

### **ABSTRACT**

*This study wants to find out if celebrity worship moderates the relationship between BT21's perceived fit and the attitude towards BT21. BT21 is the result of a collaboration between BTS, one of the most famous boy bands in Korea, and Line Friends. BT21 can be regarded as a brand extension of BTS. Interestingly, BT21 is in a different realm compared to BTS. BT21 is an intellectual property while BTS sells music as its main commodity. This becomes interesting as fans have a tendency to adore their idols, sometimes excessively.*

*This research employs quantitative methods, precisely using surveys. The survey was conducted on 400 respondents. Respondents are BTS fans who lives in Indonesia and know about BT21. The data obtained was then processed using SPSS through various methods including: validity test, reliability test, mean test, correlation test, regression test, and crosstab test. The data is then described descriptively. The results prove three hypotheses, including: (1) BT21's perceived fit has an influence on attitudes towards BT21 among BTS fans, (2) perceived fit and celebrity worship has an influence on attitudes towards BT21 among BTS fans, and (3) celebrity worship moderates the relationship between BT21's perceived fit and attitudes towards BT21 among BTS fans. This means that perceived fit has an influence on attitude towards BT21 and celebrity worship does moderate these two variables. The higher the celebrity worship variable is, the lower the relationship between perceived fit and attitude towards BT21.*

*Keywords: celebrity worship, perceived fit, attitude towards brand, BTS, BT21*

## ABSTRAK

Penelitian ini ingin mengetahui jika pemujaan selebriti memoderasi hubungan antara persepsi kesesuaian BT21 dan sikap terhadap BT21. BT21 merupakan hasil kolaborasi antara BTS, salah satu *boy band* paling terkenal di Korea, dan Line Friends. BT21 dapat dianggap sebagai *brand extension* dari BTS. Menariknya, BT21 berada di dunia yang berbeda dibandingkan dengan BTS. BT21 merupakan sebuah *intellectual property* sementara BTS menjual musik sebagai komoditas utamanya. Ini menjadi menarik karena penggemar memiliki kecenderungan untuk memuja idola mereka secara berlebihan.

Penelitian ini menggunakan metode kuantitatif, tepatnya menggunakan survei. Survei dilakukan pada 400 responden. Responden adalah penggemar BTS yang tinggal di Indonesia dan tahu tentang BT21. Data yang diperoleh kemudian diproses menggunakan SPSS melalui berbagai metode termasuk: uji validitas, uji reliabilitas, uji rata-rata, uji korelasi, uji regresi, dan uji tabulasi silang. Data tersebut kemudian dijabarkan secara deskriptif. Hasilnya membuktikan tiga hipotesis, termasuk: (1) Persepsi kesesuaian BT21 memiliki pengaruh terhadap sikap terhadap BT21 di kalangan penggemar BTS, (2) Persepsi kesesuaian dan pemujaan selebriti memiliki pengaruh terhadap sikap terhadap BT21 di kalangan penggemar BTS, dan (3) Pemujaan selebriti memoderasi hubungan antara persepsi kesesuaian BT21 dan sikap terhadap BT21. Ini berarti bahwa persepsi kesesuaian memiliki pengaruh pada sikap terhadap BT21 dan pemujaan selebriti memoderasi kedua variabel ini. Semakin tinggi variabel pemujaan selebriti, maka semakin rendah hubungan antara persepsi kesesuaian dan sikap terhadap BT21.

Kata Kunci: *celebrity worship, perceived fit, attitude towards brand, BTS, BT21*