

ABSTRACT

The Effect of Celebrity Worship on Body Image in Female of K-POP Girl Groups Fans with Age Moderation

Khalishah Najla Salsabila¹⁾, Aries Yulianto²⁾

¹⁾ Student of Psychology Department, Universitas Pembangunan Jaya

²⁾ Lecturer of Psychology Department, Universitas Pembangunan Jaya

The rising popularity of K-pop among adolescent and young adult women in Indonesia has brought a notable influence on body perception or body image. One of the factors suspected to affect body image is celebrity worship, which refers to an excessive emotional attachment to celebrities. This study aims to examine the influence of celebrity worship on body image and to test the moderating role of age in that effect. This research employed a quantitative approach with a survey method. A total of 418 female fans of K-pop girl groups aged 12 to 30 participated in the study, selected through convenience sampling. The instruments used were the Celebrity Attitude Scale (CAS) to measure levels of celebrity worship and the Multidimensional Body-Self Relations Questionnaire – Appearance Scale (MBSRQ-AS) to measure body image. Data analysis was conducted using logistic regression. The results showed that celebrity worship significantly influenced body image. However, age was not found to moderate the effect of celebrity worship on body image among K-pop girl group fans. These findings highlight the importance of raising awareness about the influence of celebrities on body perception, regardless of age, especially among female fans in the digital era.

Keywords: *celebrity worship, body image, age, K-pop, girl group, women*