tailed)	< .001	.
		N	290	290

Table 6

Spearman Test Result

			Celebrity Worship	YA
Spearman's rho	Celebrity Worship	Correlation Coefficient	1.000	.565**
		Sig. (2-tailed)	.	< .001
		N	290	290
	YB	Correlation Coefficient	.565**	1.000
		Sig. (2-tailed)	< .001	.
		N	290	290

Compiling Table 5 and Table 6, it can be seen that the significance value or sig (2-tailed) of < 0.001 is smaller than 0.05, then there is a significant relationship between the celebrity worship variable and the feeling of being disturbed in video A and video B. The correlation coefficient is 0.537* * and 0.565**. That is, the level of strength of the relation or correlation is 0.537 in video A and 0.565 in video B so that the correlation is fairly strong. The correlation coefficient figures in the results above are positive, namely 0.548 and 0.565, so that the relationship between the two variables is unidirectional (type of unidirectional relationship), thus it can be interpreted that the higher celebrity worship, the higher the sense of undisturbed felt by ARMY or fans. BTS with BTS ads, which interpreted that **Hypothesis 1 is proven.**

Spearman Test Result

Table 7

Mann-Whitney Test Result

	Perceived Intrusiveness
Mann-Whitney U	41212.000
Z	-.424
Asymp. Sig. (2-tailed)	.672

Based on the output of the test statistics, it is understood that the value of Asymp.Sig (2-tailed) is 0.672, which is certainly greater than 0.05. So, H_0 is accepted and H_a is rejected. Thus, it can be said that there is no difference in feeling disturbed between Video A and Video B, which interpreted that **Hypothesis 2 is not proven**.

Chi-Square Test Result

Table 8

Chi Square Age with Celebrity Worship

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	547.482a	470	.008
Likelihood Ratio	319.468	470	1.000
Linear-by-Linear Association	.459	1	.498
N of Valid Cases	290		

Symmetric Measures					
		Value	Asymptotic Standard Error	Approximate Tb	Approximate Significance
Interval by Interval	Pearson's R	-.040	.054	-.677	.499c
N of Valid Cases		290			

As seen through Table 8. Asymp.Sig (2-tailed) is 0.008 which means it is smaller than 0.05. This means that there is a significant relationship between the age variable and celebrity worship. And because the value has a negative value, which is -0.040, then the relationship between the two variables is not unidirectional (the type of relationship is opposite), thus it can be interpreted that the higher the age (more mature or older a person is), the lower the sense of celebrity worship that is owned.

Tabel 9.

Chi Square Age with Video A

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	249.998a	190	.002
Likelihood Ratio	183.722	190	.615
Linear-by-Linear Association	.292	1	.589
N of Valid Cases	290		

Symmetric Measures					
		Value	Asymptotic Standard Error	Approximate Tb	Approximate Significance

Interval by Interval	Pearson's R	-.032	.062	-.540	.
N of Valid Cases		290			

As seen in Table 9. Asymp.Sig (2-tailed) is displayed as much as 0.002 which means it is less than 0.05. This means that there is a significant relationship between the age variable and video content A. And because the value has a negative value, namely -0.030, the relationship between the two variables is not unidirectional (type of relationship is opposite), thus it can be interpreted that the higher age (more mature or older a person is), the lower the liking for video A's content will be.

4. CONCLUSIONS AND RECOMMENDATIONS

The results of this study prove that the phenomenon of celebrity worship, which is the idolization of an artist, can be a material consideration other important to determine the duration of the ad. This study succeeded in criticizing previous research that found the longer the duration of the advertisement, the higher the feeling of being disturbed. For audiences who have a high level of celebrity worship, perceived Intrusiveness will be very low towards advertisements of their favorite talent. This study examined BTS and ARMY (BTS fans) which showed that most ARMYs were not bothered by long (>30 seconds) or short (<30 seconds) BTS advertisements in videos with light or heavy content (videos A and B). There was also no difference in feeling disturbed between videos with light and heavy content (videos A and B). There is a significant relationship between age and celebrity worship. The older a person gets, the lower the level of celebrity worship. In addition, there is also a significant correlation between age and content from video A (light), that is, the older you get, the more you dislike the content from video A. The results of this study also show that ARMY likes watching advertisements starring all BTS members or even only sub-unit.

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