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**The Relationship Between Psychological Well-Being with Celebrity Worship in K-Pop
Fans using Twitter**

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ABSTRACT

This study aims to determine the relationship between psychological well-being and celebrity worship among K-pop fans who use Twitter. This research method is quantitative. The population in this study are K-Pop fans who use Twitter, both women and men. As well as determining the sample using purposive sampling technique. The research data was collected by distributing the Google Form link with the Psychological Well-being and Celebrity Worship scales. The scale used in this research is a Likert scale with 5 answer choices for the Psychological Well-being scale and 4 answer choices for the Celebrity Worship scale. The measuring instrument used in this study for psychological well-being uses adaptations from Rachmayani and Ramdhani (2014) and the Celebrity Worship scale the researchers made themselves based on aspects belonging to Maltby et al (2006). Test the validity of the scale using content validity. Reliability test using Alpha Cronbach. The technique used in this study is to use correlation analysis techniques. The results of Spearman Rho correlation data analysis showed that the Rho value was -0.013 with $p = 0.783$ at sig. (2-tailed) is greater than 0.05 ($p > 0.05$). It can be concluded that there is no significant relationship between Psychological Well-being and Celebrity Worship.

Keywords: Psychological Wellbeing; Celebrity Worship; K-Pop Fans; Twitter

1. INTRODUCTION

The term K-Pop has become a phenomenon that is able to attract many fans from all over Indonesia. According to Cahyani and Purnamasari (2019), who explained that fans' love for K-Pop music stems from the good musical abilities of Korean celebrities. The K-Pop idol that fans like the most is known as bias. Bias generally refers more to one individual. Interaction between fans with bias can be done without having to meet in person, but can use the live streaming and live chat features on various social media applications. There are various types of social media that have developed, such as Youtube, Whatsapp, Instagram, Twitter, TikTok, Facebook, Line, and so on. One example of social media that has been frequently used by K-Pop fans in the last 10 years is Twitter social media (Kim, 2020).

In Indonesia, the K-Pop fandom is the largest celebrity worship group. Data released annually on social media Twitter shows that Indonesia is one of the largest K-Pop fandoms in the world. In expressing love for idols, K-pop fans are often seen as excessive and considered too extreme, so they are often seen as obsessive, possessive, and even delusional (Ayu & Astiti, 2020). McCutcheon stated that the trait of fans bears a resemblance to the trait of addiction. The higher the level of addiction towards a person towards a celebrity, the higher the level of a person's

adoration and the higher the level of involvement with an idol (celebrity involvement) (Widjaja & Ali, 2015).

The phenomenon of celebrity worship behavior can basically be understood as a form of parasocial interaction which is an abnormal phenomenon in which a person assumes that his full identity becomes virtually obsessed with one or more celebrities (Maltby et al., 2003). Individuals who worship celebrities demonstrate several pathological aspects, including having poor psychological functioning and well-being (Maltby et al., 2001) and they usually carry out their worship activities alone (and are usually lonely in other activities). Maltby and friends (2001) stated that celebrity worship behavior can be detrimental or will have an impact on damaging an individual. Swaminathan (2020) mentions that this culture of liking celebrities is referred to as a form of need that already exists in the DNA of every human being to follow someone who is the most dominating or assertive in a group that has a public appeal. According to Maltby (2006) there are three dimensional stages in celebrity worship, including:

a. Entertainment Social

A form of idolizing activity that is at the lowest level, the form of activity is in the form of seeking information regarding idols, admiring idols because of their talents, and listening to their works. Individuals consider their idol artist as social entertainment. Individuals will be interested in getting the latest celebrity information, including their personal lives. Individuals like to talk about their idol celebrities as a form of their interest in the abilities possessed by these celebrities.

