



THE RELATIONSHIP OF LONELINESS WITH CELEBRITY WORSHIP IN ADULT WOMEN

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Abstract: *The aim of this research at Bhayangkara University, Greater Jakarta is to determine the relationship between adult women's feelings of loneliness and their admiration for celebrities. The method used is purposive sampling combined with a non-probability sampling approach and quantitative research design. The participants in this research consisted of adult undergraduate students enrolled in the Management Study Program at Bhayangkara University, Faculty of Economics and Business, Greater Jakarta. This research involved 200 respondents as samples. Data analysis uses multiple linear analysis with the help of SPSS version 25. The research results in this study show that the normality test, linearity test, correlation test and homogeneity test, the loneliness variable and the celebrity worship variable have data that is normally distributed, has a linear nature, and has a relationship. which are correlated and have a homogeneous relationship.*

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INTRODUCTION

Individuals who experience loneliness are associated with poor communication skills so that they are unable to engage in social activities that might reduce their loneliness. Therefore, to reduce loneliness they will use media, such as films and television. Lonely individuals do not need communication skills to be able to interact with their favorite celebrities through the media (Ashe and McCutcheon, 2001). In this case, K-Pop fans who practice celebrity worship are also associated with the individual's own inability to carry out social activities, including communicating. Therefore, K-Pop fans overcome the loneliness they experience by watching the K-Pop idols they like through various media.

This is because according to Rubin and Rubin (1985), media use can fulfill individuals' interpersonal needs that they do not get from their social environment. In addition, fewer social demands, such as not requiring individuals to communicate with other people and not forcing them to experience discomfort, make individuals interested in parasocial relationships (Ashe and McCutcheon, 2001).

Apart from loneliness, there are several factors that can influence celebrity worship, including that as you get older, your passion for idols will decrease, and passion for idols is found to be more common in women. A person's poor psychological well-being and low self-esteem also play a role in increasing the passion for idols or celebrity worship.

According to Perlman and Peplau (1981), loneliness itself is a normal experience that can be experienced by anyone, but loneliness can develop to an extreme pathological stage. Loneliness itself is explained as an individual's bad and subjective experience related to deficiencies in social relationships both quantitatively and qualitatively. In line with this, Russell et al. (1984) also stated that loneliness is an unpleasant subjective experience, a type of negative affective state such as anxiety to depression, because there is a perceived lack of social relationships both quantitatively, namely not having a certain number of friends, and qualitatively, namely the perceived intimacy with other people. not enough. Furthermore, Weiss (in Peplau and Perlman, 1982) explained that loneliness is different from being alone but is the result of a lack of attachment to other people.

The term "adult" in English, or "adultus" in Latin, refers to a person who has finished growing and is ready to join other adults in society. According to Hurlock (1980), early adulthood is a time when people start acclimating to new societal norms and life patterns, such as their responsibilities as parents or spouses. In keeping with Arnett's (in Santrock, 2018) explanation of early adulthood, which is the period between the ages of 18 and 25 when a person transitions from adolescence to adulthood, as well as emerging adulthood or growing up.

Early adulthood, according to Erikson (in Mhnks, Knoers, and Haditono, 2014), is the time after adolescence during which a person can discover their own personality. People now go into the sixth stage of growth, which is intimacy as opposed to solitude. Erikson (in Santrock, 2008) defines intimacy as a state in which a person finds and simultaneously loses themselves in another person. It also necessitates commitment to that other person. An individual will experience a state of isolation if they are unable to establish close relationships with others, which will undoubtedly have a detrimental effect on their personality. Isolation can have detrimental effects on people, such as leading them to mimic, disregard, or even assault other people.

On the other hand, celebrity worship stresses using the media as a conduit and lays a greater focus on celebrities as the object. This is a result of celebrity worship, which has its roots in the concepts of parasocial relationship and parasocial interaction. Horton and Wohl (1956) first introduced these concepts, which describe the one-way relationships and interactions that occur between the players and the viewers of mass media like radio, television, and film. According to McCutcheon, Zsila, and Demetrovics (2021), celebrity worship is viewed as an excessive behavior that can be linked to a number of other addictive behaviors, including compulsive buying, problematic internet and social media

use, and gambling addiction. These behavioral disorders have a negative impact on social interactions, cognitive function, and performance at work and in school.

