

## **ABSTRAK**

Budaya K-Pop telah menciptakan bentuk perilaku penggemar dalam mendukung dan mencintai idola secara berlebihan yaitu perilaku *Celebrity Worship Syndrome* yang menunjukkan sikap fanatik dan obsesif penggemar kepada idola yang terdiri dari tiga tahapan : tahap pengenalan idola (*entertainment social*), tahap pendalaman perasaan (*intense personal feeling*) dan tahap tindakan irasional (*borderline pathological*). Penelitian ini bertujuan untuk mengetahui perilaku *Celebrity Worship Syndrome* pada kalangan remaja penggemar K-Pop di Purwokerto. Metode yang digunakan adalah metode penelitian kombinasi (*mixed methods*) model *concurrent embedded* dengan kuesioner, wawancara, observasi dan dokumentasi sebagai pengumpulan data. Teknik *sampling* yang digunakan ialah *simple random sampling* dengan total sampel sebanyak 80 responden. Hasil penelitian menunjukkan bahwa penggemar K-Pop di Purwokerto sangat terindikasi melakukan perilaku *Celebrity Worship Syndrome* pada tahap *entertainment social* dan *intense personal feeling* dikarenakan rasa obsesif dan keingintahuan yang berlebih kepada idola. Sedangkan pada tahap *borderline pathological* menunjukkan hasil terindikasi yang disebabkan penggemar telah mencapai puncak sikap fanatisme dengan melakukan tindakan yang bersifat irasional.

**Kata kunci : k-pop, celebrity worship syndrome, remaja**

## **ABSTRACT**

*K-Pop culture has created a form of fan behavior in supporting and loving idols excessively, namely the behavior of Celebrity Worship Syndrome which shows fanatical and obsessive attitudes towards idols which consists of three stages: the stage of idol recognition (entertainment social), the stage of deepening feelings (intense personal feeling) and the irrational action stage (borderline pathological). This study aims to determine the behavior of Celebrity Worship Syndrome among adolescent K-Pop fans in Purwokerto. The method used is a mixed method with concurrent embedded models with questionnaires, interviews, observation and documentation as data collection. The sampling technique used was simple random sampling with a total sample of 80 respondents. The results showed that K-Pop fans in Purwokerto were strongly indicated to have committed Celebrity Worship Syndrome behavior at the social entertainment stage and intense personal feelings due to obsessive feelings and excessive curiosity towards idols. Meanwhile, at the borderline pathological stage, the indicated results were due to the fact that fans had reached the peak of their fanaticism by engaging in irrational actions*

**Keywords : k-pop, celebrity worship syndrome, teen**