

Psychological Well-being as a Predictor of Celebrity Worship among College Students in Makassar

Ananda Humaidah¹, Basti Tetteng², Nur Akmal¹

Psychology, Universitas Negeri Makassar¹²³

Email: basti@unm.ac.id¹

Abstrak. This study aimed at determining the effect of psychological well-being on celebrity worship among the college students who are fans of Korean dramas in Makassar City. The participants of this study were 402 students who were fans of Korean dramas in Makassar City. The sampling technique used was snowball sampling. The measurement tools used were Celebrity Attitude Scale to measure celebrity worship and Ryff's Psychological Well-Being Scale to measure psychological well-being. This study used a simple linear regression analysis technique. The finding was that there was an effect of psychological well-being on two aspects of celebrity worship, namely, intense personal feelings and pathological thresholds.

Keywords: *Celebrity worship, Psychological well-being*

**INDONESIAN
JOURNAL OF
EDUCATIONAL
STUDIES
(IJES)**

E-ISSN: 2621-6736

P-ISSN: 2621-6744

Submitted : 16th February 2023

Revised : 26th March 2023

Accepted : 14th May 2023



This work is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/)

INTRODUCTION

Korean Wave is a term commonly designated to a pop culture from South Korea and has generally been spreading to different countries, including Indonesia (Putri et al., 2019). In Indonesia, the Korean Wave phenomenon has been materialized in various forms, such as being attracted to Korea language, K-Pop music, Variety Show, Korean Fashion, and –K-Dramas. One of the Korean Wave phenomena which is still trending until now is K-Drama or Korean drama shows (Larasti, 2018). Nawawi (2021) observed that Korean dramas feature the artists with good-looking face, charming characters, and perfect body, attracting their viewers to become fanatic fans such that they pick the Korean artists as their role model. This phenomenon of idolizing particular artists or celebrities in fanatic ways up to making them their role model is one of the characteristics of celebrity worship (Nawawi dkk, 2021).

Maltby (Cahyani & Purnamasari, 2019) pointed out that celebrity worship is an identity that exists in an individual the aim of which is to aid in a proses of making sense and identifying the celebrity so as to develop their own identity and a sense of achievement in the individual. According to McCutcheon et al. (Laksmi, 2018), one of the factors that affects celebrity worship is age. Celebrity worship reaches its peak at adolescence age and then gets down in early adulthood. Based on Erikson' developmental theory (Shofa, 2017), early adulthood age is in an intimation vs. isolation phase, and should develop interpersonal relationships involving confidence, intimacy, commitment, and responsiveness.

Those early adulthood-aged individuals who still live out celebrity worship do so because of an isolation resulting from their failure in fulfilling the intimacy phase. The isolation phase takes place because the individuals failed to get love and intimate relationship from their surroundings and thus they develop an imaginary affection with the idolized celebrity (Shofa, 2017). Cahyani and Purnamasari (2019) observed that in early adulthood individuals still idolize fanatically their favorite celebrities and make them as a model in living their life. Meanwhile, Boon and Lomore (Widjaja & Ali, 2015) found that 75% or 159 individuals of 213 early-adulthood aged respondents were still attracted to their idolized celebrities or artists in their life.

Celebrity worship behaviors that appear in early adulthood generally come from college students. That is confirmed by Boon and Lomore (Widjaja & Ali, 2015), who involved 75 students in their research and found that 58.7% of them believed that their idolized celebrity or artist might influence their own attitudes and beliefs. A celebrity worship behavior the students exhibited was watching Korean dramas. They liked watching Korean drama for some reasons. First, Korean drama are of attractive and impressive plots. Second, the episodes of Korean dramas are of short duration. Third, Korean dramas' actors and actresses are good-looking so that their viewers are fascinated (Istanti, 2019).