In addition, McCutcheon et al. (2002) found that, in line with Erikson's earlier assertion, one reason people become fixated on their heroes is in order to construct a sense of self. In an attempt to become close to and emulate their idol, fans will search for every detail about them; if this behavior is allowed to continue, it will lead to an even more severe kind of addiction.

According to McCutcheon et al. (2003), there are three aspects to celebrity worship. The first is entertainment-social, when followers frequently search for any information pertaining to the celebrities they admire. This was demonstrated by a 2017 Kumparan survey that found 28% of followers may spend more than 6 hours a day on the internet simply looking for information about their idol. While 16% of fans use social media for less than an hour a day, 56% of fans use it for one to five hours a day to learn about their idols.

From the explanation above, it can be concluded that recently, in the last 5 years to be precise, there has been an increase in celebrity worship or a penchant for dramatic idols. A significant cause is known to be the result of social media access which is also increasing all the time. Some fans access social media to feel closer to various aspects of the personal lives of the K-Pop idols they like. However, this increase in social media access is a reaction that arises as a result of poor individual mental health such as anxiety, depression and loneliness. This is proven by a recent survey which stated that almost all respondents in Indonesia experienced loneliness during the pandemic, some even thought they wanted to take their own lives and hurt themselves. Therefore, researchers are interested in exploring information related to "The Relationship between Loneliness and Celebrity Worship in Adult Women".

METHOD

In this research, the method used is a quantitative approach with correlational analysis. Quantitative research methods according to Sugiyono (2016) are based on the philosophy of positivism, which is the view that reality is considered as something concrete, can be observed with the five senses and can be categorized based on certain characteristics such as shape, type, color and behavior. Apart from that, quantitative research methods are relatively fixed, can be measured and proven to be true.

The sample is part of the population that can represent the entire population (Sugiyono, 2016). Azwar (2017) explained that the more heterogeneous the research population, the larger the sample that must be taken. In this way, it is hoped that we can obtain normally distributed data. Crocker and Algina (in Azwar, 2017) stated that the sample taken in a study of 200 people was considered adequate. Because the exact population in this study is not known, the researchers will use the suggestions from Crocker and Algina to determine the sample size, namely at least 200 people.

The process of taking multiple samples is known as the sampling approach (Sugiyono, 2016). In this study, a purposive sampling model is combined with a non-probability sampling technique. Non-probability sampling, according to Sugiyono (2016), is a

sampling method that does not provide every member of the population with an equal chance of being chosen for a sample. Purposive sampling, which is a sample technique used in this study based on specific considerations, is used (Sugiyono, 2016).

According to Sugiyono (2016) research instruments are tools used to collect data in the form of questionnaires, tests, or as a guide for observations and interviews. This research uses a psychological scale as a research instrument using Likert scale measurements. Periantalo (in Saifuddin, 2020) explains that a psychological scale is a scale used to measure non-cognitive aspects through items that are arranged based on a concept or theory of the variable to be measured and produces data in the form of scores obtained through a psychometric process. According to Sugiyono (2016), the Likert scale itself is used to measure attitudes, perceptions and opinions of a person or group regarding social phenomena.

The Celebrity Worship scale was prepared on the basis of the three dimensions of celebrity worship proposed by McCutcheon, et al. (2003) namely entertainment-social, intense personal, and borderline-pathological. The loneliness scale is prepared on the basis of three dimensions consisting of personality, social desirability, and depression which were proposed by Russell (1980).

Azwar (2017) explains that validity is the accuracy and accuracy of research instruments in their measuring function. In other words, validity is the extent to which a measurement can reveal accurately and thoroughly the data to be measured. The validity that will be used in this research is content validity or construct validity as explained by Jamie DeCoster; Alternant (in Azwar, 2017) as the extent to which the operational definition (behavioral indicators) can describe the construct you want to measure. The discriminatory power of an item (item validity) is the extent to which an item is able to determine individuals who match the attribute to be measured. Valid items have a rit value ≥ 0.3 or can be considered to reduce it to 0.25. The validity test in this research will use SPSS version 26 software for Windows.

