

## ABSTRAK

Fenomena *celebrity worship* dapat berkontribusi terhadap *problematic internet use*, terutama karena internet mempermudah aktivitas *celebrity worship* para penggemar kepada selebriti idolanya. Penelitian ini bertujuan untuk mengetahui ada tidaknya hubungan antara *celebrity worship* dengan *problematic internet use* pada dewasa awal yang memiliki selebriti idola. Hipotesis penelitian ini yaitu terdapat hubungan yang positif antara *celebrity worship* dengan *problematic internet use* pada dewasa awal yang memiliki selebriti idola. Pengumpulan data dilakukan dengan penyebaran kuesioner melalui *online*. *Problematic internet use* diukur dengan menggunakan *Generalized Problematic Internet Use Scale-2* (GPIUS-2) yang telah dimodifikasi oleh Anggunani dan Purwanto (2019), yang berisi 15 aitem dengan nilai reliabilitas ( $\alpha$ ) sebesar 0,893. *Celebrity worship* diukur menggunakan *Celebrity Attitude Scale* (CAS) yang telah dimodifikasi oleh peneliti, yang berisi 15 aitem dengan nilai reliabilitas ( $\alpha$ ) sebesar 0,929. Data dianalisis menggunakan metode *Spearman Rank Correlation* dengan bantuan aplikasi IBM SPSS 27. Metode sampling yang digunakan yaitu *purposive sampling*, dengan jumlah subjek penelitian yaitu 208 dewasa awal usia 18-25 tahun, memiliki selebriti idola, dan aktif menggunakan internet setiap harinya. Hasil penelitian memperoleh nilai koefisien sebesar 0,679, dengan signifikansi  $p=0,000$  ( $p<0,05$ ). Oleh karena itu, terdapat hubungan positif antara *celebrity worship* dengan *problematic internet use* pada dewasa awal yang memiliki selebriti idola, dengan korelasi yang tergolong kuat dan signifikan. Kemudian, *celebrity worship* memiliki kontribusi 50,1% terhadap *problematic internet use*. Sedangkan sisanya 49,9% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini.

**Kata Kunci:** *celebrity worship*, *dewasa awal yang memiliki selebriti idola*, *problematic internet use*

## ABSTRACT

*The phenomenon of celebrity worship can contribute to problematic internet use, especially because the internet makes it easier for fans to worship their celebrity idols. This study aims to determine whether there is a relationship between celebrity worship and problematic internet use in young adults who have celebrity idols. The hypothesis of this study is that there is a positive relationship between celebrity worship and problematic internet use in young adults who have celebrity idols. Data collection was carried out by distributing questionnaires online. Problematic internet use was measured using the Generalized Problematic Internet Use Scale-2 (GPIUS-2) which has been modified by Anggunani and Purwanto (2019) that contains 15 items with a reliability value ( $\alpha$ ) of 0.893. Celebrity worship was measured using the Celebrity Attitude Scale (CAS) which has been modified by the researcher, which contains 15 items with a reliability value ( $\alpha$ ) of 0.929. The data were analyzed using the Spearman Rank Correlation method with the help of the IBM SPSS 27. The sampling method used was purposive sampling, with the number of research subjects being 208 early adults aged 18-25 years, have celebrity idols, and actively using the internet every day. The results of the study obtained a*

*coefficient value of 0.679, with a significance of  $p = 0.000$  ( $p < 0.05$ ). Therefore, there is a positive relationship between celebrity worship and problematic internet use in young adults who have celebrity idols, with a correlation that is relatively strong and significant. Then, celebrity worship has a contribution of 50.1% to problematic internet use. While the remaining 49.9% is influenced by other factors not examined in this study.*

**Key words:** *celebrity worship, problematic internet use, , young adults who have celebrity idols*