The hobby of watching Korean drama as a kind of celebrity worship behavior among students has some negative impacts in educational context. Istanti (2019) observed that those students who love to watch Korean dramas tend to neglect their academic tasks, go to bed deep into the night and therefore go to campus late, and overlook their duties of learning. That was confirmed by Benu et al. (2019)

by revealing that the negative impact of celebrity worship is causing the individuals got distracted during learning. It is because they spent more time watching dramas, films, and videos to see celebrities or their idols, thus reducing their time for learning. Moreover, the individuals affected by celebrity worship phenomenon fail to focus during learning because they focus more on celebrities or their idol artists (Benu dkk, 2019).

Celebrity worship, according to Maltby et al. (Luthfi & Harsono, 2022), is a type of low psychological well-being. Maltby (Azzahra & Ariana, 2021) pointed out that low psychological well-being leads to inability of the individual to cope with pressures in real life, thus living out celebrity worship so as to escape from reality. Psychological well-being is a condition where one could be living his or her life well as the outcome of good emotion and being functioning in optimal ways (Kurniasari et al., 2019). An individual with low psychological well-being is inclined to feel it difficult to accept himself or herself, be disappointed about his or her physical condition, and imitate other styles like celebrities' (Nurohmah & Prakoso, 2019).

Maltby et al. and Reeves et al. (Brooks, 2021) found that celebrity worship correlates negatively with life satisfaction which is closely related to an individual's well-being. Moreover, Maltby et al. (Brooks, 2021) said that there is a positive correlation between celebrity worship and poor psychological well-being resulting from failure in escaping and in improving one's life. Research by Nurohmah & Prakoso (2019) revealed a negative correlation between psychological well-being and celebrity worship. The research found that the subjects who had been joining a fansclub possessed low psychological well-being as characterized by being difficult to develop positive relationships, unsatisfied with their own achievement, and hard to make decision on their goals.

Shabahang et al. (2020) found that celebrity worship has a negative correlation with psychological well-being and cognitive flexibility. Azzahra & Ariana (2021) showed that there is a positive correlation between psychological well-being and celebrity worship. Meanwhile, the most recent research by Fauziah & Chusairi (2022) found that there is a negative correlation between celebrity worship and psychological well-being.

Based on the problem background and the results of some earlier research described above, this research was interested in carrying out research entitled "Psychological Well-being as a Predictor of Celebrity Worship among College Students in Makassar City". The purpose of this research is to determine the effect of psychological well-being on celebrity worship as seen from the aspects of entertainment social, intense personal feeling, and borderline pathological among the students who are fans of Korean dramas in Makassar City.

RESEARCH METHOD

Sampling Design and Technique

This research used a quantitative approach and a regression research type intended to explain causality between two variables, that is, psychological well-being and celebrity worship. The research population was the college students who

are fans of Korean dramas in Makassar city. The research participants consisted of 385 females and 17 males. The sampling technique used was snowball sampling.

Table 1. Description of Participants' Characteristics

Characteristics	Category	frequency	%
Age	18-20 years	196	49%
	21-23 years	190	47%
	24-25 years	16	4%
Sex	Female	385	96%
	Male	17	4%
University of Origin	State University of Makassar	213	53%
	Hasanuddin University	54	14%
	State Islamic Alauddin University	23	6%
	Muslim University of Indonesia	28	7%
	Muhammadiyah University	23	6%
	Health Polytechnic of Makassar	14	3%
	State Polytechnic of Ujung Pandang	12	3%
	Others	35	8%

Instrument

The scale used to measure the psychological well-being variable is Ryff's *Psychological Well-Being Scale* as had been adapted by Rachmayani and Ramdhani (2014). And the scale used to measure *celebrity worship* variable is *Celebrity Attitude Scale* as had been adapted by Hertisyahrani (2019).

