

Peran *Perceived Similarity* dan *Celebrity Worship* terhadap *Online Friendship Quality* pada Penggemar Taylor Swift

Din Amalia Shaliha¹ & Avin Fadilla Helmi²

^{1,2}Fakultas Psikologi UGM

Email: ¹dinamaliashaliha@mail.ugm.ac.id, ²avinpsi@ugm.ac.id

Abstract. In the digital era, social media has become a primary platform for forming social relationships, particularly within fandom communities where shared admiration for the same celebrity often facilitates the development of online friendships. This study aims to examine the role of perceived similarity with fellow fans and celebrity worship on the quality of online friendships within the Taylor Swift fan community (Swifties). This study employs a quantitative approach, utilizing an online survey involving a sample of 218 young adult fans. Three primary instruments were used to measure the variables: the Online Friendship Quality Scale, the Inclusion of Other in the Self (IOS) Scale, and the Celebrity Attitude Scale (CAS). The collected data were analyzed using multiple regression to examine the influence of the two independent variables on the dependent variable. The findings demonstrate that perceived similarity among fans and celebrity worship simultaneously predict online friendship quality.

Keywords: Online friendship, celebrity worship, perceived similarity, fandom, Taylor Swift

Abstrak. Di era digital, media sosial telah menjadi platform utama untuk membentuk hubungan sosial, khususnya di dalam komunitas fandom di mana kekaguman pada selebriti yang sama memfasilitasi terbentuknya pertemanan *online* (*online friendship*). Penelitian ini bertujuan untuk menguji peran persepsi kesamaan (*perceived similarity*) dengan sesama penggemar dan pemujaan selebritas (*celebrity worship*) terhadap kualitas *online friendship* pada komunitas penggemar Taylor Swift (Swifties). Studi ini menggunakan pendekatan kuantitatif melalui survei daring yang melibatkan 218 penggemar dewasa muda. Tiga instrumen utama digunakan untuk mengukur variabel: *Online Friendship Quality Scale*, *Inclusion of Other in the Self (IOS) Scale*, dan *Celebrity Attitude Scale (CAS)*. Data yang terkumpul dianalisis menggunakan teknik regresi berganda untuk melihat pengaruh kedua variabel independen terhadap variabel dependen. Hasil penelitian ini menunjukkan bahwa *perceived similarity* antarpenggemar dan *celebrity worship* secara simultan berperan terhadap kualitas pertemanan *online*.

Kata Kunci: *Online friendship*, *celebrity worship*, *perceived similarity*, fandom, Taylor Swift