

Quality of Life of Early Adults that Become Celebrity Worshippers

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Abstract— *Being a fan of singers has often happened, as evidenced by the many music concerts held in Indonesia. Being a celebrity worshiper is not limited by age, but the behavior should decrease with age [1]. Even so, there are studies that state that individuals in early adulthood are still become a celebrity worshiper. This can affect the task of psychosocial development of an early adult, other studies also show the influence of celebrity worship on the quality of life of an individual. The purpose of this study is to see the quality of life of early adults that becomes a celebrity worshiper. The study involved 678 early adult participants who were in the age range of 20 to 30 years and a fan of one or more singers. The sampling technique used was purposive sampling. This research uses descriptive statistical analysis with the Celebrity Attitude Scale and WHOQOL-BREF as the measurements. The results of this study indicate that early adults who become a celebrity worshiper have a quality of life that is in a good category on each dimension: physical health ($M = 64.27$), psychological well-being ($M = 57.75$), social relationships ($M = 56.10$), and environment ($M = 65.76$), especially in the environmental dimension which has the highest mean value.*

Keywords: *quality of life, celebrity worship, early adults*

I. INTRODUCTION

Quality of life is one of the topics that has becomes priority issues, it has attracts the attention of many countries. Reference [2] states that based on observation, more and more countries have an interest in and develop an interest in the topic of quality of life. Quality of life in general can be used to measure the welfare of an individual [3]. In addition to general quality of life, Chen, Cohen, Kasen, Gordan, Dufur, and Smailes [4] stated the importance of measuring the quality of life of individuals in early adulthood because information on quality of life in childhood and adulthood

can be accumulated. Chen et al. [4] also states that early adult individuals can assess aspects of their qualitative life differently from older adult individuals because of differences in developmental tasks, social and work roles, expectations, and health status.

The period of early adult life is explained as the transitional period from the adolescent phase to the adult phase. Psychosocial developments that occur in individuals in the early adult phase are facing development dilemmas concerning intimacy versus isolation. Erikson [5] states that at the stage of intimacy versus isolation, individuals build intimacy with others or become socially isolated. There is research that explains that there is one type of social relationship that can be carried out by an individual, namely parasocial relationships [6].

Parasocial relationships can be described as one-sided relationships and generally occur in celebrities and fans, because celebrities do not know or may not realize that someone is interested in them and their life [7]. The relationship can be in the form of excessive worship to normal romantic relationships and friendships[8]. Examples of positive parasocial relationships are when individuals develop social bonds in the long term and a sense of intimacy and closeness to celebrities, feeling as if the individual is a true friend of the celebrities [8]. Cohen [6] states that individuals who lose celebrity in their parasocial relationships will have the same negative reactions such as when they lost a social relation with individuals around them.

There are examples of abnormal behavior from parasocial relationships performed by fans in Indonesia, such as fans of a singer Raisa and Hamish, a presenter and actor, who make the phrase "National Heartbreak Day" because they get the news that Raisa and Hamish will get married, as if they have personal relationship with the two figures [9]. Then, there are more extreme fan behaviors shown by Korean Pop fans in Indonesia, such as the arrival of GOT7, a Korean boy group, and Taeyeon,

one of a Korean female group personnel, were disturbed by fans by touching, squeezing, and even making Taeyeon fell while at the airport [10].

This behavior can be explained by celebrity worship theories. Individuals who become a celebrity worshiper are referred to as a celebrity worshiper. Maltby, Houran, and McCutcheon [11] describe celebrity worship as an abnormal type of parasocial relationship that is driven by absorption and addictive elements. Maltby, Day, McCutcheon, Houran, and Ashe [12] stated that the attitude of fans can be explained by three sets of behaviors that can be seen as levels of celebrity worship; entertainment social, intense personal, and borderline pathological.

There's three sets of behaviors or levels of celebrity worship [12]. The first level, social entertainment is described as fan interest in favorite celebrities because of the ability of celebrities to be entertaining and a reason to socialize. The intense personal level depicts intensive and compulsive behavior towards celebrities, as happened with the phenomenon of Raisa fans, Indonesian singers, and Hamish Daud, a presenter and actor, who felt that they had a special relationship and felt sad when they both get married. The last level is called borderline pathological, reflecting the attitudes and social-pathological behavior of individuals, one of the example of borderline pathological levels such as fans in Indonesia who disturb Korean Pop artists who are at the airport by touching, squeezing, to make one of the artists fall.

