

ABSTRAKSI

Parasocial Breakup adalah salah satu perkembangan terbaru dalam penelitian Hubungan Parasosial. *Parasocial Breakup* mengacu pada reaksi emosional negatif seseorang terhadap pemutusan Hubungan Parasosial dengan persona favorit mereka. Sebagian besar penelitian *Parasocial Breakup* berfokus pada situasi ketika persona dihilangkan. Meski begitu, beberapa peneliti telah menunjukkan bahwa pemutusan Hubungan Parasosial juga dapat terjadi karena sesuatu yang buruk terjadi pada selebriti favorit mereka. Bagaimana para penggemar melihat suatu skandal dapat memengaruhi *parasocial breakup* yang mereka rasakan. Ada empat dimensi yang dapat digunakan untuk mengukur persepsi penggemar tentang skandal, yaitu *Internal Locus of Attribution*, *External Locus of Attribution*, *Perceived Societal Damage*, dan *Moral Reputation*.

Penelitian ini mengkaji respon penggemar BigBang terhadap pemutusan hubungan parasosial idola favorit mereka sejak skandal Burning Sun mencuat. Ada 400 responden dari VIP Indonesia (*fandom* BigBang) yang menyelesaikan kuesioner, termasuk pertanyaan mengenai persepsi tentang skandal, hubungan parasosial mereka dengan idola favorit mereka (tingkat pemujaan selebritas), dan bagaimana reaksi mereka setelah skandal itu terkuak ke publik. Survei dilakukan terhadap responden yang aktif mengikuti berita skandal Burning Sun. Melalui survei ini, dapat dilihat bagaimana kecenderungannya. Setiap responden melihat elemen persepsi tentang skandal. Elemen-elemen ini dapat memengaruhi perpecahan parasosial mereka dengan Seungri BigBang. Pemujaan selebriti juga diperkirakan dapat memoderasi pengaruh persepsi tentang skandal Burning Sun Gate terhadap *Parasocial Breakup* VIP Indonesia.

Kata kunci: *Parasocial Breakup*, *Parasocial Relationship*, Pemujaan Selebritas, Skandal, KPop

ABSTRACT

Parasocial Breakup is one of the recent developments in Parasocial Relationship research. Parasocial Breakup refers to people's negative emotional reactions to termination of Parasocial Relationship with their favorite personae. Most Parasocial Breakup research focuses on the situations when personae are taken off the air. Whereas few researchers have pointed out that Parasocial Relationship dissolution can also happen because something bad happens to their favorite celebrity. How the fans perceived the scandal affect their parasocial breakup. There are four dimensions that can be used to measure fan perception on negative publicity, which is Internal Locus of Attribution. External Locus of Attribution, Perceived Societal Damage, and Moral Reputation.

This study examined the responses of BigBang fans to the potential loss of their favorite idol since the Burning Sun scandal broke. A sample of 400 Indonesian VIP (BigBang fandom) completed questionnaires, including questions about their perception on negative publicity, their parasocial relationship with their favorite idol (their celebrity worship level), and how they would react after the scandal broke. The survey was conducted on respondents whose actively follow the news of Burning Sun Scandal. Through this survey, it can be seen how the tendency is going. Each respondent sees the elements of negative publicity. These elements can affects their parasocial breakup with Seungri BigBang. Celebrity worship is also predicted to moderate the effect of Burning Sun Gate Coverage Perception toward Parasocial Breakup among Indonesian VIP.

Keywords: Parasocial Breakup Celebrity Worship, Parasocial Relationship, Scandal, Kpop