

HUBUNGAN ANTARA *SELF-CONTROL* DENGAN *CELEBRITY WORSHIP* PADA PENGGEMAR *BOYBAND THE BOYZ*

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Abstrak

Celebrity worship yang berlebihan dapat menimbulkan dampak-dampak negatif terhadap individu maupun orang-orang di sekitarnya, seperti membuang-buang waktu dan materi untuk idolanya. Beberapa penelitian terdahulu menjelaskan bahwa *self-control* dapat meminimalkan *celebrity worship* dalam diri seseorang. Penelitian ini bertujuan untuk mengetahui hubungan antara *self-control* dengan *celebrity worship* pada penggemar *boyband* The Boyz. Populasi dalam penelitian ini merupakan penggemar The Boyz yang tergabung dalam Fanpage The B Jogja dan pernah membeli album maupun *merchandise* dan/atau mengikuti kegiatan yang berhubungan dengan The Boyz. Sampel dalam penelitian ini sebanyak 140 orang (98,57% perempuan; rata-rata usia = 21 tahun), yang diperoleh dengan menggunakan teknik *convenience sampling*. Alat ukur yang digunakan yaitu Skala *Self-Control* (29 aitem, $\alpha = 0,92$) dan Skala *Celebrity Worship* (20 aitem, $\alpha = 0,84$). Uji hipotesis menggunakan analisis statistik non-parametrik *Spearman-Rho* dan menunjukkan bahwa terdapat hubungan negatif yang tidak signifikan antara *self-control* dan *celebrity worship* ($r_{xy} = -0,09$, $p = 0,28$ ($p > 0,05$)). Artinya, semakin tinggi *celebrity worship* tidak diikuti dengan semakin rendah *self-control*.

Kata kunci: *self-control*, *celebrity worship*, penggemar The Boyz

THE RELATIONSHIP BETWEEN SELF-CONTROL AND CELEBRITY WORSHIP AMONG FANS OF BOYBAND THE BOYZ

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Abstract

Excessive celebrity worship can have negative effects on individuals and those around them, such as wasting time and material for their idols. Several previous studies have explained that self-control can lessen celebrity worship behavior in a person. This study aims to determine the relationship between self-control and celebrity worship among fans of the boyband The Boyz. The population in this study are The Boyz fans who are members of Fanpage The B Jogja and have bought albums or merchandise and/or participated in activities related to The Boyz. The sample in this study was 140 people (98.57% female; average age = 21 years old), which was obtained using a convenience sampling technique. The measurement tools used in this study are the Self-Control Scale (29 items, $\alpha = 0.92$) and the Celebrity Worship Scale (20 items, $\alpha = 0.84$). Hypothesis testing in this study were using non-parametric Spearman-Rho statistical analysis and showed that there was an insignificant negative relationship between self-control and celebrity worship ($r_{xy} = -0.09$, $p = 0.28$ ($p > 0.05$)). That is, the higher the celebrity worship is not followed by the lower the self-control.

Kata kunci: *self-control, celebrity worship, The Boyz fans*