

## INTERACTIONS OF PEER GROUP AND CELEBRITY WORSHIP WITH IMITATION BEHAVIOR KPOP FANS

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**Abstract.** The rapid development of technology in Indonesia affects various aspects of human life. This development has been driven by the impact of globalization, making it easier for foreign cultures to enter the country, one form of which is the existence of K-Popers or a large community of K-Pop fans. This triggers imitation behavior from K-Popers towards their fans. For this reason, this study aims to analyze the description of interactions of peer group and celebrity worship with imitation behavior in adolescent K-Pop fans and analyze the relationship between interactions of peer group and celebrity worship with imitation behavior in adolescent K-Pop fans. This study uses quantitative methods and correlational design. The subject in this study is K-pop Fans adolescents in Bekasi. The instrument in this study use a imitation behavior scale, interactions of peer group scale and celebrity worship scale. Data collection techniques through interviews and the use of psychological scales. The results in this study are that there is a relationship between interactions of peer group and celebrity worship with imitation behavior and there is a significant influence between interactions of peer group and celebrity worship with imitation behavior.

**Keywords:** Celebrity Worship, Imitation Behavior, Interactions of Peer Group, KPOP Fan Adolescents

### 1. INTRODUCTION

Korean culture is currently gaining attention in Indonesia. This phenomenon is known as Hallyu or the Korean Wave, which has spread to various parts of the world, including Indonesia (Bok-rae, 2015). One element that attracts many people is Korean music, especially K-pop. The appeal of K-pop as part of South Korean culture in Indonesia can be explained by its success in presenting highly detailed concepts. This includes personnel training, clothing selection, song genres performed, and even music videos, all of which are carefully designed (Aristyawati and Wulanyani, 2023).

The development of K-pop is increasing every year. In 2021, Twitter reported on Wednesday, January 26, 2022, that there were approximately 7.8 billion tweets related to #KpopTwitter used by users worldwide. The data also revealed the rankings of countries most active in posting tweets about K-pop, with Indonesia ranking first for two consecutive years, followed by the Philippines, South Korea, and Thailand.

The large K-pop fan community has a special term known as Kpopers. More deeply, Kpopers can be identified as individuals or groups who enjoy popular music from South Korea. Generally, Kpopers' activities involve watching Korean dramas, seeking news about their idols, purchasing K-pop-related merchandise, and downloading K-pop videos and songs (Kartika and Darminto, 2020).

Many teenagers admire K-pop artists so deeply that they become obsessed, imitating not only their style but also the way they speak and behave. Unfortunately, some of these styles and behaviors can be considered unconventional, and fans often imitate without considering their thoughts and feelings, blindly following their idols' behavior patterns (Asrie and Misrawati, 2020).

This imitation behavior problem is also experienced by some teenagers in Bekasi. Interviews conducted on December 8, 12, and 18, 2023, with five Kpopers in Bekasi showed issues with imitation behavior. The results indicate that these five Kpopers imitate lifestyle choices such as their favorite idols' diets and routines. This shows that all five respondents have a high level of same behavior aspect in imitation behavior.

Additionally, the five respondents are willing to learn Korean to understand and communicate with their favorite idols. They also buy the same items as their idols, such as clothes, jackets, and accessories, to look similar to their idols. This indicates that all five respondents have a high level of matched dependent behavior in imitation behavior.

The respondents also imitate their favorite idols' fashion styles, seek similar clothing, match fashion styles, and mimic the distinctive fashion statements of their idols. They also purchase items like skincare products recommended or used by their idols. This indicates that all five respondents have a high level of copying behavior in imitation behavior.

Moreover, imitation behavior can be influenced by external factors, namely interaction of peer group. This aligns with research by Kusumasari (2017) on imitation behavior among teenagers in Semarang, which found that interaction of peer group contributes to imitation behavior in teenagers. Interaction of peer group can influence, change, or improve group behavior, thus having a linear and significant impact on imitation behavior among teenagers.