b. Intense personal feeling

Intense personal feeling is defined as a thought that an individual has regarding his idol artist even though the individual does not want to think about his idol. Individuals have an obsession with everything related to their idol celebrity. Fans are classified as impulsive and compulsive towards everything related to their idol celebrity. A K-Pop fan who is already at this stage will definitely not hesitate to buy albums or even merchandise related to their idols. In addition, fans will also feel emotional feelings for their idols, fans will feel happy if their idols get awards and will feel sad if their idols receive bad news.

c. Borderline-pathological

Borderline-pathological is characterized by individual thoughts that are irrational and uncontrolled about their celebrity idols. Individuals will also be willing to do anything, including illegal things ordered by their idol celebrity. In South Korea itself, the term fans who have crossed the line are called sasaengs. Sasaengs are fans who will follow every activity of their idol. Many of them disturb the privacy of their idols.

Several factors that influence celebrity worship include personality (Brooks, 2021; Efathania & Aisyah, 2019), self-esteem (Brooks, 2021; Hidayati et al., 2022; N. Sitasari et al., 2020), self-concept (Mandas et al., 2019), self-control (Utami, Febiola Rizki; Sitasari, Novendawati Wahyu; Rozali, 2019), religiosity (N. W. Sitasari et al., 2020), anxiety attachment (Tri Dewi & Retno Suminar, 2022), identity status (Badruddin, 2016), subjective wellbeing (Maltby et al., 2004), psychological well-being (Brooks, 2021).

Until now, previous studies related to celebrity worship have only so far proven whether there is a relationship between poor mental health conditions from the presence of mental disorders with celebrity worship behavior. The development of the phenomenon towards K-Pop which is

getting bigger every year is not matched by research that explores aspects of psychological well-being as a whole related to its influence on celebrity worship behavior, so that an approach through positive psychology also needs to be considered to look at this phenomenon. Through this, we can get a broader psychological explanation from the other side than just looking at poor mental health conditions from the symptoms and disorders that are owned by celebrity fans who worship celebrities. The concept of mental health is closely related to the condition of psychological well-being, which can be fully explained through a comprehensive theoretical model developed by C. Ryff by integrating various points of view in explaining the positive aspects of a person's psychological condition (Fava, 2012). Ryff also said that optimal well-being conditions that are balanced can differ from one person to another, where to assess welfare conditions should not only be from one point of view directly because everyone has their own combination of strengths and vulnerabilities where they have to work with what available (Fava, 2012).

Ryff and Keyes (1995) developed a psychometric model of the concept of psychological well-being since the early 1980s explaining that psychological well-being is a convergence of several frameworks of positive functions that are presented with a theoretical foundation to produce a multidimensional model of well-being. Ryff & Keyes (1995) constructed the dimensions of psychological well-being including:

- a. **Autonomy**
Emphasizes the qualities of self-determination, independence, and internal regulation of behavior. Individuals with high autonomy are independent individuals, have the ability to withstand social pressure to think and act in certain ways, regulate behavior from within and evaluate themselves from personal standards. Meanwhile, individuals with low autonomy have concerns about the expectations and evaluations of others, depend on the judgment of others in making important decisions, adjust to social pressure to think and act in certain ways.
- b. **Environmental mastery**
Interpreted as an individual's ability to choose or create an environment that suits his psychological condition is part of the characteristics of mental health as well. Emphasizes the individual's ability to advance the world and change it creatively through physical or mental activity to the extent that the individual is able to take advantage of the opportunities in his or her environment.
- c. **Personal Growth**
Individuals with high Personal Growth feel the need to continue to develop themselves because they see themselves continuing to grow and develop, are open to new experiences, are aware of their own potential, see self-development and behavior from time to time, self-change that reflects self-knowledge and effectiveness. Individuals with low Personal Growth feel bored and uninterested in life, feel stagnant, lack the sense of continuing to develop over time, and feel unable to develop new behaviors or attitudes.
- d. **Positive Relations With Other**
Emphasizes the importance of warm, trusting interpersonal relationships. The ability to love is seen as a major component of mental health. Described as having strong feelings of empathy and affection for all human beings, capable of deep love and friendship, and able to identify fully with others.

