

ABSTRAK**PENGARUH KELEKATAN TEMAN SEBAYA TERHADAP *CELEBRITY WORSHIP* PADA REMAJA PENGGEAR *BOYBAND* KOREA NCT DI KABUPATEN KARAWANG****Samsiyah****Fakultas Psikologi Universitas Buana Perjuangan Karawang**Ps19.samsiyah@mhs.ubpkarawang.ac.id

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh kelekatan teman sebaya terhadap *celebrity worship* pada remaja penggemar *boyband* Korea NCT di Kabupaten Karawang. Penelitian ini menggunakan metode kuantitatif dengan desain penelitian kausalitas dengan sampel sebanyak 115 responden remaja perempuan dan laki-laki penggemar *boyband* Korea NCT dengan rentang usia 12-21 tahun. Metode pengambilan sampel yang digunakan adalah *non-probability sampling* dengan teknik sampel *snowball sampling*, instrument penelitian ini menggunakan skala jenis likert. Skala kelekatan teman sebaya yaitu *inventory of parent and peer attachment* (IPPA) dan skala *celebrity worship* yaitu *celebrity attitude scale* (CAS). Teknik analisis yang digunakan adalah analisis regresi berganda untuk mengetahui pengaruh kelekatan teman sebaya (X) terhadap *celebrity worship* (Y). Hasil penelitian menunjukkan nilai signifikansi dari variabel kelekatan teman sebaya sebesar $0,000 < 0,05$ maka H_a diterima dan H_0 ditolak, artinya ada pengaruh kelekatan teman sebaya terhadap *celebrity worship* pada remaja penggemar *boyband* NCT di Kabupaten Karawang. Besaran pengaruh kelekatan teman sebaya terhadap *celebrity worship* remaja penggemar *boyband* NCT di Kabupaten Karawang sebesar 41,9%.

Kata Kunci: Kelekatan Teman Sebaya, *Celebrity Worship*, NCT

ABSTRACT**THE INFLUENCE OF PEER ATTACHMENT TO CELEBRITY WORSHIP
ON YOUNG FANS OF THE KOREAN BOYBAND NCT IN KARAWANG****Samsiyah****Faculty of Psychology Buana Perjuangan Karawang University**Ps19.samsiyah@mhs.ubpkarawang.ac.id

The purpose of this study was to determine the effect of peer attachment to celebrity worship among young fans of the Korean boyband NCT in Karawang Regency. This study used a quantitative method with a causality research design with a sample of 115 female and male respondents who are fans of the Korean boy band NCT with an age range of 12-21 years. The sampling method used was non-probability sampling with the snowball sampling technique, the research instrument used a Likert type scale. The peer attachment scale is the inventory of parent and peer attachment (IPPA) and the celebrity worship scale is the celebrity attitude scale (CAS). The analysis technique used is multiple regression analysis to determine the effect of peer attachment (X) on celebrity worship (Y). The results showed that the significance value of the peer attachment variable was $0.000 < 0.05$, so H_a was accepted and H_0 was rejected, meaning that there was an influence of peer attachment to celebrity worship among young NCT boy band fans in Karawang regency. The magnitude of the influence of peer attachment to celebrity worship of youth fans of the boy band NCT in Karawang Regency is 41.9%.

Kata Kunci: peer attachment, Celebrity Worship, NCT