HUBUNGAN KELEKATAN DAN *CELEBRITY WORSHIP* PADA REMAJA PENGGEMAR *TREASURE*

Amelia Cahaya Pramesti

Ike Agustina

ABSTRAK

Penelitian ini dilakukan untuk mengetahui hubungan antara kelekatan dan *celebrity worship* pada remaja penggemar *Treasure*. Hipotesis yang diajukan oleh peneliti adalah terdapat hubungan negatif antara kelekatan dan *celebrity worship* pada *Treasure Maker*. Penelitian ini menggunakan metode penelitian kuantitatif dengan desain penelitian korelasional. Partisipan pada penelitian ini berjumlah 373 *Treasure Maker* berusia 12-19 tahun. Alat ukur yang digunakan dalam penelitian ini adalah skala *Adolescent Attachment Questionnaire (AAQ)* oleh Bowlby (1973) dan *Celebrity Attitude Scale* (CAS) berjumlah 21 aitem yang dikembangkan oleh Maltby, Houran, dan McCutcheon (2002). Hasil uji normalitas dari kelekatan maupun *celebrity worship* tidak normal. Hasil uji linearitas linear (r = 0.000, p < 0.05). Hasil dari analisis menggunakan teknik korelasi Spearman's Rho menunjukkan bahwa ada hubungan positif yang signifikan antara kelekatan dan *celebrity worship* pada *Treasure Maker* (r = 0.000, p < 0.05). Hasil tersebut menunjukkan bahwa hipotesis yang diajukan dalam penelitian ini ditolak. Mayoritas responden memiliki kategori kelekatan sedang dan *celebrity worship* tinggi.

Kata kunci : Kelekatan, *Celebrity Worship, Treasure, Treasure Maker*

THE RELATIONSHIP OF ATTACHMENT AND CELEBRITY WORSHIP IN TEENAGER OF TREASURE FANS

Amelia Cahaya Pramesti

Ike Agustina

ABSTRACT

This research was conducted to determine the relationship between attachment and celebrity worship among young Treasure fans. The hypothesis put forward by the researcher is that there is a negative relationship between attachment and celebrity worship on Treasure Maker. This study uses a quantitative research method with a correlational research design. Participants in this study were 373 Treasure Makers aged 12-19 years. The measurement tools used in this study were the Adolescent Attachment Questionnaire (AAQ) scale by Bowlby (1973) and the Celebrity Attitude Scale (CAS) totaling 21 items developed by Maltby, Houran, and McCutcheon (2002). The normality test results of attachment and celebrity worship are not normal. The results of the linearity test were linear ($r = 0.000$, $p < 0.05$). The results of the analysis using the Spearman's Rho correlation technique show that there is a significant positive relationship between attachment and celebrity worship on Treasure Maker ($r = 0.000$, $p < 0.05$). These results indicate that the hypothesis proposed in this study was rejected. The majority of respondents have moderate attachment category and high celebrity worship.

Kata kunci : *Attachment*, *Celebrity Worship*, *Treasure*, *Treasure Maker*