There are research results which state that the intensity of idol will decrease with increasing individual age [1]. However, the facts obtained from various mass media show that the behavior of idol, that is modeling and worship, still appears in early adult individuals [13]. Darfiyanti and Putra [13] research results also explain the relationship between celebrity worship in early adult individuals with intimate relationships, one of which is on the priority of relationships, where all participants choose not to have a partner first.

Other studies also explain that individuals who experience high anxiety in relationships tend to have high scores at the final two levels of celebrity worship, intense personal and borderline pathological [14]. If reviewed from previous research, some individuals who become celebrity worshiper stated that celebrity worship has an influence on their lives, one of which is the increase in personal and social relationships, especially relationships with family [15]. This influence can affect individual perceptions of quality of life on the dimensions of social relations and psychological well-being.

Based on the positive and negative impacts of the phenomenon of celebrity worship in early adulthood on social relations, the question arises about the influence of the phenomenon on early adult social relations that become celebrity worshiper. World Health Organization or WHO [16] defines quality of life as an individual's perception of the position of life in the cultural context and value system in which an individual lives. According to WHO there are four dimensions of quality of life, namely the dimensions of physical health, dimensions of psychological well-being, dimensions of social relations, and dimensions of the environment [16].

In addition to social relations, there are other studies that show the influence of celebrity worship on the quality of life of individuals. Research [17] explains that men who become celebrity worshiper have a tendency to show eating disorders. Eating disorders that can occur due to being celebrity worshiper can affect the quality of life of individuals. This is justified by the research [18] which explains that individuals with eating disorders have lower scores in the dimensions of psychological health and social relations on the WHOQOL-BREF scale.

Other studies [19] also found that celebrity worship at the level of social entertainment has a positive and significant correlation with anxiety, social dysfunction, and depressive symptoms, while intense personal and borderline pathological levels have a positive and significant correlation with anxiety and depression symptoms. Based on research [20] explaining individuals who experience depression have lower scores on social relationships and psychological well-being compared to individuals who are not depressed, as well as individuals who experience anxiety have lower quality of life scores compared to those who do not experience anxiety.

Even so, there are studies that explain the relationship between self-esteem and celebrity worship. North, Sheridan, Maltby, and Gillett [21] explained that individuals who become a celebrity worshiper at the level of social entertainment do not have self-esteem implications, individuals at the level of intense personal have a positive relationship with self-esteem, whereas individuals at the borderline pathological level have a negative relationship with self-esteem. Based on WHO, self-esteem is one aspect of the dimensions of psychological well-being, so that self-esteem possessed by individuals who become celebrity worshiper can influence the quality of their psychological well-being [16].

But research in psychology about the quality of life in early adults is more about the dimensions of physical health and the environment, such as having celebral [22],

having coronary heart disease [23], and early adults who have already working and have not [24]. This shows the need for research on early adulthood with more diverse problems, one of them such as celebrity worship. Therefore, this study aims to see the quality of life of early adults that becomes a celebrity worshiper.

II. RESEARCH METHOD

A. Research Participants

Participants in the study were early adults ranging in age from 20 to 30 years and participants were fans of one or more singers. The sampling technique used in this study was purposive sampling technique. Questionnaires were distributed at events made by fans of singers, such as birthdays and gatherings, in the Central Jakarta and South Jakarta areas and in Tarumanagara University, then the questionnaires were also distributed on social media. The total sample of the study was 678 individuals consisting of 597 female participants and 81 male participants.

B. Measuring Instruments

The measuring instrument used to measure the level of celebrity worship possessed by participants who are fans of singers is a measuring tool compiled by Maltby, Day, McCutcheon, Houran, and Ashe [12] called Celebrity Attitude Scale. The measurement has been translated into Indonesian using a sworn translator. Celebrity Attitude Scale measures three dimensions in celebrity worship, entertainment social, intense personal, and borderline pathological. In addition to measuring these three levels, there are filler items that are used to make participants unable to guess the purpose of this measurement tool. After being translated, this measuring instrument was tested on items so that of the 34 items there were 28 items that had good reliability.

The measuring instrument used to measure the quality of life variable is the World Health Organization Quality of Life-BREF (WHOQOL-BREF) which has been adapted in Indonesian by Dr. Ratna Mardiaty, Satya Joewana, Dr. Hartati Kurniadi, Isfandari, and Riza Sarasvati and has been revised two times by Fredrick Dermawan Purba in 2014 and 2016 [25]. There are four dimensions in this measuring instrument, (a) dimension of physical health, (b) dimension of psychological well-being, (c) dimension of social relations, and (d) dimension of environment. In addition there are two filler items in numbers 1 and 2 which become additional data for the measuring instrument. The number of items

used in this measurement is 26 questions including two filler items.

