THE RELATIONSHIP BETWEEN RELIGIOSITY AND CELEBRITY WORSHIP BEHAVIOR AMONG TEENS

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Abstract

This study aims to explore the relationship between religiosity and celebrity worship behavior among adolescents. With the increasing influence of media and celebrity culture, the phenomenon of celebrity worship excessive affection for celebrities has become a significant concern in social psychology research. Religiosity, which encompasses the intensity and commitment to religious beliefs, plays an important role in shaping individual values and behaviors; however, its impact on celebrity worship is not fully understood. This research employs a quantitative method with a correlational design to evaluate the relationship between levels of religiosity and celebrity worship behavior, focusing on adolescents aged 15-17 through purposive sampling. Data collection was conducted using an online questionnaire and analyzed using Pearson product-moment correlation. The results indicate a correlation between religiosity and celebrity worship behavior with a correlation coefficient of 0.392%. These findings provide important insights into how religious values can minimize adolescents' tendencies to engage in celebrity worship behavior.

Keywords: celebrity worship, religiosity, adolescents

Introduction

Adolescence is a period of self-discovery, where individuals strive for independence and often seek to distance themselves from their parents while pursuing their interests. This stage is characterized by a quest for identity, leading to self-awareness and is crucial for personal development(Sawyer et al., 2018). Adolescents begin to evaluate themselves in various aspects, join community groups, and compare themselves to others. This period is significant for identity exploration and often involves mental adjustment challenges, necessitating the formation of attitudes that enable adolescents to effectively carry out developmental tasks (Hidayati et al., 2022).

Fans are generally referred to as individuals who admire a particular idol or celebrity. Celebrities are popular figures in society due to their appealing qualities in specific fields(Benu et al., 2019). The admiration for idols or celebrities has long been a phenomenon within society, closely tied to media influence. With advancements in internet technology and social networks, it has become easy to admire celebrities, actors, or musicians. Fans often go to great lengths, such as memorizing their idols' songs, queuing for concert tickets, and keeping track of their activities, tours, and even personal schedules(Mukmin et al., n.d. 2023).. Behaviors that arise when individuals idolize a celebrity excessively include perceiving that celebrity as a personal partner, leading them to react strongly against critics or haters, often defending their idol with insults or criticism (Mandas et al., 2019).

Various concerts by international artists held in public squares, with expensive ticket prices, do not deter fans from watching their favorite performers. The most expensive concert ticket sold in Indonesia was for a concert organized by David Foster in 2010, with prices ranging from IDR 1 million to IDR 25 million. Despite the high prices, 2,900 tickets for David Foster's concert sold out well before the concert date (Benu et al., 2019). Most recently, the Coldplay concert in November 2023 attracted many fans eager to see the band. Many scalpers took advantage of this demand, resulting in some Coldplay fans being scammed during the ticket purchasing process (Kompas.com, November 16, 2023). Fans play a crucial role in the success of their idols. They follow their idols' music and activities closely. When fans admire their idols, they often participate in communities or activities related to them. Fans gather to hold events such as fan gatherings and streaming parties to boost views for their idols' new music videos, among other activities. The behavior of individuals who excessively admire their idols can be described as adoration or worship of those idols. This fan behavior is termed celebrity worship(Sari et al., 2022).

Celebrity worship is a tendency to become closer to an idol, leading to dysfunctional behaviors (Ayu & Astiti, 2020). It refers to a state of liking a particular celebrity or idol that impacts fans' lives and is characterized by an obsession with the idol (Hariadi & Rahmawati, 2022). Celebrity worship is also a form of obsession that results from a one-sided relationship between a person and their idol. It manifests as obsessive behavior, where individuals constantly want to participate in the lives of their beloved artists, becoming addicted to listening to, watching, and excessively exploring every aspect of their idols' lives, ultimately influencing their own self-formation, especially in adolescents(Rumbi et al., 2024). Excessive idolization can have negative effects on individuals, such as the desire to possess their idol or even claiming the idol as their own.

