

ABSTRACT

The Effect of Celebrity Worship on Cyber Aggression Among K-pop Fan Adolescents

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This study aims to examine the influence of celebrity worship (CW) dimensions on cyber aggression (CA) among K-pop fan adolescents. The background of this research shows that K-pop has gained significant global popularity, particularly in Indonesia, where a large number of young fans engage in fan activities on social media. However, such engagement can sometimes lead to negative behaviors like cyber aggression, where fans defend their idols aggressively in online spaces. The study utilizes a quantitative approach with a sample of K-pop fan adolescents. The results indicate that the intense-personal (IP) dimension of CW has a small but significant influence on impulsive aversive aggression (IAV) and impulsive appetitive aggression (IAP), while the borderline pathological (BP) dimension shows a greater impact on controlled aversive aggression (CAV) and controlled appetitive aggression (CAP). These findings suggest that different levels of celebrity worship contribute to varying types of cyber aggression, with impulsive aggression being associated with emotional involvement, while controlled aggression is linked to obsessive and strategic behaviors. The study concludes that celebrity worship can be a significant factor in understanding cyber aggression in K-pop fans, particularly in how emotional and obsessive attachments to idols influence aggressive behaviors in online environments.

Keywords: *Celebrity worship, Cyber aggression, Adolescents, K-pop fans, Impulsive aggression.*