

## ABSTRAK

Gambaran *Celebrity Worship* Penggemar Bangtan Boys (BTS) Usia Dewasa Awal.

**Intisari.** Kegiatan *celebrity worship* masih dilakukan oleh penggemar usia dewasa awal, yang seharusnya intensitas kegiatan *celebrity worship* akan menurun seiring bertambahnya usia. Penelitian ini bertujuan untuk mengetahui gambaran *celebrity worship* penggemar Bangtan Boys (BTS) usia dewasa awal dan mengetahui faktor-faktor penyebab penggemar masih melakukan kegiatan *celebrity worship* di usia dewasa awal. Subjek penelitian adalah penggemar usia dewasa awal 20-25 tahun yang masih melakukan *celebrity worship*. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan fenomenologi. Hasil yang didapat dari penelitian ini adalah subjek berada diantara tahapan *celebrity worship entertainment social* dan *intense personal*, subjek masih aktif dalam melakukan kegiatan *entertainment* dengan menonton *music video*, mendengarkan lagu, update informasi dan saling berbagi informasi dengan penggemar lainnya. Perasaan pribadi yang intens dalam peran BTS dalam kehidupan subjek dan perilaku imitasi yang dilakukan ketiga subjek. Terdapat faktor-faktor yang memengaruhi subjek masih melakukan *celebrity worship* di usia dewasa awal adalah subjek memiliki standarisasi kriteria pasangan ideal dan BTS sebagai sumber kebahagiaan bagi subjek. Jadi disimpulkan bahwa penggemar usia dewasa awal masih melakukan *celebrity worship* karena dipengaruhi oleh beberapa faktor dan subjek masih aktif melakukan aktivitas *fangirling*.

**Kata kunci:** *celebrity worship*, penggemar BTS, dewasa awal.

## ABSTRACT

### *Overview of Celebrity Worship by Bangtan Boys (BTS) Fans in Early Adulthood*

***The Core.** Although young adult fans continue to engage in celebrity worship, the intensity of these activities ought to decrease with age. This study aims to describe the celebrity worship of Bangtan Boys (BTS) fans in early adulthood and to find out the factors that cause fans to still carry out celebrity worship activities in early adulthood. The research subjects were early adult fans, aged 20–25, who still do celebrity worship. This study uses a qualitative research method with a phenomenological approach. The results of this study show that the subject is between the stages of idolizing celebrities, finding entertainment in them, interacting with others, and having close personal relationships. The person is still having fun by watching music videos, listening to songs, getting new information, and sharing information with other fans. Intense personal feelings in the form of the role of BTS in the subject's life and imitation behavior by the three subjects. There are factors that influence the subject to still do celebrity worship in early adulthood, namely the subject's standardized criteria for an ideal partner and BTS as a source of happiness for the subject. So, it's clear that fans in their early 20s still worship celebrities. Two things contribute to this, and the subject still does fangirling things.*

***Keywords:** celebrity worship, BTS fans, early adulthood.*