

ABSTRACT

DESCRIPTION OF CELEBRITY WORSHIP SYNDROME BEHAVIOR AMONG KOREAN POP (K-POP) FAN STUDENTS AT FACULTY OF HEALTH SCIENCES UNIVERSITAS JENDERAL SOEDIRMAN

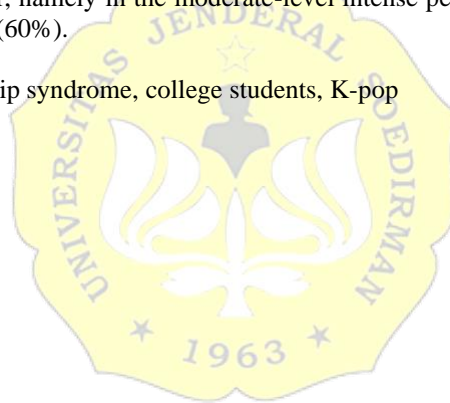
Background: College students are one of the groups of individuals who make up the K-pop fan base. K-pop fans engage in "fangirling" or "fanboying" to express admiration for their idols. However, if excessive, it can lead to celebrity worship syndrome, where fans actively seek information about the idol to the point of obsession. This study aims to determine the description of celebrity worship behavior in K-pop fan students at the Faculty of Health Sciences, Universitas Jenderal Soedirman.

Methodology: This study uses a quantitative descriptive research design with a cross-sectional approach. The number of respondents in this study was 110 using the convenience sampling technique. The research was conducted using a questionnaire instrument. The data were processed using univariate analysis.

Research Results: The results showed 84 respondents (76.4%) had high levels of celebrity worship syndrome in the entertainment social category, 66 respondents (60%) in the moderate intense personal feeling category and 100 respondents (90.9%) in the low borderline pathological category.

Conclusion: Most K-pop fan students at the Faculty of Health Sciences have moderate celebrity worship syndrome behavior, namely in the moderate-level intense personal feeling category, with as many as 66 respondents (60%).

Keywords: celebrity worship syndrome, college students, K-pop



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Latar Belakang: Mahasiswa merupakan salah satu kelompok individu yang menjadi basis penggemar K-pop. Penggemar K-pop terlibat dalam "fangirling" atau "fanboying" untuk mengekspresikan kekaguman terhadap idola mereka. Namun, apabila terjadi secara berlebihan maka dapat menyebabkan sindrom pemujaan selebriti dimana penggemar secara aktif mencari informasi tentang sang idola sampai pada titik obsesi. Penelitian ini bertujuan untuk mengetahui gambaran perilaku celebrity worship pada mahasiswa penggemar K-pop di Fakultas Ilmu-ilmu Kesehatan Universitas Jenderal Soedirman.

Metodologi: Penelitian ini menggunakan quantitative descriptive research design with a cross-sectional approach. Jumlah responden dalam penelitian ini adalah 110 orang dengan metode convenience sampling technique. Penelitian dilakukan dengan menggunakan instrumen kuesioner. Data diolah dengan menggunakan analisis univariat.

Hasil Penelitian: Hasil penelitian menunjukkan 84 responden (76.4%) memiliki celebrity worship syndrome kategori entertainment social tingkat tinggi, 66 responden (60%) pada kategori sedang intense personal feeling dan 100 responden (90.9%) pada kategori borderline pathological yang rendah.

Kesimpulan: Mayoritas mahasiswa penggemar K-pop di Fakultas Ilmu-ilmu Kesehatan memiliki perilaku celebrity worship syndrome level sedang, yaitu pada kategori intense personal feeling tingkat sedang sebanyak 66 responden (60%).

Kata Kunci: celebrity worship syndrome, K-pop, Mahasiswa