Basically, idolizing someone is perfectly fine as long as it stays within reasonable limits. It would be different if one got more involved and became very attached to their idol(Wina Lova Riza et al., 2023). This raises the question of how someone views their idol and questions their faith. Religiosity is synonymous with religiosity. Religiosity is the depth of a person's belief in religion, accompanied by their level of religious knowledge, manifested in the practice of religious values, namely: in obeying rules and sincerely carrying out duties related to worship in daily life (Iswati, 2019). Religiosity according to Glock and Stark (1966) is the level of a person's conception of religion and the level of a person's commitment to their religion. The level of conceptualization is the level of a person's knowledge of their religion, while the level of commitment refers to something that needs to be understood thoroughly, so there are various ways for individuals to be religious (Husna & Raihana, 2020).

According to Glock & Stark, religiosity is an attitude that arises from the internalization of religion. Moreover, religion serves as a system of beliefs, behaviors, symbols, and values, all of which play significant roles and emphasize that everything in life has meaning. Individuals who identify as religious or adherents of a particular faith strive to follow its teachings, deepen their understanding, believe in it, and adhere to and practice it (Elentina, 2024). Several factors influence religiosity, as noted by Rahmawati (2016). Social Pressure and Teachings: Religious attitudes are shaped by various elements of teachings and social factors or pressures, such as parental education and social traditions. Experience: Experience is also a factor that influences an individual's religiosity. Unmet Needs: Dissatisfaction with needs, whether partial or complete, especially those related to safety, love, self-esteem, and fear of death. Intellectual: Everything related to verbal thinking, particularly in the formation of religious beliefs.

If someone has high religiosity and possesses knowledge about their religion, they engage in religious rituals, such as praying, attending religious services, and living

according to religious teachings. The most revered figure in their life is God, the Creator, so they worship no one but Him. Therefore, when someone idolizes a celebrity, they are aware of the limits of their worship and understand the consequences of their actions, resulting in low levels of celebrity worship. Conversely, if an individual has low religiosity, they may lead their life without adhering to the behaviors taught by their religion and struggle to manage their emotions well, often acting without careful consideration. When someone begins to like a celebrity, they become increasingly focused on that celebrity and are willing to do anything for them, even if it contradicts their religious teachings. This person feels that the image of the famous celebrity is more important than anything else and will strive to do whatever it takes to meet the celebrity they idolize, who may be revered by many (Sitasari et al., 2021).

Research on celebrity worship and religiosity has been conducted previously by (Sitasari et al., 2021), which explains that there is a negative relationship between religiosity and celebrity worship among fans of the boyband 2PM, meaning that in this boyband community, the level of attachment to their idol is low. However, it is different from the research conducted by Exsha & Eni, 2022), which found a positive relationship between celebrity worship and religiosity, where the higher a person's level of religiosity, the lower their tendency for celebrity worship. Research on religiosity and celebrity worship in Indonesia is still limited. With this, the need for this research arises due to the emergence of a phenomenon where fans exhibit fanaticism by considering the idol as an important part of themselves and appearing to idolize them. Based on the results of the above research, the researcher is interested in studying the relationship between Religiosity and Celebrity Worship behavior among teenagers at MAN Palopo. The purpose of this study is to determine the correlation between Religiosity and Celebrity Worship among teenagers.

Method

This study employs a quantitative approach. The researcher used criteria for students in middle adolescence (ages 15-17). The population consists of all students in grades 10 and 11 at Madrasah Aliyah Negeri Palopo, totaling 485 active students. A sample of 10% was taken with an error margin from the total population (Sugiyono, 2020), resulting in 173 students. The sample was selected using purposive sampling, with the criteria being students aged 15-17 (middle adolescents) who are active social media users. The measurement tool used for the celebrity worship variable is the Celebrity Attitude Scale (CAS), developed by Maltby et al. (2006), with questions modified by the researcher to meet the needs of the study. The aspects measured by the Celebrity Attitude Scale include worship of celebrities in terms of entertainment-social (the motivation for actively seeking out celebrities), intense-personal (the intense and obsessive feelings towards celebrities), and borderline. Pathological (is the highest level that describes the fan's desire to do anything for their idol, even if it is dangerous or illegal) (Widjaja & Ali, 2015). The measurement tool for religiosity in this study uses the instrument from Glock and Stark, which consists of five dimensions of religiosity. Among them are the Ideological Dimension, Ritualistic Dimension, Experiential Dimension, Intellectual Dimension, and Consequential Dimension. (Consequential Dimension). In practice, participants were asked to choose from the provided alternative responses: Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), and Strongly Agree (SA). Before conducting the study, the researcher performed validity and reliability tests. The validity test was conducted to ensure that the instrument used accurately measures the variables. The analysis results showed that each questionnaire item had a significant validity coefficient. Meanwhile, the alpha value of 0.83 for each variable in the reliability measurement indicates good

