

ABSTRACT

The Effect of Celebrity Worship on Social Network Site Addiction in Female Adolescent K-Pop Fans

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K-Pop fans often use social networking sites as a platform to support their idols. Their deep love for their idols drives fans to keep an eye on the latest news about their idols through social networking sites without knowing the time. K-Pop fans who show indications of Celebrity Worship tend to spend their time enthusiastically following their favorite idols' activities on social networks, which can eventually develop into Social Network Site Addiction. This study focuses on female K-Pop fans aged 12-21 years as research subjects. The aim is to analyze the effect of celebrity worship on social network site addiction in this group. This study uses two measuring instruments, namely the Bergen Social Media Addiction Scale (BSMAS) and the Celebrity Attitude Scale (CAS). The logistic regression method is used to test the research hypothesis. The results of the study indicate that there is a significant positive effect between celebrity worship and social network site addiction in female adolescent K-Pop fans.

Keywords: *Celebrity Worship, Social Network Site Addiction, Adolescent, K-Pop Fans*

Librarians : 45

Publication Years : 2002 - 2024