

## **ABSTRACT**

**Adinda Nikmah Yuniarta, 150541100122. The relationship between celebrity worship and self-concept in teenage girls of k-pop fans of EXO-L Surabaya community. Thesis. Psychology Study Program, Faculty of Social and Cultural Sciences, University of Trunojoyo Madura. 2019.**

This study aimed to determine the relationship between celebrity worship and self-concept in young women k-pop fans of EXO-L Surabaya community. The research method used was quantitative research methods. This study used 105 samples of young women. The sampling technique used nonprobability sampling techniques, namely purposive sampling. Data collection used two types of scale, namely celebrity worship scale and self-concept scale. The data analysis method used Product Moment correlation test with the help of SPSS version 24.0 for windows. The results showed that testing the relationship between celebrity worship and self-concept using the Product Moment correlation technique obtained the correlation coefficient  $r = 0.74$  with sig.  $p = 0.452$  ( $p > 0.05$ ), which means that there was no relationship between celebrity worship and self-concept in the teenage girls of k-pop fans in the EXO-L Surabaya community.

**Keywords:** Celebrity Worship, Self-Concept, Young Women.

**Bibliography:** 50 (1993-2019)

## ABSTRAK

**Adinda Nikmah Yuniarta, 150541100122. Hubungan antara *celebrity worship* dengan *self concept* pada remaja putri *fans* k-pop di komunitas EXO-L Surabaya. Skripsi. Program Studi Psikologi, Fakultas Ilmu Sosial dan Ilmu Budaya, Universitas Trunojoyo Madura. 2019.**

Penelitian ini bertujuan untuk mengetahui hubungan antara *celebrity worship* dengan *self concept* pada remaja putri *fans* k-pop di komunitas EXO-L Surabaya. Metode penelitian yang digunakan adalah metode penelitian kuantitatif. Penelitian ini menggunakan 105 sampel remaja putri. Teknik pengambilan sampel menggunakan teknik *nonprobability sampling*, yaitu *purposive sampling*. Pengumpulan data menggunakan dua jenis skala, yaitu skala *celebrity worship* dan skala *self concept*. Metode analisis data menggunakan uji korelasi *Product Moment* dengan bantuan *SPSS version 24.0 for windows*. Hasil penelitian menunjukkan bahwa, uji hubungan antara *celebrity worship* dan *self concept* menggunakan teknik korelasi *Product Moment* memperoleh koefisien korelasi  $r = 0,74$  dengan sig.  $p = 0,452$  ( $p > 0,05$ ), yang artinya tidak ada hubungan antara *celebrity worship* dengan *self concept* pada remaja putri *fans* k-pop di komunitas EXO-L Surabaya.

**Kata Kunci:** *Celebrity Worship*, *Self Concept*, Remaja Putri.

**Daftar Pustaka:** 50 (1993-2019)

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