instrument consistency. All collected data will be analyzed using multiple linear regression analysis with the assistance of SPSS 26 for Windows..

Result and Discussion

Table 1. Overview of Celebrity Worship Behavior Among Adolescents

No	Interval	Frekuensi	Persentase	Klasifikasi
1	65 – 85	11	6%	Sangat Tinggi
2	57 - 64	25	14%	Tinggi
3	48 – 56	101	57%	Sedang
4	40 – 47	31	18%	Rendah
5	17 – 39	8	5%	Sangat Rendah

Based on the table above, it can be understood that the level of celebrity worship behavior among adolescents at MAN Palopo is categorized as very high for 11 individuals (6%), high for 25 individuals (14%), moderate for 101 individuals (57%), low for 31 individuals (18%), and very low for 8 individuals (5%). From the explanation above, it can be inferred that the majority of celebrity worship behavior among adolescents is in the moderate category at 57%.

Table 2. Overview of Religiosity Behavior Among Adolescents

No	Interval	Frekuensi	Persentase	Klasifikasi
1	>57	10	6%	Sangat Tinggi
2	47 – 56	38	22%	Tinggi
3	38 – 46	68	38%	Sedang
4	29 – 37	51	29%	Rendah
5	18 – 28	9	5%	Sangat Rendah

Based on the table above, it can be understood that the level of religiosity among adolescents at MAN Palopo is categorized as very high for 10 individuals (6%), high for 38 individuals (22%), moderate for 68 individuals (38%), low for 51 individuals (29%), and very low for 9 individuals (5%). From the explanation above, it can be inferred that the majority of adolescents have a level of religiosity in the moderate category at 38%.

Classical assumption testing, or prerequisite testing, used in this statistical research is the normality test. The normality test is conducted to determine whether the residual values are normally distributed. A good regression model is one that has residuals that are normally distributed. Below are the results of the normality test:

Table 3. Normality Test

	Unstandardized Residual
N	176
Asymp. Sig. (2-tailed)	.200[c,d]

Based on the results of the normality test above, it is known that if sig. > 0.05, then the resulting data is normally distributed. In the table above, a sig. value of 0.200 was obtained, indicating that the data is considered normal.

Table 4: Hypothesis Testing for Religiosity and Celebrity Worship

Correlations		Celebrity Worship	Religiusitas
Celebrity Worship	Pearson Correlation	1	.392**
	Sig. (2-tailed)		.000
	N	176	176
Religiusitas	Pearson Correlation	.392**	1
	Sig. (2-tailed)	.000	
	N	176	176

The table above presents the results of hypothesis testing using Pearson's product-moment correlation. If the sig. value is < 0.05, it indicates a relationship between the variables. From the table, a sig. value of 0.00 was obtained, which is < 0.05, indicating a relationship between the variables with a correlation coefficient of 0.392.

The phenomenon of idolizing celebrities has long existed in the relationship between society and media (Aziza & Eryani, 2022). This is due to the rapid development of technology, which has made various media easily accessible to all age groups, from children to adults. When this access is not well-controlled, it can lead to negative impacts on users, one of which is an increase in Celebrity Worship behavior. This phenomenon was first studied by Horton & Wohl (1956), who explained that when someone idolizes their favorite celebrity, they may feel a bond and believe they know them like a friend or partner.

