

ABSTRAK

Fenomena *cyberbullying* banyak terjadi pada kalangan penggemar k-pop, salah satu pemicu terjadinya *cyberbullying* adalah *celebrity worship*. Penelitian ini bertujuan untuk mengetahui hubungan antara *celebrity worship* dengan perilaku *cyberbullying* pada penggemar k-pop di media instagram. Subjek penelitian ini didapatkan dengan menyebarkan skala kepada pengguna instagram yang mem-follow akun idol *boyband/girlband official* melalui grup atau khusus atau komunitas penggemar kpop melalui instagram, whatsapp, facebook dan twitter. Dari hasil penyebaran skala didapatkan subjek penelitian dengan jumlah 163 penggemar k-pop berusia 18-21 tahun. Pengumpulan data dilakukan menggunakan Skala *Celebrity worship* dan Skala Perilaku *Cyberbullying*. Teknik analisis yang digunakan adalah korelasi *Product Moment* dari Karl Pearson. Hasil penelitian menunjukkan nilai koefisien korelasi $r_{xy} = 0,197$ dengan taraf signifikansi sebesar $p < 0,01$ yang berarti ada hubungan positif yang signifikan antara *celebrity worship* dengan perilaku *cyberbullying*. Semakin tinggi tingkat *celebrity worship* penggemar k-pop semakin tinggi pula tingkat perilaku *cyberbullying*-nya.

Kata Kunci: Perilaku *Cyberbullying*, *Celebrity worship*, Penggemar K-pop, Instagram

ABSTRACT

The cyberbullying phenomenon is common among k-pop fans, one of the triggers for cyberbullying is celebrity worship. This study aims to determine the relationship between celebrity worship and cyberbullying behavior on k-pop fans on Instagram media. The subjects of this study were obtained by distributing the scale to Instagram users who follow official boyband / girlband accounts through groups or special or kpop fan communities via Instagram, WhatsApp, Facebook and Twitter. From the results of the distribution of the scale, it was found that 163 k-pop fans aged 18-21 years were the research subjects. The data were collected using the Celebrity Worship Scale and the Cyberbullying Behavior Scale. The analysis technique used is the Product Moment correlation from Karl Pearson. The results showed the value of the correlation coefficient $r_{xy} = 0.197$ with a significance level of $p < 0.01$, which means that there is a significant positive relationship between celebrity worship and cyberbullying behavior. The higher the level of celebrity worship by k-pop fans, the higher the level of cyberbullying behavior.

Keyword : Cyberbullying behaviour, Celebrity worship, K-pop fans , Instagram