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PROFILE OF CELEBRITY WORSHIP TENDENCY AMONG ADOLESCENTS

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Abstract

Celebrity worship is a form of intense psychological attachment that makes a person's relationship with their idol celebrity a major focus in their lives due to the love of individuals for the persona that their idol celebrities have, giving them the loyalty and willingness to invest time and money on celebrities. This research was conducted to determine the tendency of celebrity worship among adolescents. In this study, a quantitative approach with the correlational method was used. Respondents in this study were 200 grade XI students of UPI Laboratory High School Academic Year 2019/2020. The results showed that there is a medium level and tendency toward celebrity worship among the students and the phenomenon of celebrity worship could be influenced by other factors such as age and culture.

Keyword: *Celebrity Worship, Adolescence, Culture.*

INTRODUCTION

Adolescence is one of the most unique stages of development throughout the human life span as it is full of dynamics, as well as full of challenges and hopes (Purwadi, 2004 p. 43). At that time, adolescents began to look for role models who were used as examples, inspiration and role models in life. Role models can also be defined as individuals who leave an impact on others (Bush and Martin, 200, p. 442). The role model can be chosen for various reasons, for example because they have the talent, lifestyle, wealth and social status that teenagers crave. Not only that, adolescents also choose their role models because of their personalities and characters (Johnson, et al., 2016 p. 127). Not infrequently, teenagers follow their role models in developing their characters. Characters that can be used as role models can come from anywhere, from the family environment, the local community, to the celebrities they idolize.

Idolization is one of the characteristics found in adolescents. The reason is that adolescence is a period of identification in which adolescents are looking for their identity. The behaviours carried out by adolescents is highly influenced by other people or their environment. Teens will look for examples that they find attractive and earn them higher self-esteem. One of the objects that teenagers find attractive and can increase self-esteem is celebrity (Santrock, 2003 p. 116). During the development of self-identity, teenagers often have role models that they admire because they have ideal values that teenagers want to have. Role models have a great influence on the development of self-identity because adolescents tend to embrace and internalize the ideal values that their idols have in them (Maltby et al., 2004 p. 1480).

In general, teenagers in any part of the world often choose celebrities as their role models and idols. Celebrities who are idolized by teenagers can come from various entertainment domains, such as athletes, musicians, pop singers, actors / actresses, to television stars (Lin and Lin, 2007 p. 1). The phenomenon of idolization of celebrities is something that is often encountered during adolescence. Celebrity objects that are idolized come from various kinds of celebrities, for example athletes, musicians, actors / actresses, television stars and pop stars. The reason is that exposure to celebrities in the mass media makes it easier for teens to access content related to their celebrity idols, making it easier for teens to idolize celebrities they like excessively. This phenomenon has received special attention from parents, educators, and researchers in the field of communication because youth involvement with idol celebrities is generally associated with their behaviour and attitudes. The idolizing attitude of teenagers towards their idol celebrities is considered as one of the characteristics of adolescents who are looking for their identity and personal identity (Raviv, et al., 1996 p. 632).

Adolescent idolization can have a positive effect if it is done in the right frequency. Teenagers can imitate the ideal values of their favourite celebrities without sacrificing aspects that can interfere with their development. However, excessive idolization can produce a phenomenon known as celebrity worship or celebrity worship. Celebrity worship is a form of admiration and abnormal (unusual) respect for idols (Maltby and Day, 2011 p. 23). Celebrity worship is an obsessive and addictive behaviour by fans to always be involved in every idol's celebrity life so that sometimes it is carried over into everyday life (Maltby et al, 2004 p. 417). The habit of seeing, listening to, reading and searching for information about the idol you like can lead to identification, obsession and association which can lead to conformity and influence the appearance of celebrity worship. Celebrity worship can cause the individual not to be separated from things related to celebrity idols. The higher the individual level in admiring and liking their idol celebrities, the higher the level of individual involvement with the celebrity they idolize.