Celebrity Worship occurs through the habits of watching, listening to, reading about, and thinking about the lives of celebrities, which shape the personality, identity, obsession, and associations of the individual with their idol. McCutcheon et al. (2002) identified three factors influencing Celebrity Worship: 1. Age, where Celebrity Worship peaks during adolescence and gradually declines in adulthood; 2. Social skills, where individuals with lower social skills view Celebrity Worship as compensation for a lack of real social connections; and 3. Gender, where men tend to idolize female celebrities, while women are more likely to idolize male celebrities (Cahyani & Purnamasari, 2019). These dynamics can significantly affect various aspects of personal and social life. Therefore, it is necessary to implement measures to minimize these effects, one of which is enhancing religiosity. This aligns with research by (Exsha & Eni, 2022), which indicates that higher religiosity plays a role in protecting individuals from negative influences, including in their use of social media.

Religiosity refers to the extent to which an individual integrates and applies religious values and teachings in their daily life. This includes the depth of spiritual involvement, adherence to religious rituals and norms, and the influence of religion on an individual's mindset and behavior (Alwi, 2014). Individuals considered religious are those who incorporate religious values into their daily routines, motivating them to behave in accordance with their religious teachings. In this study, it can be stated that adolescents at MAN Palopo exhibit a moderate level of religiosity, indicating that their idolization of someone does not interfere significantly with their daily religious practices.

Based on the scores obtained from the interval scale in the table above, it can be concluded that the respondents, who are adolescents, fall into the moderate category. This moderate category corresponds to the aspect of Intense-Personal Feelings (intense and compulsive feelings toward their celebrity idol, as well as the need to know everything

about their idol). This indicates that the level of Celebrity Worship among adolescents at MAN Palopo remains within reasonable limits.

The results of this study indicate that Celebrity Worship is related to Religiosity, as evidenced by the Pearson Product Moment correlation test, where a significance value of <0.05 indicates a relationship between the variables. The correlation coefficient obtained was 0.392. This means that as an individual's level of Celebrity Worship increases, their level of religiosity decreases, and conversely, as their level of Celebrity Worship decreases, their religiosity increases. However, this positive relationship is relatively weak, as indicated by the correlation value of 0.392. This may be attributed to adolescents' ability to avoid conflict and filter the information circulating about their idols.

Another factor that causes the level of Celebrity Worship to be low or moderate is cognitive behavior (Brooks, 2021). The self-control aspect involves a series of mental activities that enable a person to relate, assess various things, and decide what is considered important or unimportant. Therefore, in this case, when a person's understanding of religiosity is good, they can certainly limit themselves from things that are not beneficial in daily life, which aligns with the results of the research conducted by the researcher. Teenagers tend to adjust their behavior based on their religious beliefs. When they are interested in something, religious beliefs help them consider and evaluate whether the action is permissible or not (Aulia et al., 2022). Individuals who hold religious values will believe in the existence of God, trust that God created the entire universe, act according to religious teachings, avoid prohibited actions, and feel that they are always under God's supervision (Lestariningsih et al., 2021). One of them is that Celebrity Worship behavior can be well-controlled or minimized. Tartila (2013) supports the research findings by explaining that this theory describes cognitive functions through several steps of cognitive mechanisms that play a role in self-control. These steps include how someone acquires information, processes it, stores it, and then recalls it. The limitation in this study concerns the Celebrity Worship scale, where the measurement of celebrity worship behavior may fall short of capturing the variations that appear within certain cultural contexts.

Conclusion

Based on the research conducted by the researcher, it can be concluded that the level of Celebrity Worship among adolescents at MAN Palopo aged middle adolescence (15 – 17 years) falls into the moderate category with a percentage of 57%, as well as Religiosity with a percentage of 38%. The correlation test using the Product Moment Person shows that there is a positive correlation between Celebrity Worship and Religiosity with a correlation coefficient of 0.392, which means the level of Celebrity Worship among adolescents is still within reasonable limits. Based on that conclusion, the researcher hopes that future studies will not only focus on the variable of Religiosity but also connect the variable of Celebrity Worship with several other variables. One variable that can be connected is the self-control variable, which refers to the ability of adolescents to manage their desire to become obsessed with celebrities.

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