



## **PENGARUH CELEBRITY WORSHIP TERHADAP SELF-CONCEPT CLARITY REMAJA**

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### **Abstrak**

Individu di usia remaja rentan merasa kebingungan terhadap dirinya. *Self-concept clarity* merupakan kepercayaan individu terhadap dirinya yang bersifat jelas, konsisten, dan stabil. Remaja dengan *self-concept clarity* yang rendah lebih mudah untuk terpengaruh oleh lingkungannya, salah satunya adalah media dan selebriti. Media menjadi sarana bagi remaja untuk mendekati diri dengan selebriti yang ia sukai yang kemudian memunculkan fenomena *celebrity worship*. Penelitian ini bertujuan untuk mengetahui pengaruh *celebrity worship* terhadap *self-concept clarity* remaja, dengan hipotesis bahwa semakin tinggi tingkat *celebrity worship* yang dialami, maka akan semakin rendah tingkat *self-concept clarity* remaja. Penelitian ini bersifat kuantitatif. Partisipan terdiri dari 200 remaja Surabaya yang sedang menyukai selebriti. Penelitian menggunakan alat ukur *Celebrity Attitude Scale* (CAS) yang terdiri dari 29 item dan *Self-Concept Clarity Scale* (SCC) yang terdiri dari 12 item. Hasil penelitian menunjukkan bahwa terdapat pengaruh signifikan negatif *celebrity worship* terhadap *self-concept clarity* remaja. Analisis lebih lanjut menunjukkan bahwa perilaku *celebrity worship* memiliki peran dalam menurunkan *self-concept clarity* pada remaja sebesar 8%.

*Kata kunci: Celebrity worship, penggemar, remaja, self-concept clarity*

### **Abstract**

Individuals in their teens or as adolescents are prone to feeling confused about themselves. Self-concept clarity is an individual's belief in himself that is clear, consistent, and stable. Adolescents with low self-concept clarity are more easily influenced by their environment, one of which is the media and celebrities. The media is a means for adolescents to get closer to the celebrities they like which then gave rise to the phenomenon of celebrity worship. This research aims to determine the influence of celebrity worship on adolescents' self-concept clarity, with the hypothesis that the higher the level of celebrity worship experienced, the lower the level of adolescent self-concept clarity. This research is quantitative. The participants consisted of 200 Surabaya teenagers who likes celebrities. This study use the *Celebrity Attitude Scale* (CAS) which consists of 29 items and the *Self-Concept Clarity Scale* (SCC) which consists of 12 items. The results showed that there is a significant negative influence of celebrity worship on adolescents' self-concept clarity. Further analysis shows that celebrity worship behavior has an influence in reducing self-concept clarity in adolescents by 8%.

*Keywords: Adolescents, celebrity worship, fans, self-concept clarity*