RESULTS AND DISCUSSION

Description of Celebrity Worship

The data of *celebrity worship* variable on the research consisted of 3 aspects: 1) *Entertainment social*, 7 items; 2) *Intense personal feeling*, 12 items; 3) *Borderline pathological*, 9 items. The score interval used is from 1 to 5. The description of celebrity worship data for each aspect is presented in brief on the table below:

Table 2. Mean, Standard Deviation, and Categorization of the Score of Celebrity Worship (Entertainment Social)

Mean	SD	Interval	Category	f	%
21	4,66	< 16	Low	12	2,99%
		16 - 26	Medium	240	59,70%
		26 <	High	150	37,31%
Total				402	100%

On Table 2 it can be seen that mean value is 21, standard deviation 4.66, and majority of the participants fell into category of medium for celebrity worship on entertainment social aspect. Thus, it can be concluded that most of the students in Makassar city who are fans of Korean dramas have celebrity worship with an entertainment social level falling into a category of medium.

Table 3. Mean, Standard Deviation, and Categorization of the Score of Celebrity Worship (Intense Personal Feeling)

Mean	SD	Interval	Category	f	%
36	8	< 28	Low	48	11,94%
		28 – 44	Medium	277	68,91%
		44 <	High	77	19,15%
Total				402	100%

On Table 3 it can be seen that mean value is 36, standard deviation 8, and majority of the participants fell into category of medium for celebrity worship on *intense personal feeling* aspect. Thus, it can be concluded that most of the students in Makassar city who are fans of Korean dramas have celebrity worship with an *intense personal feeling* level falling into a category of medium.

Table 4. Mean, Standard Deviation, and Categorization of the Score of Celebrity Worship (Borderline Pathological)

Mean	SD	Interval	Category	f	%
27	6	< 21	Low	126	31,34
		21 – 33	Medium	238	59,20
		33 <	High	38	9,45
Total				402	100%

On Table 4 it can be seen that mean value is 27, standard deviation 6, and majority of the participants fell into category of medium for celebrity worship on *borderline pathological* aspect. Thus, it can be concluded that most of the students in Makassar city who are fans of Korean dramas have celebrity worship with a *borderline pathological* level falling into a category of medium.

Table 5. Comparison the of mean of celebrity worship aspects

Aspect	Mean	Standard Deviation
Entertainment social	25,08	4,67
Intense personal feeling	36,95	8,42
Borderline Pathological	24,22	6,63

On Table 5 can be seen that *intense personal feeling* aspect has the highest mean among all celebrity worship aspects, so it can be concluded that majority of the

college students in Makassar city who are fans of Korean dramas have celebrity worship in intense personal feeling aspect.

Description of Psychological Well-being

Data of psychological well-being variable in the research consisted of 28 items with a score interval from 1 to 5. The description of psychological well-being is presented in brief on the table below:

Table 6. Mean, Standard Deviation, and Categorization of Psychological Well-being Scores

Mean	SD	Interval	Category	F	%
69	15,3	< 54	Low	7	1,74%
		54 – 84	Medium	268	66,67%
		84 <	High	127	31,59%
Total				402	100%

On Table 6 it can be seen that majority of the research participants fall into a category of medium for psychological well-being scores, so it can be concluded that most of the students in Makassar city who are fans of Korean dramas have medium psychological well-being.

Result of Hypothesis Test

Table 7. Result of the hypothesis test for the effect of psychological well-being on celebrity worship in entertainment social aspect

Variable	r	R Square	p	Explanation
Psychological well-being Celebrity Worship (Entertainment social)	-0,54	0,003	0,281	Insignificant

Based on Table 7, the value of significance p is 0.281. Thus, it can be concluded that the hypothesis is rejected, that is, there is no effect of psychological well-being on entertainment social aspect.

