

Gambaran Celebrity Worship dan Psychological Well-being pada Remaja Penggemar K-pop

Lila Tamzizu¹, Elga Andriana²

^{1,2}Fakultas Psikologi Universitas Gadjah Mada

E-mail: lilatamzizu@mail.ugm.ac.id, elga.andriana@ugm.ac.id

Abstract. *The adoration or idolization of K-pop idols or what is commonly referred to as celebrity worship can affect the psychological well-being of its fans. This study was conducted with the aim of explaining the description of celebrity worship and psychological well-being in adolescent K-pop fans. The research method used is qualitative with a case study approach. The research participants were teenage K-pop fans who were selected using purposive sampling method. The results of this study show that participants are at different levels of celebrity worship, such as entertainment social value, supportive idolization, and intense personal feeling. In addition, it is known that characteristics in psychological well-being appear in the research participants.*

Keywords: *celebrity worship, psychological well-being, K-pop, remaja*

Abstrak. *Pemujaan atau pengidolaan terhadap idol K-pop atau yang biasa disebut sebagai celebrity worship dapat memengaruhi psychological well-being para penggemarnya. Penelitian ini dilakukan dengan tujuan untuk menjelaskan gambaran celebrity worship dan psychological well-being pada remaja penggemar K-pop. Adapun metode penelitian yang digunakan adalah kualitatif dengan pendekatan studi kasus. Partisipan penelitian merupakan remaja penggemar K-pop yang dipilih menggunakan metode purposive sampling. Hasil penelitian ini menunjukkan bahwa partisipan berada di tingkatan celebrity worship yang berbeda-beda, seperti entertainment social value, supportive idolization, dan intense personal feeling. Di samping itu, diketahui bahwa karakteristik dalam psychological well-being muncul pada partisipan penelitian.*

Kata kunci: *celebrity worship, psychological well-being, K-pop, remaja*