

ABSTRACT

The Influence of Social Anxiety on Celebrity Worship in Early Adult K-Pop Fans

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The increasing popularity of Korean culture, especially K-pop, has led to intense fan engagement, with some individuals exhibiting obsessive behavior toward their favorite celebrities. This study examines the influence of social anxiety on celebrity worship among young adult K-pop fans in Indonesia. Several researchers have found that celebrity worship is most experienced in early adulthood. This study used a quantitative approach, involving 449 subjects aged 18-25 years who were K-pop fans and active on social media. Data were collected through questionnaires distributed online. The measuring instruments used in this study were the Liebowitz Social Anxiety Scale (LSAS) from Liebowitz to measure social anxiety in early adulthood and the Celebrity Attitude Scale (CAS) from Maltby et al to measure celebrity worship in early adulthood. Statistical analysis, including logistic regression, revealed a significant positive influence between social anxiety and celebrity worship, with social anxiety affecting celebrity worship by 21.7%.

Keywords: *social anxiety, celebrity worship, early adulthood*

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