

ABSTRAK

Andy Kurnia Ramdhani. 210531100091. Ilmu Komunikasi. Studi Deskriptif Kuantitatif Persepsi Fans Angelina Christy Jkt48 Terhadap Celebrity Worship.

Penelitian ini bertujuan untuk menganalisis opini penggemar terhadap figur publik **Angelina Christy** berdasarkan teori *Celebrity Worship*, yang mencakup tiga indikator utama yaitu *knowledge*, *attitude*, dan *practice*. Penelitian dilakukan untuk memahami bagaimana tingkat pengetahuan, kedekatan emosional, dan perilaku dukungan penggemar terbentuk melalui paparan media sosial. Metode yang digunakan adalah analisis crosstab terhadap 100 responden dengan variabel demografis meliputi usia, jenis kelamin, dan status pekerjaan. Hasil penelitian menunjukkan bahwa pada indikator *knowledge*, mayoritas responden memiliki kesadaran tinggi terhadap akun media sosial resmi milik Christy, mencerminkan keberhasilan Christy dalam membangun kehadiran digital yang kuat. Pada indikator *attitude*, sebagian besar penggemar menunjukkan keterikatan emosional yang signifikan, terutama pada kelompok perempuan dan usia muda, yang menggambarkan dimensi *intense-personal* dalam teori *Celebrity Worship*. Sementara itu, pada indikator *practice*, penggemar memperlihatkan dukungan konkret seperti pengeluaran finansial dan perilaku imitasi gaya berpakaian Christy. Secara keseluruhan, hubungan antara penggemar dan Christy mencerminkan bentuk *celebrity worship* yang sehat dan adaptif di era digital, di mana penggemar tidak hanya terlibat secara emosional tetapi juga aktif berpartisipasi dalam mendukung figur publik yang mereka kagumi.

Kata Kunci: Angelina Christy, *Celebrity Worship*, Opini Penggemar, Media Sosial Budaya Popular.

ABSTRACT

Andy Kurnia Ramdhani. 210531100091. Communication Science. Quantitative Descriptive Study of Angelina Christy JKT48 Fans' Perceptions of Celebrity Worship.

This study aims to analyze fan opinions of public figure Angelina Christy based on the Celebrity Worship theory, which encompasses three main indicators: knowledge, attitude, and practice. The study was managed to understand how fans' knowledge levels, emotional relations, and supportive behavior are shaped through social media exposure. The method used was a cross-tab analysis of 100 respondents with demographic variables including age, gender, and employment status. The results showed that in the knowledge indicator, the majority of respondents had a high awareness of Christy's official social media accounts, reflecting Christy's success in building a strong digital presence. In the attitude indicator, most fans demonstrated significant emotional attachment, especially among women and young people, illustrating the intense-personal dimension of Celebrity Worship theory. Meanwhile, in the practice indicator, fans demonstrated concrete support such as financial spending and imitation of Christy's fashion. Overall, the relationship between fans and Christy reflects a healthy and adaptive form of celebrity worship in the digital age, where fans are not only emotionally involved but also actively participate in supporting the public figure they admire.

Keywords: Angelina Christy, Celebrity Worship, Fan Opinion, Social Media Popular Culture.