For adolescents, celebrity worship has its own characteristics. For example, adolescents who listen to pop music and idolize pop musicians excessively think that obsessive idolizing gives them space to express themselves (self-expression), form a construction of self-identity, gain independence (achievement of independence), and intimacy (Raviv et al., 1996 p. 634). The form of idolization of celebrities who are idolized can be expressed in various ways, for example collecting idol celebrity CDs/tapes, watching concerts, watching idol celebrity appearances, joining fan clubs (fan groups), watching celebrity idol interviews, and buying items promoted by idol celebrities. These forms of idolizing sound natural, but there are also forms of self-expression that are dangerous for teenagers, such as secretly stalking their idol celebrities (stalking), being delusional, to following the wrong and dangerous diet in order to follow celebrities.

Idolization of celebrities is something teenagers often do as a way to find their identity. However, celebrity idolatry tends to be done in obsessive and destructive ways because of the lack of self-control over celebrity idolizing. Without self-control, adolescents will behave without thinking about the impact of these behaviours (Raviv, 1996, p. 634).

METHODOLOGY

The research approach used is a quantitative approach (quantitative research) which aims to find data on the variables under study by observing and measuring information numerically and applying statistical procedures (Creswell, 2017 p. 233). Through the quantitative approach used in this study, the researcher aims to obtain quantitative data regarding a general description of celebrity worship among grade XI students of UPI Bandung Laboratory High School for the 2019/2020 Academic Year.

The research data collection tool uses the adaptation from standard instrument developed by Maltby, et al in 2006 entitled "Personality and Individual Differences". This scale measures the extent to which individuals have celebrity worship. The instrument is used to explore quantitative data that measures the level of celebrity worship among adolescents. The instrument does not only assessing numbers, but also describes the tendency and level of celebrity worship among adolescents.

RESULTS AND DISCUSSION

Table 1

Student's Celebrity Worship Frequency Distribution

No	Criteria	Categorization	Frequency	Percentage
1	$X > 1.07$	High	47	23,5 %
2	$-0.07 \leq X \leq 1.07$	Medium	138	69 %
3	$X < -0.07$	Low	15	7,5 %
Total			200	100 %

Based on table 1, the tendency of celebrity worship among students of grade XI UPI Laboratory High School for the 2019/2020 school year are on average in the medium category. The frequency of celebrity worship shows that students who are in the high category are 47 respondents with a percentage of 23.5%, students who are in the medium category are 138

respondents with a percentage of 69%, and students who are in the low category are 15 respondents. with a percentage of 7.5%. This means that students in this category have thoughts and understanding that idol celebrities are a part of themselves and always think about their idol celebrities. Students have a sense of empathy for idols by feeling what celebrity idols feel. In addition, students also imitate the things that are on their idol celebrities, from the appearance to the way of speaking.

Celebrity worship in this study is measured based on three aspects, namely entertainment social, intense personal and borderline pathological. The research findings from each aspect are described as follows:

Table 2

Frequency Distribution of Students' Celebrity Worship in Entertainment Social Aspects

No	Criteria	Categorization	Frequency	Percentage
1	$X > 1.56$	High	51	25,5 %
2	$-0.36 \leq X \leq 1.56$	Medium	118	59 %
3	$X < -0.36$	Low	31	15,5 %
Total			200	100 %

Based on the table above, the level of celebrity worship in the entertainment social aspect of class XI students of UPI Laboratory High School for the 2019/2020 school year shows that students who are in the high category are 51 respondents with a percentage of 25.5%, students who are in the category moderate as many as 118 respondents with a percentage of 59%, and students who are in the low category as many as 31 respondents with a percentage of 15.5%. In this table, it shows that the level of celebrity worship on social entertainment in class XI students of UPI Laboratory High School for the 2019/2020 school year is in the medium category. This means that students are sometimes interested in getting more information about their idols through various sources, like to talk about their idols with their friends, and regularly consume their celebrity idol appearances.

