

Hubungan Celebrity Worship dengan Perilaku Makan Terganggu pada Penggemar K-Pop usia Emerging Adult: Peran Body Image Dissatisfaction sebagai Mediator = The Relationship between Celebrity Worship and Disordered Eating Behavior among Emerging Adult K-Pop Fans: The Role of Body Image Dissatisfaction as a Mediator

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Abstrak

Perilaku menggemari selebritas disebut dengan *celebrity worship*, yang menggambarkan melalui perilaku mulai dari mendiskusikan selebritas bersama teman hingga memuja selebritas ke tahap yang lebih ekstrem. *Celebrity worship* ditandai dengan adanya keterlibatan emosional antara penggemar dengan selebritas. Namun, ikatan dan paparan pada selebritas secara terus menerus dapat menimbulkan kecenderungan penggemarnya untuk melakukan perbandingan diri. Perbandingan diri tersebut dapat memicu ketidakpuasan pada citra tubuh yang kemudian dapat mengarah pada perilaku makan terganggu. Penelitian ini bertujuan untuk melihat peran *Body Image Dissatisfaction* (BID) sebagai mediator hubungan antara *celebrity worship* dengan perilaku makan terganggu pada sampel penggemar K-Pop usia *emerging adulthood* (18-25 tahun). Hasil penelitian pada penggemar K-Pop (N = 219) menggunakan *Celebrity Attitude Test* (CAS), *Eating Attitude Test-8* (EAT-8), dan *Body Shape Questionnaire-Revised-10* (BSQ-R-10) menunjukkan bahwa terdapat *indirect effect* yang signifikan antara *celebrity worship* dan perilaku makan terganggu melalui BID ($\beta = .07$, *BootSE* = .01, CI = [.0425 – .0987]). Hasil penelitian ini mendukung hipotesis penelitian bahwa BID memediasi hubungan antara *celebrity worship* dan perilaku makan terganggu. Temuan ini mengimplikasikan bahwa semakin tinggi *celebrity worship* pada penggemar K-Pop, maka semakin tinggi pula BID yang dirasakan, hingga meningkatkan perilaku makan terganggu pada penggemar K-Pop.

Celebrity worship is a form of idolizing celebrities that ranges from discussing celebrity with friends to worshipping celebrities to a more extreme level. *Celebrity worship* is referred to as a one-sided emotional attachment to a celebrity. However, continuous exposure to celebrities could lead to a tendency for fans to do self-comparisons that trigger dissatisfaction with body image and further become disordered eating behavior. This study aims to see whether *Body Image Dissatisfaction* (BID) mediates the relationship between *celebrity worship* and disordered eating behavior among *emerging adulthood* (18-25 years of age) K-Pop fans. The results of this study (N = 219) using *Celebrity Attitude Test* (CAS), *Eating Attitude Test-8* (EAT-8), dan *Body Shape Questionnaire-Revised-10* (BSQ-R-10) showed that there was a significant indirect effect between *celebrity worship* and disordered eating behavior through BID ($\beta = .07$, *BootSE* = .01, CI = [.0425 – .0987]). The results of this study proved that BID mediates the relationship between *celebrity worship* and disordered eating behavior. This finding implies that the higher the *celebrity worship* of K-Pop fans, the higher the perceived BID, which then increases the tendency of disordered eating behavior among K-Pop fans.