e. Purpose in Life

Defined as a belief in the feeling that there is purpose and meaning in life. Individuals who have high Purpose in Life have a sense of direction and purpose in life, feel there is meaning in present and past life, hold beliefs that give life purpose, and have goals and objectives for life. Individuals with low Purpose in Life lack a sense of meaning in life, have few goals, lack a sense of direction, do not see any meaning in life in the past, do not have views or beliefs that give meaning to life.

f. Self Acceptance

Defined as a key feature of mental health characterized by self-actualization, optimal functioning, and maturity. Emphasizes the individual's acceptance of himself and his past. Individuals with high Self-Acceptance have a positive attitude towards themselves, know and accept the aspects contained in them including good and bad aspects, and feel positive about past lives. Meanwhile, individuals who have low Self-Acceptance feel dissatisfied with themselves, feel disappointed with what happened in their past, feel problematic about their quality, and want to feel different from their current self.

Carol D. Ryff concluded that there are six areas of factors that can affect psychological well-being. These factors are as follows:

1. Age

Ryff & Keyes (1995) explained that there are differences in the level of psychological well-being based on age differences. This age difference is divided into three phases of adult life namely young adulthood, middle adulthood and late adulthood.

2. Gender

Women tend to have more psychological well-being than men. This is associated with a mindset that influences the coping strategies undertaken, as well as the social activities undertaken, where women have better interpersonal skills than men. In addition, women are better able to express emotions by telling other people, and women are also more likely to establish social relationships than men. Women have higher scores on the dimensions of positive relationships with others (Ryff & Keyes, 1995).

3. Social economic status

Ryff also explains that economic status is related to the dimensions of self-acceptance, purpose in life, environmental mastery, and personal growth. Several studies also support this opinion, where individuals who focus on material and financial needs as their goals show a low level of well-being. This result is in line with the social status/social class owned by an individual which will have a different influence on a person's psychological well-being.

4. Social support factor

Social support is one of the factors that affect a person's psychological well-being. Social support or social networks, related to social activities that are participated in by individuals such as being active in meetings or organizations, the quality and quantity of activities carried out, and with whom social contact is made.

5. Religiosity

Ellison (1991) states that there is a relationship between religious observance (religiosity) and psychological well-being. The results of this study reveal that individuals with strong religiosity show higher levels of psychological well-being and

experience fewer traumatic experiences.

6. Personality

Schumutte and Ryff (1997) have conducted research on the relationship between the five personality types (the big five traits) and the dimensions of psychological well-being. The results show that individuals who fall into the categories of extraversion, conscientiousness and low neuroticism have high scores on the dimensions of self-acceptance, environmental mastery and life direction. Individuals who fall into the openness to experience category have a high score on the personal growth dimension. individuals who are included in the agreeableness and extraversion categories have high scores on the dimensions of positive relationships with others and individuals who are included in the low neuroticism category have high scores on the economic dimension.

According to research conducted by Azzahra (2021), information was obtained that there was a relationship between celebrity worship and the psychological well-being of early adult K-Pop fans. The correlation between the two has moderate strength in a positive direction. That is, if celebrity worship increases, psychological well-being will also increase and vice versa. These results refute the statement of Maltby and friends (2001) which explains that individuals who perform celebrity worship demonstrate several pathological aspects and have poor psychological functioning and well-being. However, it is different from research conducted by Nurohmah (2019) where it is said that K-Pop fans have low psychological well-being, in line with Maltby's theory.