Table 3

Frequency Distribution of Students' Celebrity Worship on Intense Personal Aspects

No	Criteria	Categorization	Frequency	Percentage
1	$X > 0.93$	High	46	23 %
2	$-0.17 \leq X \leq 0.93$	Medium	101	50,5 %
3	$X < -0.17$	Low	53	26,5 %
Total			200	100 %

Based on table above, the level of celebrity worship in the intense personal aspects of students in class XI at UPI Laboratory High School for the 2019/2020 school year shows that students who are in the high category are 46 respondents with a percentage of 23%, students who are in the fairly moderate category as many as 101 respondents with a percentage of 50.5%, and students in the low category were 53 respondents with a percentage of 26.5%. In the table, celebrity worship on the intense personal aspects of class XI students of UPI Laboratory High

School for the 2019/2020 school year is in the medium category. This means that students have enough empathy for the celebrities they idolize.

Table 4
Frequency Distribution of Students' Celebrity Worship on Borderline Pathological Aspects

No	Criteria	Categorization	Frequency	Percentage
1	$X > 1.56$	High	51	25,5 %
2	$-0.36 \leq X \leq 1.56$	Medium	118	59 %
3	$X < -0.36$	Low	31	15,5 %
Total			200	100 %

Based on Table 4 above, the level of celebrity worship in the borderline pathological aspect of students in class XI UPI Laboratory High School for the 2019/2020 school year shows that students who are in the high category are 51 respondents with a percentage of 25.5%, students who are in the category moderate as many as 118 respondents with a percentage of 59%, and students who are in the low category as many as 31 respondents with a percentage of 15.5%. In the table, it shows that the level of celebrity worship on the intense personal aspects of class XI students of UPI Laboratory High School for the 2019/2020 school year is in the medium category. This means that students have a tendency to have fantasies about their celebrity idols. In addition, students can also show obsessive attitudes towards their idols, even though they have not reached an extreme level. In this aspect, students show that they have a tendency to act hysterical when they hear or meet their celebrity idols.

The admiration of celebrities as idols and role models is a normal part of the development of self-identity in childhood and adolescence (Maltby et.al, 2004 p. 27). However, excessive admiration can become an abnormal phenomenon in which individuals become virtually obsessed with their idol celebrities. There are three aspects in celebrity worship, namely Social Entertainment, Personal Intense and Borderline Pathological.

This aspect of celebrity worship reflects a series of attitudes and behaviours related to the attraction between favourite celebrities because of their ability to entertain and attract individual attention. In this aspect, fans are starting to be interested in finding information related to their celebrity idols. This aspect is characterized by: fans' interest in getting more information about their idol from various sources; fans love to talk about their idol to their friends, especially when their friends have the same celebrity idol; exchange information about idol celebrities with their friends; feel attracted to re-consuming the appearance of their idol celebrity, for example, individuals will continue to watch the appearance of their idol celebrity even though the appearance is a re-run and they have watched the performance before.

On this intense personal aspect, fans have thoughts and understandings that their celebrity idols are a part of him and always think of their idols even though they don't want to. This aspect is characterized by individuals who have a strong sense of empathy for idol celebrities. They can feel what their celebrity idols feel, even more deeply and intensely than that of the idol. For example, if an idol has an accident, the individual will cry as if they feel the pain their idol feels. In addition, individuals imitate idol celebrities, from appearance to way of speaking. For example, individuals imitate hairstyles to look more like their idols and imitate the speaking styles shown by their idol celebrities.

In this borderline pathological aspect, individuals are at the most extreme level of their parasocial relationship with celebrity worship. Individuals who are in this aspect are greatly

influenced by their idols. In addition, individuals will be willing to do whatever is asked by their idols even though it is illegal. They are in an irrational and uncontrollable mindset. This aspect is characterized by: individuals have fantasies and uncontrollable behaviour towards their idols so that they often fantasize that their celebrity idols are their lovers. Not only that, individuals are obsessive about their idols. They feel that their idol belongs to them and no one can snatch and own the idol. Finally, individuals are often hysterical when they see or hear the name of their idol. They will lose control of themselves if they see the idol in person or even just by hearing the idol's name.

Overall, class XI students of UPI Laboratory High School for the 2019/2020 Academic Year are in the moderate category in all aspects. This means that students have qualified knowledge of the celebrities they idolize. In addition, students also feel empathy for their idols, but students are not excessively obsessive about their idol celebrities. Students also show a tendency that they often watch their celebrity idol appearances.