Reliability according to Azwar (2017) is the degree of trust or consistency and also the accuracy of measuring instruments. The range of reliability coefficients ($r_{xx'}$) is from 0 to 1.00. What this means is that the higher the resulting reliability coefficient, the more reliable the measurement data. Reliability is considered satisfactory if it reaches a minimum value of 0.900 or at least as high as 0.80 or 0.85. This research uses an internal consistency test with the Cronbach Alpha reliability coefficient formula, where the data for calculating it is generated from only presenting the scale once to a predetermined sample.

Data analysis in this research is based on the established research hypothesis, namely to be able to determine whether or not there is a relationship between loneliness as an independent variable and celebrity worship as a dependent variable. The data analysis technique used is Pearson product moment correlation. Calculations were carried out computerized with the help of SPSS version 26.0 software for Windows.

RESULTS AND DISCUSSION

Based on the results of the basic assumption test performed on the variable normality test, which was 0.649, it is possible to conclude that the SPSS test data is

normally distributed because the significance level is more than 0.05, implying that H0 is rejected because the data is invalid. Normally distributed.

Validity and Reliability

The degree to which a measuring device can reveal what it wishes to reveal is known as its validity. Do the measuring tool's items accurately reflect what they are intended to reveal and do they not expose information that is not relevant to the measure? (Periantalo, 2016). The term "validity" refers to the degree of accuracy with which a scale or test performs its intended measurement purpose. When a measurement yields data that precisely describes the variable being measured as intended by the measurement's purpose, it is considered to have high validity (Azwar, 2012).

The first step in carrying out content validity is establishing an appropriate construct, done by identifying the theory underlying the psychological attribute being measured. The second step is to formulate behavioral indicators. The third step is to create a blue print which will serve as a reference for writing items. The fourth step is to create items by paying attention to the rules. The fifth step is expert judgment, carried out by a competent expert by checking each item so that it matches the behavioral indicators. The final step is scale testing (Azwar, 2012). Instrument testing is carried out using an item discrimination power test called item validity (Periantalo, 2016).

Table 1. Validity Test of Loneliness

	Corrected Item-Total Correlation
Aitem 1	0.629
Aitem 2	0.342
Aitem 3	0.529
Aitem 4	0.506
Aitem 5	0.498
Aitem 6	0.575
Aitem 7	0.651
Aitem 8	0.505
Aitem 9	0.330
Aitem 10	0.640
Aitem 11	0.716
Aitem 12	0.575
Aitem 13	0.575
Aitem 14	0.546
Aitem 15	0.433
Aitem 16	0.607

Aitem 17	0.641
Aitem 18	0.621
Aitem 19	0.629
Aitem 20	0.442
Aitem 21	0.551

Table 2. Validity Celebrity Worship

	Corrected Item-Total Correlation
Aitem 1	0.570
Aitem 2	0.322
Aitem 3	0.557
Aitem 4	0.511
Aitem 5	0.471
Aitem 6	0.562
Aitem 7	0.620
Aitem 8	0.441
Aitem 9	0.317
Aitem 10	0.582
Aitem 11	0.709
Aitem 12	0.602
Aitem 13	0.571

Reliability, on the other hand, derives from the phrase reliability index, which itself derives from the words rely and ability. High dependability measures are referred to as reliable measurements. The degree to which measurement data can be believed is the fundamental premise behind the concept of dependability, despite the fact that it has many different interpretations. This speaks to the degree to which the measuring device is reliable and capable of taking measurements. Via measurement findings, reliability demonstrates the degree of consistency of the measuring tool. Because error factors influence individual score differences more than true differences, faulty measurements will result in erroneous results (Azwar, 2012).

A reliability coefficient, whose values fall between 0 and 1.00, is a measure of reliability. Higher dependability is indicated by a reliability coefficient that approaches 1.00. On the other hand, a smaller coefficient that approaches 0 indicates a lesser level of reliability (Azwar, 2012).

