

ABSTRACT

The Effect of Loneliness on Celebrity Worship in Female Fans of Kpop Boy Groups

Viona Angelia Margareth¹⁾, Aries Yulianto²⁾

1) Student of Psychology Department, Universitas Pembangunan Jaya

2) Lecturer of Psychology Department, Universitas Pembangunan Jaya

There are quite a lot of female fans of K-pop boy groups in Indonesia. Not only they popular with teenage girls but also young adult women are also fans of K-pop boy groups. The increase in a person's admiration for celebrities or famous people, which is sometimes manifested in excessive interest in the lives of these celebrities, is called celebrity worship (McCutcheon et al., 2021). One of the factors that causes celebrity worship is loneliness (Aufa et al., 2019). This study aims to see whether or not there is an effect of loneliness on celebrity worship in female fans of K-pop boy groups. The subjects used in this study were women aged 14-39 years. The instruments used were the UCLA Loneliness Scale Version 3 developed by Russell (1996) and the Celebrity Attitude Scale developed by (Maltby et al., 2005). The results showed that there was a significant negative effect of loneliness on celebrity worship in female fans of K-pop boy groups.

Keywords: Loneliness, Celebrity Worship, Perempuan Penggemar Boy Group Kpop