Table 8. Result of the hypothesis test for the effect of psychological well-being on celebrity worship in intense personal feeling aspect

Variable	r	R Square	p	Explanation
Psychological well-being Celebrity Worship (Intense personal feeling)	-,166	0,027	0,001	Significant

Based on Table 8, the value of significance p is 0.001. Thus, it can be concluded that the hypothesis is accepted. The hypothesis that is accepted is that there is effect of psychological well-being on celebrity worship in *intense personal feeling* aspect among the students who are fans of Korean dramas in Makassar city. The effect of independent variable on dependent variable in the research exists in regression coefficient, r of -0.166, which is of a negative value. The higher psychological well-being, the lower celebrity worship in *intense personal feeling* aspect; conversely, the lower psychological well-being, the higher *celebrity worship* in *intense personal feeling* aspect for the students who are fans of Korean dramas in Makassar city.

The effect of psychological well-being on celebrity worship has R square value of 0.027. Thus, psychological well-being has effect of 2.7% on celebrity worship in *intense personal feeling* aspect, the remaining 97.3% being affected by other factors beyond the focus of this research. The other factors include age, social skills, and sex (McCutcheon, 2002).

Table 9. Result of the hypothesis test for the effect of psychological well-being on celebrity worship in borderline pathological aspect

Variable	r	R Square	p	Explanation
Psychological well-being				
Celebrity Worship (Borderline pathological)	-,199	0,040	0,000	Significant

Based on Table 9, the value of significance p is 0.000. Thus, it can be concluded that the hypothesis is accepted. The hypothesis that is accepted is that there is effect of psychological well-being on celebrity worship in *borderline pathological* aspect among the students who are fans of Korean dramas in Makassar city. The effect of independent variable on dependent variable in the research exists in regression coefficient, r of -0.199, which is of a negative value. The higher psychological well-being, the lower celebrity worship in *borderline pathological* aspect; conversely, the lower psychological well-being, the higher *celebrity worship* in *borderline pathological* aspect among the students who are fans of Korean dramas in Makassar city.

The effect of psychological well-being on celebrity worship has R square value of 0.040. Thus, psychological well-being has effect of 4% on celebrity worship in *borderline pathological* aspect, the remaining 96% being affected by other factors beyond the focus of this research.

Discussion

Based on the result of hypothesis test by using a simple linear regression analysis for the effect of psychological well-being on celebrity worship it was found that the p values were 0.281 for entertainment social aspect, 0.001 for *intense personal feeling* aspect, and 0,000 for *borderline pathological* aspect. The p values that were found show that there is no effect of psychological well-being on celebrity worship

in *entertainment social* aspect, there is an effect of psychological well-being on celebrity worship in aspect *intense personal feeling* aspect, and there is an effect of psychological well-being on celebrity worship in *borderline pathological* aspect.

The research found that the effect of psychological well-being on celebrity worship in *intense personal feeling* aspect was 2.7%. And the effect of psychological well-being on celebrity worship in *borderline pathological* aspect was 4%. It means that the effect of psychological well-being on celebrity worship among the students who are fans of Korean dramas in Makassar city falls into a category of weak.

The research regression coefficient was -0.166 for *intense personal feeling* aspect and -0.199 for *borderline pathological* aspect, that is, of negative values. The higher the psychological well-being, the lower celebrity worship in *intense personal feeling* and *borderline pathological* aspects. Conversely, the lower the psychological well-being, the higher the celebrity worship in *intense personal feeling* and *borderline pathological* aspects among the students who are fans of Korean dramas in Makassar city.

Maltby et al. (2001) pointed out that there is a negative correlation between celebrity worship and psychological well-being resulting from failure in escaping and in improving individual life. This is because the individual is of low psychological well-being and therefore he or she fails to cope with pressures in real life, thus living out *celebrity worship* to escape from reality (Maltby dkk. 2001).

