

ABSTRAK

Manalu, S. E. W. 2023. Hubungan antara Identitas Sosial dengan Kecenderungan Perilaku Prosocial pada Remaja Penggemar K-pop. *Skripsi*. Yogyakarta: Psikologi, Fakultas Psikologi, Universitas Sanata Dharma.

Penelitian ini bertujuan untuk melihat hubungan antara dimensi identitas sosial (dimensi *cognitive centrality*, *ingroup affect* dan *ingroup ties*) dengan dimensi perilaku prososial (dimensi altruistik, kepatuhan, emosional, publik anonim dan krisis). Penelitian ini memperoleh 264 partisipan dengan kriteria dalam rentang umur 18-21 tahun dan merupakan *fans* K-pop. Alat ukur dalam skala kecenderungan perilaku prososial menggunakan teori dari Carlo & Randall (2002) yang bersifat multidimensional dengan reliabilitas *alpha Cronbach* sebesar 0,875 dan skala identitas sosial menggunakan teori dari Cameron (2004) yang bersifat multidimensional dengan reliabilitas *alpha Cronbach* sebesar 0,833. Penelitian ini dianalisis menggunakan metode analisis korelasi *Pearson's Product Moment*. Berdasarkan, hasil uji hipotesis ditemukan bahwa ada hubungan positif yang signifikan pada perilaku prososial (emosional) dengan identitas sosial (*cognitive centrality*). Ada hubungan positif dan signifikan pada perilaku prososial (altruistik, kepatuhan dan krisis) dengan identitas sosial (*ingroup affect*). Selain itu, ada hubungan positif antara perilaku prososial (altruistik, kepatuhan, emosional, anonim, dan krisis) dengan identitas sosial (*ingroup ties*). Ada pun nilai korelasi tertinggi adalah 0,30. Berdasarkan temuan tersebut, dapat disimpulkan bahwa semakin tinggi tingkat perilaku prososial pada dimensi altruistik, kepatuhan, emosional, anonim dan krisis akan semakin tinggi pula tingkat keterikatan identitas sosial pada dimensi *cognitive centrality*, *ingroup affect* dan *ingroup ties*. Begitu pula sebaliknya, semakin rendah tingkat perilaku prososial pada dimensi altruistik, kepatuhan, emosional, anonim dan krisis akan semakin rendah pula tingkat keterikatan identitas sosial pada dimensi *cognitive centrality*, *ingroup affect* dan *ingroup ties*.

Kata Kunci: perilaku prososial, identitas sosial, korelasi, penggemar, kpop, remaja, kuantitatif korelasional

ABSTRACT

Manalu, S. E. W. 2023. The Correlation Between Social Identity and Prosocial Behavior Tendencies Among K-pop. *Thesis*. Yogyakarta: Psychology. Faculty of Psychology, Sanata Dharma University.

The purpose of this study is to investigate the relationship between dimensions of social identity (cognitive centrality, ingroup affect and ingroup ties) and dimensions of prosocial behaviour (altruism, compliant, emotional, public anonymous and dire). This study consists of 264 participants between the ages of 18 until 21 who were K-pop fans. The measuring tool for the prosocial behaviour tendency scale uses the theory from Carlo & Randall (2002) which is multidimensional with a Cronbach's alpha reliability of 0.875 and the social identity scale uses the theory from Cameron (2004) which is multidimensional with a Cronbach's alpha reliability of 0.833. This research was analyse using Pearson's Product Moment correlation analysis method. Based on the results of hypothesis testing, it was found that there is a significant positive relationship between prosocial (emotional) behaviour and social identity (cognitive centrality). There is a positive and significant relationship between prosocial behaviour (altruism, compliant and dire) with social identity (ingroup affect). Apart from that, there is a positive relationship between prosocial behaviour (altruism, compliant, emotional, anonymous, and dire) and social identity (ingroup ties). The highest correlation value is 0.30. Based on these findings, it can be concluded that the higher level of prosocial behaviour in the dimensions of altruism, compliant, emotional, anonymous and dire, the higher level of social identity attachment in the dimensions of cognitive centrality, ingroup affect and ingroup ties. Vice versa, the lower level of prosocial behaviour in the dimensions of altruism, compliant, emotional, anonymous and dire, the lower level of the existence of social identity in the cognitive dimensions of centrality, ingroup influence and ingroup ties.

Keywords: *prosocial behaviour, social identity, correlation, fans, k-pop, teenagers, quantitative correlation methodology*