Based on the explanation described above, the researcher is interested in examining a phenomenon that is currently happening to K-Pop idol fans who use Twitter, namely "The Relationship Between Psychological Well-Being With Celebrity Worship In K-Pop Fans Using Twitter"

2. METHOD

This study uses a quantitative research type. In this study there are dependent variables and independent variables, namely psychological well-being is the independent variable (Variable X), while Celebrity Worship is the dependent variable (Variable Y). The sampling method used in this study is a non-probability sampling method. The type of non-probability sampling method used in this study is a purposive sampling method where sampling is taken with certain considerations, the researcher uses certain criteria that are considered representative or determines respondents to be sampled based on predetermined criteria. The criteria that have been determined to meet the characteristics of the sampling in this study are as follows:

- a. Willing to be a respondent to fill out a research questionnaire.
- b. Boy or girl.
- c. K-Pop fans who have favorite celebrities.
- d. Twitter social media users.

The validity test in this study was used with the help of SPSS version 26 by comparing the values of r counts (correlated item-total correlations) with the values of r tables. If the value of r count $>$ r table and is positive, then the question is said to be valid. All items that achieve a correlation coefficient of at least 0.30 discriminating power are considered satisfactory. To estimate the validity of the items in this study, researchers used the help of the IBM Statistical Program for Social Science (SPSS) version 26. The type of reliability used in this study is the

Alpha Cronbach test. The Cronbach Alpha test has provisions based on the magnitude of the reliability coefficient ($r_{xx'}$) whose numbers are in the range from 0 to 1.00. The higher the reliability coefficient approaching 1.00 means the higher the reliability. Conversely, a lower coefficient close to 0 means lower reliability.

The scale of the research is distributed through the online Google Forms platform. The data analysis phase was carried out using the Statistical Package For Social Science (SPSS) 26 for windows. After that, the data were analyzed using a correlation test to determine the relationship between psychological well-being and celebrity worship among K-pop fans who use Twitter.

3. RESULT & DISCUSSION

First of all, the writer conducted a descriptive analysis of the research data. In the celebrity worship variable, the lowest value is 37, the highest value is 70, the average value is 53.50, and a standard deviation of 6.30. Furthermore, for the psychological well-being variable, the lowest score is 100, the highest is 209, the average is 154.49, and the standard deviation is 19.87.

The author also normalizes the data based on a hypothetical reference from the measuring instrument to determine the relative position of the participants in general as a group. In the celebrity worship variable, 84 people are at a high level (18%), 315 people are at a moderate level (69%), and 59 people are at a low level (13%). Furthermore, on the psychological welfare variable, as many as 80 people are at a high level (17%), 308 people are at a moderate level (67%), and 70 people are at a low level (15%). Based on the results of the Spearman Rho correlation data test, it shows that the Rho value is -0.013 with $p = 0.783$ at sig. (2-tailed) is greater than 0.05 ($p > 0.05$). Based on the table above it can be concluded that there is no significant relationship between Psychological well-being and Celebrity Worship.

This study was conducted to test whether there was a relationship between psychological well-being and celebrity Worship to K-Pop fans who used Twitter. Based on the exposure of researchers and the results of the analysis using Spearman Rho, the hypothesis states that there is no relationship between psychological well-being and Celebrity Worship in K-Pop fans using Twitter seen from the correlation coefficient obtained $R = -0.013$ with a significant level of 0.783 ($P > 0.05$). So it can be interpreted that there is no significant relationship between psychological well-being and celebrity Worship.

The absence of relationships between the two variables may be possible because it is caused by the influence of other factors on celebrity worship. As revealed by research conducted by Efathania (2019) there is a positive relationship between neuroticism, openness to experiences, agreeableness, conscientiousness with celebrity world and there is a negative relationship between extraversion and celebrity worship. Neuroticism is significantly related to the three aspects of Celebrity Worship, related to the characteristics of neuroticism can be seen through the Celebrity Worship activities of K-Pop fans such as always looking for information and following the bias activities every day, being impulsive and focusing on something without understanding the consequences to be gained, Demanding bias not to date, do fanwar and send a threat message. A significant relationship between Agreeableness and Celebrity Worship, especially in intense-personal aspects. This behavior can be found in the behavior of K-Pop fans such as giving gifts to bias figures and participating in various humanitarian donation movements by bringing bias identity. Conscientiousness is not significantly related to the three aspects of Celebrity Worship, but if analyzed per aspect, then a significant relationship with the

entertainment-social aspect is obtained. Behavior found in fans illustrates the suitability of the characteristics of entertainment-social aspects with the characteristics of conscientiousness such as discipline and prioritizing efficiency.

