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Exploring Self-Esteem and Depression in Celebrity Worshippers among Indonesian K-Pop Fandom

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Abstract

Celebrity worship is a phenomenon beyond parasocial relationships between fans and celebrities. There are three dimensions to it; entertainment-social, intense-personal, and borderline-pathological. This research is a correlational study examining the relationship between celebrity worship, self-esteem, and depression in the K-Pop Fandom, especially among early adult fans. Participants were female early adults aged between 20 and 30 years old from various K-Pop fandoms (*N*= 214). The data was collected using Celebrity Attitude Scale, Rosenberg Self-Esteem Scale, and DASS-21 to measure celebrity worship, self-esteem, and depression, respectively. All scales were translated into *Bahasa* Indonesia. Data analysis was conducted using Pearson's correlation and linear regression as a follow-up analysis. The result showed that celebrity worship has no significant role in predicting someone's self-esteem nor depression. However, it was found that the duration of being a K-Pop fandom significantly correlates with self-esteem.

Keywords: *celebrity worship, depression, emerging adulthood, fandom, self-esteem*

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Abstrak

Pemujaan selebriti adalah fenomena antara penggemar dan selebriti melebihi hubungan parasosial. Terdapat tiga dimensi yang mengonstruksi fenomena tersebut; *entertainment-social, intense-personal, and borderline-pathological.* Penelitian ini bersifat korelasional yang bertujuan melihat fenomena pemujaan selebritas terhadap *self-esteem* dan depresi dalam *fandom* K-Pop, terutama pada penggemar dewasa awal. Partisipan adalah wanita berusia 20-30 tahun (*N*=214) berasal dari berbagai *fandom* K-Pop. Pengumpulan data dilakukan menggunakan skala *Celebrity Attitude Scale, Rosenberg Self-Esteem,* dan DASS-21 untuk mengukur variable pemujaan selebriti, *self-esteem,* dan depresi-skala yang dipakai diadaptasi ke dalam bahasa Indonesia. Data dianalisis menggunakan korelasi Pearson dan regresi linear sebagai analisis lanjutan. Hasil menunjukkan perilaku pemujaan selebritas tidak mempunyai hubungan signifikan dengan *self-esteem* dan depresi. Akan tetapi, ditemukan bahwa durasi (lamanya) menjadi *fandom* K-Pop berpengaruh secara signifikan terhadap *self-esteem.*

Keywords: *depresi, dewasa muda, fandom, fenomena pemuja selebriti, self-esteem*