Table 2. Reliability Test

	Skor Reliabilitas	Keterangan
Kesipian	0.910	Reliabel
<i>Celebrity Worship</i>	0.859	Reliabel

Normality Test

The results of the normality test are used to establish whether or not the collected data is normally distributed. utilizing a formula with IBM SPSS software assistance. When conducting a normality test, the standard used to determine if the data is normally distributed is $p > 0.05$. On the other hand, it might be said that the data are not regularly distributed if $p < 0.05$. The following table illustrates it according to the normalcy test results:

Table 2. Normality Test

Significant	Information
0.649	Normally

The normality test findings showed that a significant value (p) of 0.649 was found. The findings indicate that the data in this variable is regularly distributed because the significance level (p) > 0.05 .

Linearity Test

The purpose of the linearity test is to determine whether loneliness and celebrity worship are correlated linearly. It can be concluded that this test is linear because it employs the Test for Linearity with a significance < 0.05 . The reference utilized in the linearity test is that a linear relationship can be said to exist if $p > 0.05$. Conversely, it can be said that there is no linear relationship between the two variables if $p < 0.05$. The following table illustrates it based on the linearity test results:

Table 3. Linearity Test

Significant	Information
0.955	Linearly

There was a significant value (p) of 0.955 based on the linearity test results. The data in this variable is linearly distributed, as indicated by the results, which also indicate that it is significant (p) > 0.05 .

Correlation Test

The purpose of the correlation test is to determine whether the two variables under study are connected or not, as well as to indicate whether the relationship is positive or negative. With the aid of IBM SPSS for Windows version 25, the author performed

statistical correlation data analysis. The author employed the Pearson Product Moment correlation analysis approach to examine the link between two variables based on a significance value of less than 0.05, which indicates that the data is correlated. Correlation tests were performed to test hypotheses. In contrast, there is no correlation in the data if significance is greater than 0.05. The correlation test's findings are displayed in the following table:

Tabel 4. Correlation Test

Signifikan	Keterangan
0.972	Berkorelasi

Based on the results of the correlation test, a significant value (p) of 0.972 was obtained. The results show that it is significant (p) > 0.05, meaning the data in this variable is correlated.

Homogeneity Test

Homogeneity testing is used to determine whether several population variants are the same or not. The equality of two variances test is used to test whether the data distribution is homogeneous or not, namely by comparing the two variances. The homogeneity test can be carried out if the data group is in a normal distribution. The homogeneity test is carried out to show that the differences that occur in statistical tests really occur due to differences between groups (Usmadi, 2020). This homogeneity test was chosen for data analysis because by carrying out a homogeneity test, the data obtained will show fundamental differences between the two groups, not from low variance within one group. Based on the results of the homogeneity test, it can be seen in the following table:

Tabel 5. Homogeneity Test

Signifikan	Keterangan
0.105	Bersifat Homogen

Based on the results of the homogeneity test, a significant value (p) of 0.105 was obtained. The results show that it is significant (p) > 0.05, meaning the data in this variable is homogeneous.

CONCLUSION

Based on the results of assumption tests which include normality tests, linearity tests, correlation tests and homogeneity tests, the Loneliness variable and the Celebrity Worship variable have data that is normally distributed, has a linear nature, has a correlated relationship and has a homogeneous relationship.

Drawing from the results of the basic assumption test, which was conducted on the normality test results for this variable of 0.649, it is possible to conclude that the data from

the SPSS test is normally distributed because its significance level is greater than 0.05, meaning that H₀ is rejected because the data is normally distributed.

The variable association is linear (H₀ is rejected because the data have a linear relationship) if the linearity test results indicate a result of $0.955 > 0.05$. This method is used to calculate the magnitude of the association between celebrity worship and loneliness.

The Pearson Product Moment correlation approach was used to investigate the relationship between loneliness and celebrity worship; the results showed that the correlation coefficient was 0.972. based on a $0.000 < 0.05$ significant value (p). There is a correlation between loneliness and celebrity worship, as indicated by the correlation test results, which show that H_a is accepted and H₀ is rejected.
Conclusion:

The data is homogeneous based on the homogeneity test findings, which showed $0.105 > 0.05$. Due to the homogeneity of the data, H₀ is rejected.

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