Interviews on December 8, 12, and 18, 2023, showed that all five respondents have high interaction of peer group, with all respondents having peers who also like K-pop, making them open to each other. This indicates that all five respondents have high openness within the group in interaction of peer group. Additionally, the respondents help each other when facing difficulties and cooperate within the fandom to assist those in need. This shows that all five respondents have high cooperation within the group in interaction of peer group.

The five respondents have peers at their school, frequently meet them, and often discuss their favorite idols or Korean-related issues. This indicates that all five respondents have a high frequency of interaction within the group in interaction of peer group.

Furthermore, imitation behavior can be influenced by internal factors, such as celebrity worship. This aligns with research by Khrisnadestya & Prahara (2022) on imitation behavior among Kpopers in Indonesia, which found that celebrity worship also contributes to imitation behavior. The initial admiration for the idol creates a model to emulate. Therefore, admiration for idols plays a strong role in triggering imitation behavior, with fans tending to mimic their idols' style or behavior.

Interviews conducted on December 8, 12, and 18, 2023, indicated that there are issues with celebrity worship among teenagers. All five respondents admired their idols for their talent and intelligence, as well as their visual appeal. They often discuss their idols with their fandom peers and always feel excited when doing so. This shows that all five respondents have high entertainment-social aspects in celebrity worship.

Moreover, four out of the five respondents consider their favorite idols as boyfriends or husbands and think about them all day long. This indicates that these respondents have high intense-personal aspects in celebrity worship. Lastly, four out of the five respondents are willing to stay up late waiting for their idols to update, and one respondent has a poster of their idol's face and often kisses it. This indicates that all five respondents fit the borderline-pathological aspects of celebrity worship.

Recent research suggests that gender influences celebrity worship, meaning that females are more likely to choose favorite celebrities of the opposite sex compared to males (Greenwood et al., 2018; Collisson et al., 2020). According to the research, gender moderates the relationship between celebrity worship, showing that women with higher levels of celebrity admiration may report lower self-esteem compared to men with excessive celebrity admiration (Zsila, 2021).

## **2. LITERATURE REVIEW**

### **2.1 Imitation Behavior**

Imitation behavior is part of social learning theory discovered by Albert Bandura. Social learning theory or social learning theory is defined by Albert Bandura as behavior that results from when someone sees and imitates the behavior of a model and considers it an act of learning (Frismadewi & Darminto, 2022). According to Bandura's social learning theory, people learn a lot from seeing or observing (observation) and interacting with others (Firmansyah & Saepuloh, 2022). According to Dwiyanto (2011), aspects of imitation behavior according to Miller and Dollard (Sarwono, 2014), namely: Same behavior, Matched dependent behavior, Copying behavior

### **2.2 Interactions of Peer Group**

According to Pierre (Rimardhanty et al., 2019) Interaction of peer group is the relationship between individuals and their groups where generally the age of group members is almost uniform. In interaction of peer group, there is generally cooperation, openness, and mutual influence among each member in a group. A positive attitude or feeling of attraction towards a group of friends forms the basis for the development of peer relationships. In addition, Partowisastro explained that interaction in peer groups is the closeness of social relations among group members. This includes the level of openness, collaboration, and how often social interactions occur between individuals or members of the group (Yunita & Ahmad, 2019).

In the context of social interaction in peer groups, usually, members with each other have the ability to influence each other. H. Bonner states that social interaction is a relationship between two or more people, in which the properties and characteristics of one individual can affect, change, or improve the properties and characteristics of another individual, and vice versa (Rimardhanty et al., 2019). Aspects of interaction of peer group according to Partowisastro (Saputri & Sabdaningtyas., 2020), namely: Individual openness in the group, Individual cooperation in the group, Frequency of individual relationships within the group.

### **2.3 Celebrity Worship**

Celebrity worship behavior reflects the obsession shown by a person who is deeply involved in the daily life of each celebrity (Mandas et al., 2018). When a person shows excessive obsession with their idol, they tend to find it difficult to detach themselves from all aspects related to the celebrity.

