

**HUBUNGAN ANTARA *LONELINESS* DENGAN *CELEBRITY WORSHIP*
MAHASISWA ANGGOTA KOMUNITAS HALLYU-UP! EDUTAINMENT**

SKRIPSI

Diajukan untuk memenuhi sebagian syarat memperoleh gelar Sarjana Pendidikan
Bidang Keilmuan Bimbingan dan Konseling



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Sebuah Skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
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LEMBAR PERNYATAAN KEASLIAN TULISAN

Dengan ini saya menyatakan bahwa skripsi dengan judul “Hubungan Antara *Loneliness* dengan *Celebrity worship* Mahasiswa Anggota Komunitas Hallyu Up! Edutainment” beserta seluruh isinya adalah benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku. Atas pernyataan ini, saya siap menanggung resiko sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya.

Bandung, Juni 2021

Yang membuat pernyataan



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ABSTRAK

Aghnia Nurhasanah, 1607901. (2021). Hubungan Antara *Loneliness* dengan *Celebrity Worship* Mahasiswa Anggota Komunitas Hallyu Up! Edutainment.

Penelitian ini dilatarbelakangi dengan fenomena *celebrity worship* terhadap budaya populer *Korean pop* yang banyak diminati individu dewasa awal. Penelitian ini bertujuan untuk menggambarkan hubungan antara *loneliness* dengan *celebrity worship* pada mahasiswa. Penelitian menggunakan pendekatan kuantitatif dengan metode korelasional. Anggota sampel berjumlah 122 orang yang seluruhnya merupakan mahasiswa anggota komunitas Hallyu Up! Edutainment di Universitas Pendidikan Indonesia. Sampel dipilih menggunakan *non probability sampling* dengan teknik *convenience sampling*, serta *loneliness* sebagai variabel bebas dan *celebrity worship* sebagai variabel terikat. Instrumen penelitian yang digunakan adalah *UCLA Loneliness Scale* untuk mengukur *loneliness* dan *Celebrity Attitude Scale (CAS)* untuk mengukur *celebrity worship*. Skala yang digunakan adalah skala likert dengan data yang dihasilkan berupa data ordinal sehingga analisis korelasi dilakukan menggunakan *spearman's rho*. Hasil penelitian menunjukkan secara umum *loneliness* mahasiswa berada pada kategori cukup dan *celebrity worship* berada pada kategori *intense personal*. Hasil pengujian hipotesis dengan analisis korelasi *spearman rho's* yaitu $r = -0,398$, $\text{Sig.} = 0,000 < 0,005$ yang artinya terdapat hubungan negatif yang signifikan antara *loneliness* dengan *celebrity worship* mahasiswa anggota komunitas Hallyu Up! Edutainment. Penelitian ini merekomendasikan layanan bimbingan pribadi sosial berupa layanan bimbingan kelompok.

Kata Kunci: *Celebrity worship, Loneliness, Dewasa Awal*

ABSTRACT

Aghnia Nurhasanah, 1607901. (2021). Relationship between *Loneliness* and *Celebrity Worship* in Student Member of Hallyu Up! Edutainment Community.

This research was motivated by the celebrity worship phenomenon towards a popular culture of Korean pop which got many early adult enthusiasts. The study aims to describe the relationship between loneliness and celebrity worship in college students. The sample members were 122 people who are all the members of Hallyu Up! Edutainment Community in Indonesia University of Education. Sample were selected using non-random sampling with convenience sampling techniques, also loneliness as independent variables and celebrity worship as dependent variables. The research instrument used UCLA Loneliness Scale to measure loneliness and Celebrity Attitude Scale (CAS) to measure celebrity worship. The scale used was a likert scale with ordinal data as a result so that correlation analysis used spearman rhos. The result in general showed that loneliness was in enough category and celebrity worship was in the intense personal category. Hypothesis test results with spearman rho's analysis correlation was $r = -0,398$, $\text{Sig.} = 0,000 < 0,005$ which means there is a significant negative relationship between loneliness with celebrity worship in student members of Hallyu Up! Edutainment Community. This research recommended social-personal guidance service as a group guidance service.

