

ABSTRACT

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The Phenomenon of Celebrity Worship Among Indonesian Fans of K-Pop Idols.

Keyword: Celebrity Worship, Phenomenon, K-Pop Idol Fans, Psychological Communication

(xii + 94 + Attachment)

In the era globalization, values dan cultures from various countries are increasingly spreading across the globe, one of which is Korean Pop or K-Pop, which has achieved significant popularity, including in Indonesia. The K-Pop phenomenon not only influences musical tastes but also leverages human psychology, which is naturally inclined towards pleasure and satisfaction. By creating idols who become objects of idealization and fantasy, the K-Pop industry has successfully fostered addiction that affects fans' thoughts, feelings, and behaviors. Fans are not only active in commenting on various social media platforms, purchasing merchandise, albums, and concert tickets, but also participating in various fan projects. The obsession with staying updated on their idols often leads to deep emotional dependence and a desire to remain involved in the idols' lives. This phenomenon is known as celebrity worship. This study aims to provide a comprehensive overview of the phenomenon of celebrity worship among fans from various age groups, as well as to understand the meaning they attribute to the idol they admire and the K-Pop community they belong to.

This research employs a qualitative approach with phenomenological perspective. Data collection methods include observation, interviews, and documentation. Data collection techniques involve interviewing 6 informants, 5 main informants who are active K-Pop fans in Indonesia, and 1 key informant. The results indicate that the five subjects exhibit different levels of celebrity worship behaviour; one subject falls into the entertainment social level, another into the intense personal feelings level, and three others are identified at the borderline pathological level. The subjects' celebrity worship behaviors range from collecting albums and merchandise as symbols of fan support for their idols to experiencing intense fantasies. Additionally, by attributing meaning to items related to their idols, fans indirectly express their identity as K-Pop enthusiasts.

Bibliography (2011-2024)