

ABSTRACT

Ayu Thannia Dewi (705100101)

Effect of Loneliness and Shyness on Celebrity Worship on Adolescent; (Dr. Fransisca Iriani, M. Si.); Undergraduate Program of Psychology, Tarumanagara University. (i-ix; 60 Pages; R1-R3; Appdx 1-60)

Adolescence have development task of searching for identity development. In this period, adolescence have a few characteristics such as looking for a figure outside their immediate social environment to be used as hero figure, idol, or role model; friendships become more important; and the increasing use of media, especially internet, television, and music. Through these three characteristics, adolescence could have a celebrity idol. This relationship between fan and idol is parasocial relationship, in which a person knows the other but not vice versa. New phenomenon in this connection is the celebrity worship, which is a concept that describes the relationship based on the level of interest of fan to idol. Individuals who have celebrity worship has some determining factors, included loneliness and shyness. The aim of this reasearch is to examine the significant effect of loneliness and shyness to adolescence's celebrity worship. Sample in this research is 491 participants, using the convinience sampling technique and given measurement instrument such as questionnaires using a Likert scale to measure loneliness, shyness, and celebrity worship. Data analysis in this research using Multiple Regression Analysis with a significance level 0.05. Based on data analysis obtained score $R = 0,187$, $R^2 = 0,035$. The result of this research concluded that there is a significant effect of loneliness and shyness to celebrity worship. The result showed the proportion of variance explained by all the celebrity worship independent variable is equal to 3.5%, while 96.5% is influenced by other variables outside of research.

Key words: Loneliness, Shyness, Celebrity Worship, Adolesence