

THE ROLE OF ADULT ATTACHMENT DIMENSIONS IN DETERMINING INDONESIAN UNDERGRADUATE STUDENTS' PARASOCIAL RELATIONSHIP INTENSITY

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Abstract

Parasocial relationships are developed through the same social processes as reciprocal relationships, such as attachment. Categorical attachment styles have been found to affect parasocial relationship intensity, but research using a dimensional approach to attachment is still fairly limited. Additionally, it is not known whether attachment patterns also differ between types of parasocial relationships. This study aims to investigate whether the attachment dimensions Close, Depend and Anxiety play a role in determining parasocial relationship intensity for both parasocial friendship and parasocial love. A total of 151 Indonesian undergraduate students with ages ranging 18-23 were studied in this paper. The data was collected using an online questionnaire. Results were analyzed using both Pearson's correlation and multiple regression analysis. Although there were slight, statistically significant correlations found, none of the attachment dimensions were found to play a significant role in determining parasocial intensity of either type.

Keywords: *Parasocial relationship, parasocial friendship, parasocial love, adult attachment, attachment dimensions*

Abstrak

Hubungan parasosial dikembangkan melalui proses sosial yang sama dengan hubungan resiprokal, seperti kelekatan. Gaya kelekatan berperan dalam intensitas hubungan parasosial, tetapi penelitian yang menggunakan pendekatan dimensional terhadap kelekatan masih terbatas. Selain itu, tidak diketahui apabila kelekatan juga berbeda antara jenis hubungan parasosial. Penelitian ini menyelidiki apakah dimensi kelekatan Close, Depend dan Anxiety berperan dalam menentukan intensitas hubungan parasosial baik untuk persahabatan parasosial maupun cinta parasosial. Sebanyak 151 mahasiswa sarjana Indonesia dengan rentang usia 18-23 tahun diteliti. Data dikumpulkan menggunakan kuesioner daring. Hasil dianalisis menggunakan korelasi Pearson dan analisis regresi berganda. Meskipun ditemukan korelasi yang sedikit dan signifikan secara statistik, tidak ada dimensi kelekatan yang berperan secara signifikan dalam menentukan intensitas hubungan parasosial dari kedua jenis hubungan tersebut.

Kata Kunci: *Hubungan parasosial, pertemanan parasosial, cinta parasosial, kelekatan dewasa, dimensi kelekatan*