Research conducted by Sitasari (2020) found that self-esteem has a negative relationship with Celebrity Worship, besides that the findings from Lutfi (2022) explained that self-esteem had a significant effect on Celebrity Worship with a large influence of 29.6%. These results show that the lower self-esteem, the celebrity Worship will increase. Conversely, if the higher self-esteem, the celebrity Worship will decrease. The low self-esteem causes a person to do a celebrity worship because he is afraid of getting rejection from the surrounding environment. People with low self-esteem are difficult to have fun personally or socially because of fear of rejection or reflecting themselves towards ideal self, on the other hand Celebrity Worship only causes a little or even does not cause threats that will humble themselves so that individuals with low self-esteem can feel connected safely and consider idols is an ideal picture of self as desired. The hallmark of a fan in choosing an idol celebrity figure is to idolize celebrities who have a good image in accordance with their idealism. That is why individuals with high scores on the Celebrity Worship scale are seen as having lower self-esteem, this relationship may be due to the need to see celebrity images to increase self-esteem through external comparisons or validation.

Celebrity Worship is a behavior in which the main element is psychological absorption of celebrity idols in order to build a self-identity. The deeper involvement of someone in the life of idol (celebrity involvement) resulted in someone being irrational. As revealed by Mandas (2019) there is a very significant negative relationship between self-concept and celebrity Worship. In the study it is stated that self-concept has an influence of 44.6% on entertainment-Social, 60.7% on intense-personal, 37.2% of borderline-pathological.

Research conducted by Fitriana (2019) explained that there was a significant negative relationship between self-control and celebrity Worship. Self-control has a contribution of 4.2% to Celebrity Worship. This means that the higher the self-control possessed by K-Pop fans, the worship of idols will be lower in worship of idols. Conversely, if self-control possessed by fans is low, the worship of idols will be higher. Self-control is very necessary for K-Pop fans, by having self-control, fans will be able to control and behaviors that are hurting and harming others or able to control and withstand behaviors that are contrary to applicable social norms. Individuals who have good self-control will be able to control the impulses that exist in him, as well as K-Pop fans who have high self-control will be able to control themselves from encouragement that makes individuals want to always know about their idol celebrities on the contrary if fans K-Pop has low self-control, so fans cannot control outside impulses that cause fans to take aggressive actions and fans will tend to do impulsive things for their idols, for example fans are willing to buy any items related to their idols.

Religiosity also has an effect of 5% for changes in the variable Celebrity Worship. As explained in the Lestari research (2022) in every religion that idolizes a person will not be a problem as long as it is still within reasonable limits and does not eliminate the provisions in the religion itself. But apparently there are still many phenomena where fans are very defending and hailing their idols in excess, there are still many fans who respect in such a way and even tolerate the behavior carried out by celebrities that should not be done by someone and even if it happens to not celebrities who are not celebrities who are not celebrities He likes to produce a different reaction. Based on this means that there are still many individuals who do not practice

commands and prohibitions from their religion and cannot control their emotions and thoughts that are unstable. Individuals with a high level of religiosity, then the individual will have an understanding of his religion well and followed by religious activities in accordance with their religion. Thus the individual knows that there is nothing to be exalted other than God, so that the individual will avoid things that are contrary to the provisions of their religion, including when the individual has a person who is idolized will have certain limits in his personal behavior.