Malty (Mandas et al., 2018) outlines that celebrity worship is a form of identity that exists within the individual, playing a role in the process of meaning and identification with the idol celebrity. This is considered an effort to develop self-identity and achieve personal satisfaction. From this explanation, it can be concluded that celebrity worship is a parasocial relationship that supports the recognition of idol celebrities as part of an individual's effort to develop self-identity and achieve personal satisfaction.

According to McCutcheon, Lange, and Houran, celebrity worship is a state in which individuals with an identity that is considered complete become obsessed with one or more celebrity figures (Fitriana, 2019). Furthermore, Houran emphasized that celebrity worship can be interpreted as a person's devotion to at least one figure who has media exposure and public status (Dewi & Indrawati, 2019). Therefore, celebrity worship is interpreted as a phenomenon in which a person with an identity that is considered intact will experience obsession and commitment to at least one individual who has media presence and public status.

Based on some of the definitions given by experts above, it can be concluded that celebrity worship is a phenomenon in which individuals become obsessed with celebrities as a way to develop self-identity and achieve personal satisfaction. This is reflected in their desire to continue to be involved in the celebrity's life, thus creating a feeling of difficulty in detaching themselves from all aspects related to their idol.

This study uses aspects according to Maltby et al; stating that there are three aspects that can be described as celebrity worship behavior (Maltby & Day, 2011) including: 1. Entertainment-social; this aspect describes fans' interest in favorite celebrities, which is caused by their ability to entertain and attract attention. The attitudes and behaviors exhibited by the fans involve their happiness in chatting or discussing with their friends about their favorite celebrity's activities, as well as their excitement in learning more about their favorite celebrity's life story. 2. Intense-personal; this aspect reflects a person's level of focus and obsession with the celebrity. This phenomenon is similar to the obsessive tendency of fans who have a desire to have a favorite celebrity. The behavior or attitude shown is to view their favorite celebrity as a very close part of themselves and always think about them. 3. Borderline-pathological; this aspect is related to the tendency of a person's attitude and behavior to be pathological due to excessive adoration. In other words, a person is willing to do anything to please the celebrity they admire. A fan has the opportunity to meet their favorite celebrity, and if the celebrity asks for something from the fan, they will definitely give it.

### **3. RESEARCH METHODS**

This research is quantitative research with a correlational approach. Machali (2021) states that quantitative research is a type of research that widely uses data in the form of numbers at every stage, including data collection, interpretation, and the process of drawing conclusions. In presenting the results, quantitative research tends to prioritize the representation and interpretation of numerical data, often accompanied by the use of images, tables, graphs, or other visual elements. Quantitative research aims to measure and see how certain variables interact with each other. This allows the researcher to determine if there is a relationship or causal influence between the variables. Correlational research, is research with the aim of knowing how two or more variables relate to each other without changing, adding, or altering previous data (Arikunto, 2014).

Research Subjects, the population in this study are K-Pop fans who are members of the NCT group community domiciled in Bekasi City and Regency so that the type of population in this study is the infinite population. According to Setiawan (2018) an infinite population is a type of population whose identity and number of population members cannot be known with certainty. Then the sampling technique in this study used a non-probability sampling technique with quota sampling type. In this study, the number of samples taken depends on the predetermined data collection time limit, which starts May 10 to June 1, 2024. The number of samples estimated by the researcher was 150 K-Pop fans who are members of the NCT community group domiciled in Bekasi City and Regency.

The subject criteria in this study are being a KPOP fan for at least 2 years, joining the NCT group community for at least 2 years, aged 12-21 years, and living in Bekasi City and Regency. Data Collection Techniques, the data collection techniques used include: interviews and the use of psychological scales. Researchers made an interview guide in this study, namely questions about the problems of the variables to be studied which include imitation behavior, interaction of peer group and celebrity worship. By conducting interviews, researchers obtain information, data, and understanding of the problems that occur in adolescent Kpop fans or Kpopers in Bekasi City and Regency. Through this interview, problems that arise can be identified, so that it can be used as a preliminary study in the background of this study, the researcher conducted interviews with five teenage Kpop fans on December 8, 12 and 18, 2023.

