

Peran *Celebrity Worship* dan Pengalaman *Close Relationship* terhadap *Romantic Belief* pada Pembaca *Alternate Universe* (AU) di Platform Twitter (X)

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Abstrak. Penelitian ini bertujuan untuk mengetahui peran *celebrity worship* dan pengalaman *close relationship* terhadap *romantic belief* pada pembaca cerita *Alternate Universe* (AU) di Twitter (X). Penelitian ini menggunakan pendekatan kuantitatif dan metode survei *cross-sectional*. Sebanyak 394 partisipan mengisi survei yang meliputi instrumen *Romantic Belief Scale* (RBS), *Celebrity Attitude Scale* (CAS), dan *Experiences in Close Relationship Scale-Short Form* (ECR-S). Hasil menunjukkan bahwa *celebrity worship* dan pengalaman *close relationship* berkontribusi positif dalam memprediksi *romantic belief* dengan sumbangan efektif sebesar 11,9%. *Celebrity worship* memberikan kontribusi lebih dominan (6,8%) dibandingkan pengalaman *close relationship* dalam *attachment anxiety* (3,7%), sementara dalam *attachment avoidance* tidak signifikan (1,4%). Temuan ini menjelaskan pentingnya keterlibatan emosional dan pengalaman hubungan nyata dalam membentuk keyakinan romantis individu melalui konten fiksi cerita *alternate universe* (AU).

Kata kunci: *celebrity worship, pengalaman close relationship, romantic belief, alternate universe, Twitter (X)*.

Abstract. This research aims to understand the role of celebrity worship and close relationship experiences on romantic beliefs among readers of Alternate Universe (AU) stories on Twitter (X). The study employs a quantitative approach and a cross-sectional survey method. A total of 394 participants completed a survey that included the Romantic Belief Scale (RBS), Celebrity Attitude Scale (CAS), and Experiences in Close Relationships Scale-Short Form (ECR-S). The results indicate that celebrity worship and close relationship experiences positively predict romantic beliefs, with an effective contribution of 11.9%. Celebrity worship has a more dominant contribution (6.8%) compared to close relationship experiences in attachment anxiety (3.7%), while in attachment avoidance, the contribution is not significant (1.4%). These findings highlight the importance of emotional engagement and real relationship experiences in shaping individuals' romantic beliefs through fictional content in alternate universe (AU) stories.

Keywords: *celebrity worship, close relationship experiences, romantic belief, alternate universe, Twitter (X)*