Celebrity worship makes individuals feel that their celebrity idol is the right person to be desired as a partner or lover because idol celebrities have the character, appearance and achievement that individuals expect from their partner. This reason makes individuals sometimes feel jealous if their idol celebrity has a partner because they feel they belong to the celebrity (McCutcheon et al, 2016 p.83).

Celebrity worship has several factors that influence individuals who practice celebrity worship. These factors include age, gender, culture, ethnicity, religion, behavioural and cognitive behaviour factors, self-confidence, attachment, relationships with parents, friendship and romantic relationships, and romantic relationship styles.

One of the main factors in celebrity worship is age. The peak of individuals doing celebrity worship is at the age of 11 to 17 years, and tends to decrease after passing that age (Raviv et al., 1996). The reason is that individuals in this age range are in the adolescent stage, generally having a feeling of interest in building romantic relationships and having a partner to date (McCutcheon, 2002 p.82). At that age adolescents are often influenced by the norms of social rules around them to build relationships with the opposite sex or have an attraction to the opposite sex so that for adolescents who cannot build relationships and have real interests, celebrities become the right object of affection.

This research was conducted on class XI students of UPI Laboratory High School for the 2019/2020 academic year who were in the youth category. Adolescence is an age where individuals begin to look for their identity. Violation of norms often occurs in adolescence, becoming an example of the failure of adolescents to develop self-control (Baumeister and Vohs, 2004). Children and adolescents tend to be impulsive and cannot control the negative impulses they get through both the external and internal environment. However, along with the development of age, individuals should be able to control their level of self-control and be able to control external stimuli that can affect their behaviour and have an impact on their lives. In adolescents, self-control is an inner capacity that is used to control external variables that determine behaviour. Adolescent idolization can have a positive effect if it is done in the right frequency. Teenagers can imitate the ideal values of their favourite celebrities without sacrificing aspects that can interfere with their development. However, excessive idolization can produce a phenomenon known as celebrity worship or celebrity worship. Celebrity worship is a form of admiration and abnormal (unusual) respect for idols.

Celebrity worship behavior has a negative impact on individuals, which was the reason why this should be taken seriously by school counsellors. The impact of celebrity worship behavior includes the tendency to be narcissistic (Maltby et al., 2004 p. 27). The reason is, individuals who

are fans of idol celebrities will feel that they have extraordinary abilities, and when they meet their idol celebrities they will realize and acknowledge the strengths they have. In the academic field, celebrity worship indicates low learning performance and skills (Cheung and Yue, 2003 p. 266). The reason is that individuals with celebrity worship tend to have lower learning resilience which affects their learning performance and achievement.

Celebrity worship also indicates low self-esteem (Cheung and Yue, 2011 p. 227). The reason is that individuals who idolize celebrities need acceptance from their peers and avoid negative judgments from their environment, making liking celebrity idols a tool to channel their lack of self-confidence. Not only that, individuals with celebrity worship also have low psychological well-being. Individuals with celebrity worship indicate dysfunction and symptoms of depression and individual anxiety, so that the form of idolatry that is not reasonable is considered a form of behavior from low psychological well-being.

Even so, idolizing in a balanced manner can have a positive impact on individuals. Teens who love idol celebrities can feel additional enthusiasm when working on certain activities. Idol celebrities can be an inspiration to a lifestyle, so that idolization can inspire in doing positive things as long as idolizing is carried out at a reasonable stage (Boon, 2001 p. 27). In addition, idolizing well-known musicians can play an important role in the development of individuals, especially adolescents.

CONCLUSION

An overview of celebrity worship in class XI students of UPI Laboratory High School for the 2019/2020 academic year is in the medium category, meaning that students in this category have thoughts and understandings that idol celebrities are part of themselves and sometimes think of their idol celebrities. Students have a sense of empathy for idols by feeling what celebrity idols feel. In addition, students also imitate the things that are on their idol celebrities, from the appearance to the way of speaking.

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