Those individuals of early adulthood who are still living out *celebrity worship* do so because they are in an isolation phase. The isolation phase takes place because the individuals failed to get love and intimate relationship from their surroundings and thus they develop *parasocial* relationship with the celebrity they are idolizing (Shofa, 2017). The parasocial relationship developed with the idolized artist or celebrity is brought about by the individuals so as to escape from reality, offset some deficit in their self, and develop an uncompleted self-identity (Mc Cutcheon et al., 2002). Eliani et al. (2018) found that the individuals who display celebrity worship behaviors, in this case *k-pop* fans, have high fanaticism attitude and a positive correlation with verbal aggression. Aggressive behaviors differ diametrically from positive relationship with others, the latter being one of the aspects of psychological well-being that emphasizes emphatic, attitudes, positive effects, and development of warm relationship with others.

The result of this research is in agreement with that of Nurohmah & Prakoso (2019), that there is a negative correlation between psychological well-being and celebrity worship by -0.504. The lower the psychological well-being, the higher the celebrity worship. Meanwhile, a research by Shabahang et al. (2020), found that celebrity worship has a positive correlation with psychological well-being and cognitive flexibility. A recent research by Fauziah and Chusairi (2022) also found that there is a negative correlation between celebrity worship and psychological well-being by -0,344. On the other hand, Azzahra and Ariana (2021) found a positive correlation between psychological well-being and celebrity worship by 0.340.

In Zahra and Wulandari (2021), psychological well-being has an effect on celebrity worship in *intense personal feeling* aspect by 1.7%. Brooks (2021) observed that there are some factors besides from psychological well-being that might affect celebrity

worship, one of which is *cognitive flexibility*. According to Aufa, Ma'rat, and Tiatri (2019), *cognitive flexibility* has an effect on celebrity worship by 35.2%. *Cognitive flexibility* in Aufa, Ma'rat, dan Tiatri (2019) has a greater effect on celebrity worship than psychological well-being has in the present research.

The limitation of the research is that the researcher had not investigated further other factors that might affect celebrity worship, such as individual personality factor, religiosity level, behavior and cognitive-behavior, and cognitive flexibility factor. In addition, there were disproportional numbers of male participants (N = 17) and female participants (N = 385).

CONCLUSION

The research result found that the hypothesis is accepted, that is, there is an effect of psychological well-being on celebrity worship in *intense personal feeling* and *borderline pathological* aspects among the college students who are fans of Korean fans in Makassar City. It is hoped that other variables like *cognitive flexibility* which might affect *celebrity worship* are paid more attention, so that the contribution of independent variable can be greater than that of the other factors that have some effect.

REFERENCE

- Aufa, Rahmatul., Ma'rat., & Sri Tiatri. (2019). Peranan *cognitive flexibility*, *self esteem*, dan *loneliness* terhadap celebrity worship pada remaja. *Jurnal Muara Ilmu Sosial*, 3(2), 539-548
- Azzahra, M. S., & Ariana, A. D. (2021). *Psychological wellbeing* penggemar K-pop dewasa awal yang melakukan *celebrity worship*. *Buletin Riset Psikologi Dan Kesehatan Mental (BRPKM)*, 1(1), 137-148.
- Benu, J. M. Y., Takalapeta, T., & Nabit, Y. (2019). Perilaku *celebrity worship* pada remaja perempuan. *Journal of Health and Behavioral Science*, 1(1), 13-25.
- Brooks, S. K. (2021). FANatics: Systematic literature review of factors associated with celebrity worship, and suggested directions for future research. *Current Psychology*, 40(2), 864-886.
- Cahyani, D., & Purnamasari, Y. (2019). *Celebrity worship on early adult K-pop fangirling*. 304, 167-170.
- Eliani, Jenni., Yuniardi, Salis., & Masturah, Alfiah, N. (2018). Fanatisme dan perilaku agresi verbal di media sosial pada penggemar idola kpop. *Jurnal Penelitian Psikologi*, 3(1), 59-72.
- Fauziah, D., & Chusairi, A. (2022). *Hubungan antara celebrity worship dan kesejahteraan Psikologis Remaja Penggemar K-Pop*. 1(2), 398-400.
- Hertisyahrani, E. (2019). Pengaruh *celebrity worship* terhadap pembelian kompulsif pada penggemar Korean wave di Makassar. (Skripsi). Universitas Negeri Makassar.
- Istanti, N. A. (2019). The intensity of watch Korean drama and college student happiness. *Jurnal Mahasiswa Psikologi*, 1(3), 71-79.
- Kurniasari, E., Rusmana, N., & Budiman, N. (2019). Gambaran umum kesejahteraan psikologis mahasiswa Universitas Pendidikan Indonesia. *Journal of Innovative Counseling : Theory, Practice & Research*, 3(2), 52-58.

