

ABSTRACT

The Effect of Identity Styles on Celebrity Worship in Emerging Adulthood K-Pop fans

Jeralyne Laurenzia¹⁾, Aries Yulianto²⁾

¹⁾ Student of Psychology Department, Universitas Pembangunan Jaya

²⁾ Lecturer of Psychology Department, Universitas Pembangunan Jaya

Most K-Pop fans in Indonesia are in the 20-25 age group. These fans can develop behavior by finding out more about their idol celebrities. This can lead to celebrity worship behavior. In emerging adulthood, they have actually entered the intimacy stage and do not carry out celebrity worship behavior. Celebrity worship behavior can be caused by not fully completing developmental tasks in adolescence. This can be resolved with the appropriate identity style. The purpose of this study is to determine the effect of each identity style on celebrity worship. This research uses quantitative methods with multiple regression analysis. The subjects used in this study were K-Pop fans aged 18-25 years. The instruments used were the Identity Styles Inventory-5 (ISI-5) developed by Berzonsky et al., (2013) and adapted by (Muttaqin, 2021) and the Celebrity Attitude Scale (CAS) developed by (McCutcheon et al., 2021) and adapted by (Tresna et al., 2021). The results showed that there is an influence of informational style, normative and diffuse-avoidance identity styles on celebrity worship in emerging adulthood K-Pop fans.

Keywords: Identity Styles, Celebrity Worship, K-Pop, Emerging Adulthood

Libraries : 46

Publication Years : 1989 - 2023