

Peran *Parasocial Relationship* Media Persona Konten Korea Terhadap *Coping Strategy*

¹Fitria Arifa Rahmah, ²Galang Lufityanto
^{1,2} Fakultas Psikologi Universitas Gadjah Mada

E-mail: fitria.a.r@mail.ugm.ac.id, galanglufityanto@ugm.ac.id

Abstrak

Keterlibatan individu dengan *media persona* membawa pada hubungan tidak resiprokal yang disebut sebagai *parasocial relationship*. Belum ada studi yang secara spesifik menyatakan bahwa *parasocial relationship media persona* bisa memiliki peran terhadap *coping strategy* yang digunakan oleh individu. Secara spesifik, *media persona* pada konten Korea seperti K-Pop dan K-Drama. Penelitian ini bertujuan untuk menguji pengaruh *parasocial relationship* tersebut dengan melibatkan 235 partisipan usia 18 – 25 tahun yang memiliki ketertarikan terhadap *media persona* konten Korea. Seluruh partisipan diukur menggunakan *Parasocial Interaction Scale* dan *COPE Inventory*, lalu dianalisis menggunakan regresi linear sederhana. Hasilnya menunjukkan bahwa *parasocial relationship media persona* konten Korea secara simultan berperan pada masing-masing bentuk bentuk *coping strategy* sebesar 10.5% untuk *problem-focused coping* ($R^2 = 0.105, p < 0.000$), *emotion-focused coping* 7.9% ($R^2 = 0.079, p < 0.000$) dan *maladaptive coping* 16.1% ($R^2 = 0.161, p < 0.000 = 0.131$). Selain itu, ditemukan bila *parasocial relationship* antara individu dengan *media persona* konten Korea berkorelasi secara positif dengan durasi mengakses konten.

Kata Kunci: parasocial relationship, coping strategy, media persona



Abstract

Individual involvement with media persona leads to non-reciprocal relationships which are referred to as parasocial relationships. There are no studies that specifically state that parasocial relationship media persona can have a role in the coping strategies used by individuals. Specifically, media persona in Korean content such as K-Pop and K-Drama. This study aims to examine the effect of these parasocial relationships by involving 235 participants aged 18-25 years who have an interest in Korean media persona content. All participants were measured using the Parasocial Interaction Scale and COPE Inventory, then analyzed using simple linear regression. The results show that the parasocial relationship of Korean content persona simultaneously plays a role in each type of coping strategy by 10.5% for problem-focused coping ($R^2 = 0.105$, $p < 0.000$), emotion-focused coping 7.9% ($R^2 = 0.079$, $p < 0.000$) and maladaptive coping 16.1% ($R^2 = 0.161$, $p < 0.000 = 0.131$). In addition, it was found that the social relationship between the individual and the media persona of Korean content was positively correlated with the duration of accessing the content.

Keywords: parasocial relationships, coping strategy, media persona