This study uses a type of Likert scale. There are three scales used by researchers, namely the imitation behavior scale compiled by researchers based on the theory of Neal E. Miller and John Dollard (2014), the interaction of peer group scale compiled by researchers based on Partowisastro's theory (2019) and the Celebrity Worship Scale using the Celebrity Attitude Scale (CAS) adapted by Maltby, et al (2004). This study

uses content validity and construct validity to test the validity of the scales used. This study uses Cronbach's Alpha as a reliability test. A research instrument is considered reliable using Cronbach's Alpha if the reliability coefficient value is  $> 0.6$  (Siregar, 2014). This study used the help of IBM SPSS Statistics 27 for windows to test reliability.

Data Analysis Technique, this study uses descriptive analysis techniques, assumption testing techniques (Normality Test and Linearity Test), and hypothesis testing techniques (Correlation Test, Regression Test and Difference Test).

#### 4. RESULT AND DISCUSSION

In this study, the subjects totaled 136 teenage KPOP fans who were at least 12 to 22 years old and lived in Bekasi City and Regency. Subject description data is obtained from personal data located at the beginning of the research questionnaire. This study categorizes into several parts, gender and age:

Table 1. Demographic description table of research subjects

Demographic description (N = 136)	Total	Percentage
<b>Gender</b>		
Male	26	19,12%
Female	110	80,88%
<b>Total</b>	136	100,00%
<b>Age</b>		
12	0	0,00%
13	0	0,00%
14	1	0,74%
15	3	2,21%
16	2	1,47%
17	9	6,62%
18	11	8,09%
19	20	14,71%
20	30	22,06%
21	60	44,12%
<b>Total</b>	136	100,00%

It can be concluded that teenage KPOP fans in Bekasi City and Regency are dominated by female gender at 80.88% then rounded up to 81% while the remaining KPOP fans are male at 19.12% then rounded up to 19%. Furthermore, after conducting a different test using the Mann-Whitney Test, it can be seen that the sig value 0.010 ( $p < 0.05$ ). This means that there is a difference in the level of imitation behavior between men and women. This is in line with Bandura's theory of imitation, which says that the characteristics of effective models in imitation behavior are congruence with the gender of the imitator, imitators tend to adopt behaviors that they consider appropriate for their gender (Kusuma, 2014).

Then, that teenage KPOP fans in Bekasi City and Regency are dominated by 21 years old with a percentage of 44.12% if rounded up to 44%. While the least subject is 14 years old with a percentage of 0.74% if rounded up to 0.8%. Furthermore, after testing the difference using the Kruskal-Wallis Test, it can be seen that the sig. value is 0.143 ( $p > 0.05$ ). This means that there is no difference in the level of imitation behavior based on age category.

In this study, after distributing questionnaires to 136 research subjects, a description of the variables of interaction of peer group (X1), celebrity worship (X2) and imitation behavior (Y) was obtained. Each variable is categorized into low, medium and high based on the categorization of standard deviation and hypothetical mean, the following

is the explanation:

Table 2. Descriptive Research Variables

Variable	Category					
	Low		Medium		High	
	Total	Percentage	Total	Percentage	Total	Percentage
Interaction of peer group (X1)	2	1,47%	49	36,03%	85	62,50%
Celebrity Worship (X2)	3	2,21%	45	33,09%	88	64,71%
Imitation Behavior (Y)	7	5,15%	51	37,50%	78	57,35%

Based on data processing from 136 research subjects, the descriptive results of hypothetical categorization research data on imitation behavior variables are dominated in the high category as many as 78 people or 57.35%. In the interaction of peer group variable, 85 people or 62.50% were dominated in the high category.

Furthermore, the celebrity worship variable is dominated in the high category as many as 88 people or 64.71%.