Attachment Style is also one of the factors that influence Celebrity Worship, as explained in the research of Dewi (2022) and Ghina (2018). In research conducted by Dewi (2022) the results showed a significant number of the Anxiety Attachment while the Avoidant Attachment separately had no relationship with the celebrity Worship. In contrast to Ghina's research (2018) shows a relationship in each of these attachments. The results that have the strongest correlation are found in the attachment style of individual dismissing types are more comfortable to form pseudo relationships with their idols who are considered capable of being equivalent to themselves and are able to meet their criteria in building relationships. While the second strongest correlation is in the type of fearful-avoidant attachment style. This is what makes the individual very protecting himself and avoiding building interpersonal relationships for fear of rejection, even though on the other hand there is a desire to be able to establish relationships with others to increase security in him. They tend to perceive concerns about the pain they will experience if they let others enter their lives and see themselves negatively. Next, there is a type of preoccupied attachment style. Most individuals experience Celebrity Worship can be based because they feel comfortable due to the absence of direct rejection. Or this can also happen because they tend to follow people in their environment in idolizing something so that they can be accepted by the environment. Attachment Style that has the lowest correlation with Celebrity Worship is Secure Attachment Style. This can be because individuals who have a tendency for the Secure Attachment Style do not have a figure that can be used as an attachment figure for themselves. That is because most of these individuals do not have a partner so they cannot establish romantic relationships with a partner in order to find a prospective life partner who is one of the tasks of early adult development.

In research conducted by Aufa (2019) Loneliness played a positive role in Celebrity Worship by 25.5%. These results are in accordance with the opinion of Asche and McCutcheon (2001) which suggests that individuals who are lonely and shy are more interested in parasocial relations because they have only a few social demands. Jihyun (2019) explains the loneliness of celebrity followers positively related to the frequent visiting their favorite celebrity social media, greater socio-interpersonal motives to follow celebrities, and greater learning enjoyment about celebrity personal life stories. Social media is found to be a significant moderator that can intensify the perception of more profitable parasocial relationships with celebrities.

Another factor that affects Celebrity Worship is subjective well-being. As revealed by Maharani (2016) Subjective Well-Being contributed 28.3% in influencing the formation of Celebrity Worship. The higher the subjective well-being, the lower the level of celebrity world, and the lower the subjective well-being owned, the higher the level of the celebrity world. This is in accordance with the results of research from Maltby et al (2004) regarding Celebrity Worship and Mental Health, namely Celebrity Worship arises when life satisfaction and positive affects are low, as well as the presence of negative and stress affects. In other words, a person's Celebrity Worship appears when the subjective well-being has low, marked by the presence of

negative affects such as stress.

The findings of this study indicate that the average respondent has a level of celebrity Worship in the Personal Intense Category. Respondents who were at the intensive level of personal had intensive and compulsive feelings that were close to obsessive feelings for the preferred idols so as to bring up a high sense of empathy and the thought that respondents had a special bond with the idol he liked.

Ting (2019) states that the disclosure of personal experiences and difficulties and challenges faced by K-Pop idols makes fans or fans feel connected to the idol and view the idol as a friend or role model that can provide motivation and support. This can be seen through the discography of one idol group that supports mental health to encourage fans to have empathy and love themselves. So that the music created by the Idol Group contributes to personal growth, can improve mood, be able to provide a feeling of calm, and can be a motivation for fans. Ghazwani (2019) also added that the idol group that respects the existence of fans makes their fans feel the existence of intimate closeness with the idol group, where the closeness of idols and fans is built through music or songs sung by idol group, so that through songs -The song that is delivered can be an encouragement for fans.

4. CONCLUSION

Based on the results of data analysis and research using correlation techniques that have been carried out, the results of this study indicate that there is no relationship between psychological well-being and celebrity worship in K-Pop fans who use Twitter. Based on the norm category, the level of the two variables of this study, namely psychological well-being and celebrity worship, the majority of K-Pop fans use Twitter at a moderate level. This is based on the psychological well-being and celebrity worship scores obtained from the research data.

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