

***The Relationship Between Loneliness and Celebrity Worship in the Youth of the NCT Fans in Tangerang City***

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***ABSTRACT***

*Celebrity worship is a form of one-way relationship behavior that occurs to a person and his or her favorite celebrity, and a person becomes very obsessed with his or her favorite celebrity. The purpose of this study was to determine the relationship between loneliness and celebrity worship in the youth of the NCT fans in Tangerang city. This study involved 200 youth members of NCT in Tangerang City. The sampling technique used accidental sampling technique and this research uses quantitative method. Based on the results of the analysis using the product moment correlation test, it gave the correlation score of -,043 with a significant p = 0,549 ( $P>0.05$ ). It means that the result was not significant and then the hypothesis was not accepted. The result showed that the hypothesis that states the relationship between loneliness and celebrity worship in the youth fans of NCT in City Tangerang is was not accepted.*

**MERCU BUANA**

*Keywords : Loneliness, Celebrity Worship*

**Hubungan Antara *Loneliness* Dengan *Celebrity Worship* Pada Remaja  
Penggemar NCT Tangerang Kota**

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**ABSTRAK**

*Celebrity worship* adalah bentuk perilaku hubungan satu arah yang terjadi pada seseorang dan selebriti favoritnya, dan seseorang menjadi sangat terobsesi dengan selebriti favoritnya. Tujuan dari penelitian ini adalah untuk mengetahui hubungan antara *loneliness* dengan *celebrity worship* pada remaja penggemar NCT di Tangerang Kota. Penelitian ini melibatkan 200 remaja anggota NCT di Tangerang Kota. Teknik pengambilan sampel menggunakan teknik *accidental sampling* dan penelitian ini menggunakan metode kuantitatif. Berdasarkan hasil analisis dengan uji korelasi *product moment* diperoleh nilai korelasi sebesar -,043 dengan signifikan  $p = 0,549$  ( $P>0,05$ ). Artinya hasil tersebut tidak signifikan maka hipotesis tidak diterima. Hasil penelitian menunjukkan bahwa hipotesis yang menyatakan hubungan antara *loneliness* dengan *celebrity worship* pada remaja penggemar NCT di Kota Tangerang tidak diterima.

**Kata kunci :** *Loneliness, Celebrity Worship*