ABSTRACT

The Description Of Celebrity Worship On Adolescent K-Pop Boyband Fanboys

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Celebrity worship is an individual’s obsessive behavior to always be involved in every celebrity’s life he likes so that it is carried into the daily life of the individual. Yue and Cheung also explained that celebrity worship is a form of worshiping people who are widely known and attract public and media attention. Celebrity worship is a prominent phenomenon in K-Pop studies as an alternative to pop culture that is now popular in society. One of them is K-Pop fanboys who like boy bands. The purpose of this study was to determine the description of celebrity worship among K-Pop boyband fanboys. The research method used is quantitative. The population in this study were adolescents aged 13-21 years, totaling 351 teenage fanboys, with the determination of the non-probability sampling sample used was purposive sampling. The results showed that study respondents tended to have low scores on the three subscales Celebrity Attitude Scale (Entertainment-Social, Intense-personal, and Borderline-pathological).

Keywords: Celebrity Worship, K-Pop, Fanboys, Adolescents

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