

ABSTRAK

Evita Puspita Sari (0806950). Hubungan *Celebrity Worship* dengan *Psychological Ownership* pada *Fans* K-Pop (Studi pada *Fans* Super Junior di Bandung). Skripsi Jurusan Psikologi FIP UPI, Bandung (2013).

Penelitian ini bertujuan untuk mengetahui hubungan antara *celebrity worship* dengan *psychological ownership* pada *fans* K-Pop, khususnya *fans* Super Junior di Bandung. Pendekatan yang digunakan adalah *mixed methods*, pendekatan kuantitatif sebagai pendekatan utama dengan desain penelitian studi korelasional dan pendekatan kualitatif sebagai pendekatan pendukung dengan desain penelitian wawancara. Subjek penelitian merupakan 150 *fans* Super Junior (ELF) yang berada di Bandung dan satu orang responden untuk diwawancara. Instrumen yang digunakan adalah *Celebrity Attitude Scale* dari McCutcheon (2002) yang dimodifikasi dan Skala *Psychological Ownership* yang dikembangkan dari teori yang dikemukakan oleh Pierce *et al.* (2002) serta divalidasi oleh para ahli serta diuji validitas konstruk menggunakan analisis faktor. Skala *Psychological Ownership* yang telah valid dijadikan acuan untuk membuat pedoman wawancara. Hasil penelitian menunjukkan bahwa terdapat hubungan yang signifikan antara *celebrity worship* dengan *psychological ownership* yaitu sebesar 0,897. Berdasarkan hasil wawancara dengan subjek mengenai *psychological ownership*, didapatkan bahwa subjek merasa memiliki Super Junior karena subjek telah menganggap Super Junior sebagai bagian dari dirinya. Hal ini diwujudkan dalam bentuk kontrol terhadap Super Junior, keinginan dan usaha untuk mengenal Super Junior lebih dekat, dan melakukan investasi diri berupa pengorbanan untuk Super Junior. Kesimpulan dan saran untuk orang tua, *fans*, dan peneliti selanjutnya dibahas dalam penelitian ini.

Kata kunci: *celebrity worship, psychological ownership, fans* K-Pop, *mixed methods*

ABSTRACT

Evita Puspita Sari (0806950) Correlation between Celebrity Worship and Psychological Ownership of K-Pop Fans (A Study of Super Junior's Fans in Bandung). Thesis of Psychology Departement, Faculty of Education, Indonesia University of Education, Bandung (2013).

This research aims to determine the relationship between celebrity worship with psychological ownership in the K-Pop fans, especially fans of Super Junior in Bandung. The approach which used is mixed methods, quantitative as the main approach with design of study research correlational and qualitative as a supporter approach with interview as a research design. Subject of research constitute 150 Super Junior (ELF) fans which were in Bandung and one respondent for interviewed. Instrument which used is Celebrity Attitude Scale from McCutcheon (2002) which modified and Scale Psychological Ownership which developed from the theory who put forward by Pierce et al. (2002) and validated by experts and tested the construct validity using factor analysis. Scale Psychological Ownership that has been valid used as a reference to make guidelines interview. The results of research showed that there are significant relation between celebrity worship with psychological ownership that is equal to 0,897. Based on interviews with subjects concerning psychological ownership, it was found that subjects felt Super Junior has been considered as a part of self. This is manifested in the form of control of Super Junior, desire and effort to get to know Super Junior closer, and make investments in the form of self-sacrifice for Super Junior. Conclusions and suggestions for parents, fans, and further researchers discussed in this research.

Keyword: celebrity worship, psychological ownership, K-Pop fans, mixed methods