

## HUBUNGAN *CELEBRITY WORSHIP* DENGAN PERSEPSI CITRA TUBUH DAN PERILAKU *FAD DIET* PADA REMAJA PUTRI PENGGEMAR *K-POP* DI *PLATFORM X* DI INDONESIA

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### INTISARI

**Latar Belakang:** Perilaku mengagumi idola favorit atau *celebrity worship* dalam media sosial memungkinkan remaja menganggap penampilan idola favoritnya sebagai standar kecantikan untuk dirinya sendiri. Perilaku membandingkan tubuh ini dapat mempengaruhi persepsi citra tubuh remaja dan mengarah ke perilaku *fad diets*.

**Tujuan:** Untuk menganalisis hubungan antara tingkat *celebrity worship* dengan persepsi citra tubuh dan perilaku *fad diets* di kalangan remaja putri penggemar *K-pop* di *platform X* di Indonesia.

**Metode:** Desain penelitian yang digunakan adalah *cross sectional* dengan pendekatan kuantitatif. Populasi penelitian adalah remaja putri berusia 15-18 tahun, penggemar *K-pop* dan aktif di *platform X*. 135 orang responden memenuhi kriteria inklusi dan eksklusi serta mengisi kuesioner yaitu kuesioner CAS, kuesioner MBSRQ-AS, dan kuesioner *fad diets*. Data dianalisis dengan uji *Spearman's rank*.

**Hasil:** Terdapat hubungan yang signifikan positif dan tingkat korelasi sedang antara tingkat *celebrity worship* dengan persepsi citra tubuh ( $p\text{-value}=0,000$ ; nilai  $r=0,389$ ). Tidak terdapat hubungan yang signifikan antara tingkat *celebrity worship* dengan perilaku *fad diets* ( $p\text{-value}=0,591$ ). Persepsi citra tubuh dan perilaku *fad diets* memiliki hubungan yang signifikan positif dan tingkat korelasi rendah ( $p\text{-value}=0,007$ ; nilai  $r=0,231$ ). Terdapat hubungan yang positif dan tingkat korelasi rendah antara status gizi dengan persepsi citra tubuh ( $p\text{-value}=0,003$ ; nilai  $r=0,254$ ).

**Kesimpulan:** Tingkat *celebrity worship* berhubungan dengan persepsi citra tubuh yang mana semakin tinggi tingkat *celebrity worship* maka persepsi citra tubuh akan semakin positif. Sebaliknya semakin rendah tingkat *celebrity worship* maka persepsi citra tubuh akan semakin negatif. Namun tingkat *celebrity worship* tidak memiliki hubungan yang signifikan dengan perilaku *fad diets* pada remaja putri penggemar *K-pop* di *platform X* di Indonesia.

**Kata Kunci:** *Celebrity Worship*, Citra tubuh, *fad diet*, remaja putri, *K-pop*, *platform X*

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## **THE RELATIONSHIP OF CELEBRITY WORSHIP WITH BODY IMAGE AND FAD DIETS BEHAVIOUR IN FEMALE ADOLESCENTS K-POP FANS ON PLATFORM X IN INDONESIA**

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### **ABSTRACT**

**Background:** The behavior of admiring favorite idols or celebrity worship on social media allows teenagers to consider the appearance of their favorite idols as a standard of beauty for themselves. This body comparing behavior can influence teenagers' body image perceptions and lead to fad diets. Fad diet behavior among teenagers is more likely to have a negative impact on teenagers.

**Goal:** To analyze the relationship between the level of celebrity worship and perceptions of body image and fad diet behavior among female adolescents K-pop fans on platform X in Indonesia.

**Methods:** The research design used was cross sectional with a quantitative approach. The research population is female adolescents aged 15-18 years who like K-pop and are active on platform X. There were 135 respondents who met the inclusion and exclusion criteria who filled out questionnaires, namely the CAS, the MBSRQ-AS questionnaire, and the fad diets questionnaire. Data were analyzed using the Spearman's rank test.

**Results:** There is a significant relationship in a positive direction and a moderate level of correlation between the level of celebrity worship and body image ( $p\text{-value}=0.000$ ;  $r\text{-value}=0.389$ ). There is no significant relationship between the level of celebrity worship and fad diet behavior ( $p\text{-value}=0.591$ ). Body image and fad diet behavior have a significant relationship with a positive direction and a low level of correlation ( $p\text{-value}=0.007$ ;  $r\text{ value}=0.231$ ). There is a significant relationship in a positive direction and a low level of correlation between nutritional status and body image ( $p\text{-value}=0.003$ ;  $r\text{ value}=0.254$ ).

**Conclusion:** The level of celebrity worship is related to body image, where the higher the level of celebrity worship, the more positive body image will be. On the other hand, the lower the level of celebrity worship, the more negative body image will be. However, the level of celebrity worship does not have a significant relationship with fad diet behavior among female K-pop fans on platform X in Indonesia.

**Keywords:** Celebrity worship, Body image, fad diet, female adolescents, K-pop, platform X

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