

Perbedaan audience involvement pada remaja anggota fanclub dan non-fanclub : interaksi parasosial dan identifikasi kepada idola = The differences of audience involvement in adolescents of fanclub and non fanclub members parasocial interaction and identification to idols

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Abstrak

Perilaku fans yang mengantre saat membeli tiket konser idol group menunjukkan bahwa selebriti yang dipapar oleh media dapat mempengaruhi berbagai aspek emosional dan psikologis jutaan audiens. Proses audiens terlibat secara emosional dan psikologis dengan selebritis disebut audience involvement. Ada dua tipe audience involvement, yaitu interaksi parasosial dan identifikasi. Interaksi parasosial merupakan sebuah proses dimana audiens membangun pseudofriendship dengan persona, sedangkan identifikasi merupakan proses dimana audiens mengadopsi sikap, keyakinan, dan tingkah laku persona. Penelitian ini bertujuan untuk mengetahui perbedaan audience involvement pada remaja yang menjadi anggota fanclub dan nonfanclub. Sampel penelitian ini ialah remaja berumur 11-24 tahun yang belum pernah menikah dan memiliki idola band/boyband/girlband. 165 partisipan diminta mengisi kuesioner yaitu Celebrity-Persona Parasocial Interaction dan Celebrity-Persona Identification yang dikembangkan oleh Bocarnea dan Brown (2007). Hasil menunjukkan bahwa terdapat perbedaan interaksi parasosial yang signifikan pada remaja anggota fanclub dan non-fanclub ($t(163)=3,774$, $p < 0,01$, two-tailed), dan terdapat perbedaan identifikasi yang signifikan pada remaja anggota fanclub dan nonfanclub ($t(163)=3,389$, $p < 0,01$, two-tailed).

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The behavior of fans who lined up when buying concert tickets of idol group showed that celebrities which exposed by the media could influence the emotional and psychological aspects of millions of audience. The process of engaging the audience emotionally and psychologically with celebrities is called audience involvement. There were two types of audience involvement, parasocial interaction and identification. Parasocial interaction was a process which the audience built pseudofriendship with persona, while identification was the process in which the audience adopted the attitudes, beliefs, and behaviors of persona. This study aimed to determine the differences in audience involvement in adolescents who became fanclub and non-fanclub members. The sample of this study was adolescents aged 11-24 years who had never been married and had an idol of band/boyband/girlband. 165 participants were asked to fill out a questionnaire of Celebrity-Persona Parasocial Interaction and Celebrity-Persona Identification developed by Bocarnea and Brown (2007). The results indicated that there were significant differences in parasocial interaction in adolescents of fanclub and non-fanclub members ($t(163) = 3.774$, $p < 0.01$, two-tailed), and also there were significant differences in identification in adolescents of fanclub and non-fanclub members ($t(163) = 3.389$, $p < 0.01$, twotailed).