Keywords: *Celebrity worship, Loneliness, Early Adults.*

DAFTAR ISI

LEMBAR PERNYATAAN KEASLIAN TULISAN.....	i
ABSTRAK.....	ii
ABSTRACT.....	iii
KATA PENGANTAR	iv
UCAPAN TERIMA KASIH.....	v
DAFTAR ISI.....	vii
DAFTAR TABEL.....	x
DAFTAR BAGAN	xi
BAB I	
PENDAHULUAN	1
1.1. Latar Belakang Penelitian.....	1
1.2. Identifikasi dan Rumusan Masalah.....	4
1.3. Tujuan penelitian	6
1.4. Manfaat penelitian	7
1.5. Struktur organisasi skripsi	7
BAB II	
KAJIAN TEORI <i>CELEBRITY WORSHIP</i> , <i>LONELINESS</i> DAN BIMBINGAN PRIBADI SOSIAL.....	9
2.1. Konsep <i>Celebrity Worship</i>	9
2.1.1 Definisi <i>Celebrity Worship</i>	9
2.1.2 <i>Celebrity Worship</i> pada Masa Dewasa Awal	11
2.1.3 Aspek-Aspek <i>Celebrity Worship</i>	13
2.1.4 Faktor Penyebab <i>Celebrity Worship</i>	17
2.1.5 Dampak <i>Celebrity Worship</i>	20
2.2. Konsep <i>Loneliness</i>	21
2.2.1 Definisi <i>Loneliness</i>	21
2.2.2 Aspek-Aspek <i>Loneliness</i>	23
2.2.3 Jenis-Jenis <i>Loneliness</i>	25
2.2.4 Faktor Penyebab <i>Loneliness</i>	26

2.2.5 Dampak <i>Loneliness</i> pada Masa Dewasa Awal	28
2.1. Karakteristik Mahasiswa sebagai Individu Dewasa Awal.....	29
2.2. Hubungan antara <i>Loneliness</i> dengan <i>Celebrity Worship</i>	30
2.3. Implikasi terhadap Bimbingan Pribadi Sosial	32
2.4. Penelitian Terdahulu	34
2.5. Kerangka Pemikiran	40
BAB III	
METODOLOGI PENELITIAN.....	41
3.1. Desain Penelitian	41
3.2. Partisipan	42
3.3. Populasi dan Sampel.....	42
3.4. Instrumen Penelitian	43
3.4.1 Definisi Operasional Variabel	43
3.4.2 Pengembangan Kisi-Kisi Instrumen Penelitian	46
3.4.3 Uji Kelayakan Instrumen.....	49
3.4.4 Uji Keterbacaan Instrumen.....	49
3.4.5 Uji Validitas Instrumen.....	50
3.4.6 Uji Reliabilitas Instrumen.....	50
3.4.7 Kisi-Kisi Instrumen Setelah Judgement dan Uji Coba	51
3.5. Prosedur Penelitian	52
3.6. Analisis Data.....	53
3.6.1 Verifikasi Data.....	54
3.6.2 Pengkodean Data	54
3.6.3 Pengelompokan Data	55
3.6.4 Uji Korelasi	58
BAB IV	
HASIL PENELITIAN DAN PEMBAHASAN	59
4.1. Deskripsi Hasil Penelitian.....	59
4.2. Pembahasan Temuan Penelitian	60
4.3. Keterbatasan Penelitian	65

BAB V

KESIMPULAN DAN REKOMENDASI.....	67
5.1. Kesimpulan	67
5.2. Implikasi Bagi Bimbingan dan Konseling.....	67
5.3. Rekomendasi.....	68
DAFTAR PUSTAKA	70

DAFTAR PUSTAKA

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