Based on the results of the correlation test of interaction of peer group variables (X1) with imitation behavior variables (Y), the following results were obtained:

Table 3. Spearman rank correlation test results X1 with Y

Variable	Rank Spearman <i>r</i>	<i>p</i>
Interaction of peer group with imitation behavior	0,222	0,009

From the table above, it shows that there is a low but significant positive relationship between interaction of peer group and imitation behavior with  $r = 0.222$ ;  $p < 0.009$ . This means that the higher the interaction of peer group, the higher the imitation behavior in adolescent KPOP fans in Bekasi City and Regency and vice versa, if the interaction of peer group is low, the imitation behavior in adolescent KPOP fans in Bekasi City and Regency is also low. The results of this study are in line with the results of research conducted by Sofianita and Harti (2015) that there is a positive relationship between interaction of peer group and imitation behavior. This means that adolescents with high interaction of peer group have high imitation behavior.

It can be said that teenage KPOP fans in this study show behavior to imitate their idols in various aspects, such as dressing styles, haircuts, using Korean when communicating with fellow fans, and collecting items owned by their idols.

Furthermore, based on the correlation test results of the celebrity worship variable (X2) with the imitation behavior variable (Y), the results are as follows:

Table 4. Spearman rank correlation test results X2 with Y

Variabel	Rank Spearman <i>r</i>	<i>p</i>
Celebrity worship with imitation behavior	0,685	0,000

From the table above, it shows that there is a strong and significant positive relationship between celebrity worship and imitation behavior with  $r = 0.685$ ;  $p < 0.000$ .

This means that the higher the celebrity worship, the higher the imitation behavior in teenage KPOP fans in Bekasi City and Regency and vice versa, if celebrity worship is low, imitation behavior in teenage KPOP fans in Bekasi City and Regency is also low. The results of this study are in line with the results of research conducted by Khrisnadestya & Prahara (2022) that celebrity worship of K-Pop idols has a significant positive relationship with imitation behavior. This can be interpreted that the higher the celebrity worship of teenage KPOP fans, the higher the imitation behavior.

Then in the multiple linear regression test, the effect of interaction of peer group variables (X1) and celebrity worship (X2) on imitation behavior (Y), with the following results:

Table 5. Multiple regression test results

Variable	$\beta$		$p$
Constant	-2,598		0,711
Interaksi Teman Sebaya (X1)	0,133		0,033
Celebrity Worship (X2)	0,795		0,000
F		72,331	0,000
df regression		2	
df residual		133	
R		0,722	
R <sup>2</sup>		0,521	
Adjusted R <sup>2</sup>		0,514	

The table above shows that interaction of peer group and celebrity worship are able to explain 52.1% of imitation behavior ( $R^2 = 0.521$ ;  $F(2,133) = 72.331$ ;  $p < 0.000$ ). Interaction of peer group is significantly able to predict imitation behavior ( $\beta = 0.133$ ;  $p < 0.033$ ), as well as celebrity worship ( $\beta = 0.795$ ;  $p < 0.000$ ). This is in line with research conducted by Kusumasari (2017) and Aulia et al, (2022) that there is an influence between interaction of peer group on imitation behavior and celebrity worship/fanaticism on imitation behavior.

## CONCLUSION

The results of hypothesis testing can be concluded as follows: There is a significant positive relationship between interaction of peer group and imitation behavior in adolescent KPOP fans in Bekasi City and Regency ( $r = 0.222$ ;  $p < 0.009$ ). This means that the higher the level of interaction of peer group, the higher the imitation behavior in teenage KPOP fans in Bekasi City and Regency, There is a significant positive relationship between celebrity worship and imitation behavior in teenage KPOP fans in Bekasi City and Regency ( $r = 0.685$ ;  $p < 0.000$ ). This means that the higher the level of celebrity worship, the higher the imitation behavior in teenage KPOP fans in Bekasi City and Regency and There is an influence between interaction of peer group and celebrity worship on imitation behavior in teenage KPOP fans in Bekasi City and Regency with an  $R^2$  value or providing an effective contribution of 52.1%.

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