

## HUBUNGAN ANTARA *CELEBRITY WORSHIP* DAN PENYESUAIAN SOSIAL PADA K-POPER DEWASA AWAL

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### ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara *celebrity worship* dan penyesuaian sosial pada K-poper dewasa awal. Hipotesis dalam penelitian ini adalah terdapat hubungan negatif antara *celebrity worship* dan penyesuaian sosial pada K-poper dewasa awal. Penelitian ini menggunakan pendekatan kuantitatif korelasional dengan teknik pengambilan sampel *non-probability sampling*. Subjek pada penelitian ini berjumlah 206 K-poper dewasa awal dengan rentang usia 18 – 40 tahun. Kedua variabel pada penelitian ini diukur dengan metode skala, yaitu *Celebrity Attitude Scale* (CAS) ( $\alpha = .895$ ) dan skala penyesuaian sosial ( $\alpha = .888$ ) yang disebarluaskan secara daring melalui aplikasi Instagram, Whatsapp, dan Facebook. Hasil uji korelasi *Spearman Rho* menunjukkan korelasi yang positif ( $r = .650$ ) dengan signifikansi  $.000$ . Berdasarkan hasil penelitian, maka terdapat hubungan yang positif dan signifikan antara *celebrity worship* dan penyesuaian sosial pada K-poper.

**Kata kunci:** *celebrity worship*, penyesuaian sosial, dewasa awal

***THE RELATIONSHIP BETWEEN CELEBRITY WORSHIP AND SOCIAL  
ADJUSTMENT IN EARLY ADULTHOOD K-POPERS***

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**ABSTRACT**

*This study aims to determine the relationship between celebrity worship and social adjustment in early adult K-popers. The hypothesis in this study states that there is a negative relationship between celebrity worship and social adjustment in early adult K-popers. This study utilizes a quantitative correlational approach with non-probability sampling techniques. The subjects in this study involves 206 early adult K-popers with an age range of 18 - 40 years. Both of the variables in this study were measured using the scale method, the Celebrity Attitude Scale (CAS) ( $\alpha = .895$ ) and the social adjustment scale ( $\alpha = .888$ ) which were distributed via online through the Instagram, WhatsApp, and Facebook. The results of the Spearman Rho correlation test showed a positive correlation ( $r = .650$ ) with a significance of  $.000$ . Based on the results of the study, there is a positive and significant relationship between celebrity worship and social adjustment in early adult K-popers.*

***Keywords: celebrity worship, social adjustment, early adulthood***