

HUBUNGAN *CELEBRITY WORSHIP* DENGAN *SELF - ACCEPTANCE* PENGGEMAR BTS DALAM *CAMPAIGN* BTS *LOVE MYSELF*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah terdapat hubungan *celebrity worship*, dengan *self -acceptance* penggemar BTS dalam *campaign* BTS *lovemyself*. Penelitian ini menggunakan metode kuantitatif dengan jumlah sampel sebanyak 211 orang penggemar BTS berusia 15-40 tahun. Alat ukur yang digunakan adalah *celebrity attitude scale* (CAS) yang dikembangkan oleh McCutcheon dan USAQ (*unconditional self – acceptance questionnaire*) scale dari Chamberlain, J.M & Haaga, D.A.F. Analisa data dalam penelitian ini menggunakan *pearson correlation*. Hasil penelitian menunjukkan terdapat hubungan negatif yang signifikan antara variabel *celebrity worship* dengan *self – acceptance* dengan ($r = -.223$). Hasil penelitian ini menunjukkan bahwa semakin rendah *self – acceptance* maka semakin tinggi *celebrity worship* pada penggemar BTS. Hasil penelitian ini diharapkan dapat memberikan gambaran pada penggemar BTS, untuk meningkatkan *self-love* sehingga para penggemar BTS semakin mampu menerima dirinya (*self – acceptance*)

Kata kunci: *Celebrity Worship, Self-Acceptance, Self-love*

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THE RELATIONSHIP OF CELEBRITY WORSHIP WITH SELF-ACCEPTANCE BTS FANS IN CAMPAIGN BTS LOVE MYSELF

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ABSTRACT

This study aims to determine whether there is a relationship between celebrity worship and self-acceptance BTS fans in BTS campaign love myself. This study uses quantitative methods with a total sample of 211 BTS fans aged 15-40 years. The measuring instrument used is the celebrity attitude scale (CAS) developed by McCutcheon and the USAQ (unconditional self-acceptance questionnaire) scale from Chamberlain, J.M & Haaga, D.A.F. Data analysis in this study using Pearson correlation. The results showed that there was a significant negative relationship between the celebrity worship variable and self-acceptance with ($r = -.223$) ($p > 0.05$). The results of this study indicate that the lower the self-acceptance, the higher the celebrity worshipping BTS fans. The results of this study are expected to provide an overview of BTS fans, to increase self-love so that BTS fans are able to accept themselves (self-acceptance)

Keywords: Celebrity Worship, Self - Acceptance, Self - Love

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