- Laksmi, A. (2018). Hubungan antara status identitas diri dengan *celebrity worship* pada remaja akhir penggemar Korean pop di kota Malang. *PSIKOVIDYA*, 53(9), 1689–1699.
- Larasati, D. (2018). Globalization on Culture and Identity: Pengaruh dan eksistensi *Hallyu* (Korean-wave) versus Westernisasi di Indonesia. *Jurnal Hubungan Internasional*, 11(1), 109. <https://doi.org/10.20473/jhi.v11i1.8749>
- Luthfi, D. A. S., & Harsono, Y. T. (2022). Pengaruh harga diri terhadap *celebrity worship* pada penggemar K-Pop dewasa awal di kota Malang. *Flourishing Journal*, 2(3), 146–151. <https://doi.org/10.17977/umo70v2i32022p146-151>
- Mandas, Astrid Lingkan., Suroso., & Dwi Sarwindah S. (2018). Hubungan antara konsep diri dengan *celebrity worship* pada remaja pecinta Korea di Manado ditinjau dari jenis kelamin. *PSIKOVIDYA*, 22(2), 164-189.
- Nawawi, M. I., Anisa, N., Syah, N. M., Risqul, M., Azisah, A., & Hidayat, T. (2021). Pengaruh tayangan K-drama (Korean drama) terhadap motivasi belajar. *Edukatif: Jurnal Ilmu Pendidikan*, 3(6), 4439–4447.
- Nurohmah, Y. F., & Prakoso, H. (2019). Hubungan *psychological well being* dan *celebrity worship* pada anggota fansclub EXO di Bandung. *Psikologi*, 5(1), 181–186.
- Putri, I. P., Liany, F. D. P., & Nuraeni, R. (2019). K-drama dan penyebaran Korean wave di Indonesia. *ProTVF*, 3(1), 68-80
- Rachmayani, Dita & Neila Ramdhani. (2014). Adaptasi bahasa dan budaya skala *psychological well-being*. *Proceeding Seminar Nasional Psikometri*, 253-269.
- Shabahang, R., Besharat, M. A., Hossienkhanzadeh, A. A., & Sheykhangafshe, F. B. (2020). Structural analysis of relationship between *celebrity worship* and *psychological wellbeing*: mediating role of cognitive flexibility. *Social Cognition*, 10(1), 9–28.
- Shofa, M. (2017). Gambaran psikologis *celebrity worship* pada dewasa awal (Studi kasus mahasiswa penggemar Korean pop. *Skripsi*, 1–192.
- Shofa, M. (2017). Gambaran psikologis *celebrity worship* pada dewasa awal (Studi kasus mahasiswa penggemar Korean pop. (Skripsi). Universitas Maulana Malik Ibrahim.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R & D*. Alfabeta.
- Sugiyono. (2019). *Statistika Untuk Penelitian*. Alfabeta.
- Widjaja, A. K., & Ali, M. M. (2015). Gambaran *celebrity worship* pada dewasa awal di Jakarta. *Humaniora*, 6(1), 21.
- Zahra, N. N., & Wulandari, P. Y. (2021). Pengaruh harga diri dan kesejahteraan psikologis terhadap *celebrity worship* pada dewasa awal penggemar K-pop. *Buletin Riset Psikologi Dan Kesehatan Mental (BRPKM)*, 1(2), 1115–1125.