

**HUBUNGAN ANTARA *PEER ATTACHMENT*
DAN *CELEBRITY WORSHIP* PADA REMAJA
PENGGEMAR *NEO CULTURE TECHNOLOGY* (NCT)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara *peer attachment* dan *celebrity worship* pada remaja penggemar NCT. Hipotesis yang diajukan adalah terdapat hubungan yang positif signifikan antara *peer attachment* dan *celebrity worship*. Subjek dalam penelitian ini adalah 245 remaja penggemar NCT dengan rentang usia 13 tahun – 17 tahun. Penelitian ini menggunakan metode pengambilan sampel dengan teknik *purposive sampling*. Metode pengumpulan data dalam penelitian ini yakni menggunakan skala Likert, yaitu skala *peer attachment* dan skala *celebrity worship*. Skala *peer attachment* memiliki koefisien reliabilitas sebesar $\alpha = 0.951$, sedangkan pada skala *celebrity worship* diperoleh koefisien reliabilitas sebesar $\alpha = 0.841$. Teknik analisis data menggunakan teknik korelasi *Spearman's Rho*, karena data memiliki sebaran yang tidak normal. Hasil dari penelitian ini adalah koefisien korelasi sebesar 0,227 dengan nilai signifikansi $p = 0,000$ ($p > 0,01$). Hal ini menunjukkan bahwa ada hubungan positif antara *peer attachment* dan *celebrity worship* pada remaja penggemar NCT.

Kata kunci: *peer attachment*, *celebrity worship*, NCT.



***CORRELATION BETWEEN PEER ATTACHMENT
AND CELEBRITY WORSHIP IN ADOLESCENT FANS
OF NEO CULTURE TECHNOLOGY (NCT)***

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ABSTRACT

The goal of this research was to deduce the correlation between peer attachment and celebrity worship to adolescent fans of NCT. The hypothesis presented in this research was the positively significant correlation between peer attachment and celebrity worship. The subjects in this research were 245 adolescent of NCT fans between the ages of 13 – 17 years old. The sampling method used for this research was the Likert scale, namely the peer attachment scale and the celebrity worship scale. The reliability coefficient of peer attachment scale is 0,951, meanwhile the reliability coefficient of peer attachment is 0,841. This research used Spearmans Rho correlation technique as the analysis technique because the data distribution was non-normal. The result of this research was a correlation coefficient of 0,227 with a significance value of 0,000 ($p < 0,01$). This suggests that there was a positive relationship between peer attachment and celebrity worship in adolescent fans of NCT.

Keywords: peer attachment, celebrity worship, NCT.