III. RESULTS AND DISCUSSION

A. Research Results

Based on the calculation of descriptive statistics, this study provides an overview of the quality of life of 678 participants. Scores obtained from each dimension in the form of raw scores must be transformed so that the scores are on a scale of 0-100 using the formula in the WHOQOL-BREF measuring instrument guidelines. Based on the score of each dimension that has been transformed, the hypothetical mean of each dimension is 50. The results show that the empirical mean in each dimension is between 56.10 - 65.76, each dimension has a greater empirical mean than the hypothetical mean. The dimension with the highest empirical mean is the environmental dimension that measures aspects such as financial resources, opportunities to get information, and opportunities for recreational activities or fun activities. While the dimension with the lowest empirical mean is the dimension of social relations that measures personal relationships, social support, and sexual activity. More detailed results can be seen in table 1.

TABLE I. PARTICIPANT'S QUALITY OF LIFE DIMENSION.

Score	Category
0-25	Low
26-50	Moderate
51-75	Good
76-100	Excellent

TABLE II. CATEGORIZATION FOR PARTICIPANTS' QUALITY OF LIFE SCORE IN EACH

Dimension	Min.	Max.	Mean	Std Deviation
Physical health	6.00	100.0	64.27	14.32
Psychological	6.00	100.0	57.75	17.17
Social relation	0.00	100.0	56.10	18.87
Environment	19.00	100.0	65.76	13.80

In addition, this study also provides a picture of the quality of life of participants in terms of celebrity

worship levels. It can be seen that participants with a celebrity worship borderline pathological level have a slightly lower mean value in the dimensions of physical health, psychological well-being, and social relations than other levels of celebrity worship. On the environmental dimension, the intense personal level has a slightly lower mean value than other levels. Even so, all participants had a quality of life that was in the good category. In detail, the results of the study can be seen in the following table.

TABLE III. PARTICIPANTS' QUALITY OF LIFE BASED ON THE CELEBRITY WORSHIP LEVELS

Quality of Life Dimension	Celebrity Worship Level		
	Entertainment Social	Intense Personal	Borderline Pathological
Physical health	66.74	63.89	62.32
Psychological	59.05	59.15	55.24
Social relation	57.58	55.74	54.88
Environment	67.16	64.97	65.00

Based on the results of the study, researchers divided 678 participants into four categories in each dimension. The division of categories is obtained from the adaptation of norms used for the 1-5, because the scores on each dimension of quality of life have been transformed into a scale of 0-100, the researchers used the division of norms on a scale of 0-100. The four categories are less, enough, good, and very good. The limits for categorizing participants in each dimension of quality of life can be seen in table 2.

B. Discussion

Based on the overview of the participants quality of life, it can be seen that more female participants became a celebrity worshiper, as many as 597 participants out of a total of 678 participants. These results are in line with research from [1] who found that idolization in celebrities was more common in women than men. Then the picture of participants also shows that early adults who become a celebrity worshiper are mostly in the level of entertainment social, most likely because celebrity worshippers who is in the level of entertainment social are

using celebrities as a reason for socializing [12], so in addition to building parasocial relationship with his favorite celebrity, the individual uses celebrity worship behavior as a reason to build intimacy with others as fulfilling the task of psychosocial development presented by Erikson [5].

Based on the results of descriptive statistical analysis, early adults who become celebrity worshippers have a quality of life in physical dimensions that are in the good category.

This is consistent with the theory explained by King that early adulthood is the peak period of physical development and the age of 20 is the healthiest age [5]. On the psychological well-being, previous studies [19] state that celebrity worship reflects poor psychological well-being. However, the quality of life in the dimensions of psychological well-being of participants who become celebrity worshiper is in the good category. This is more in line with research which states that the last two levels of celebrity worship have a positive relationship with self-esteem (Ashe, Maltby, & McCutcheon, 2005).

The results of the study on the dimensions of social relations also showed that participants had a quality of social relations that were in the good category. This is in accordance with Ang and Chan's research [15] which states that being a celebrity worshiper can improve personal and social relationships, especially relationships with family. Sirgy [26] also explains that positive social factors can affect the quality of life of individuals, one of which is the intimacy formed during early adulthood, one of which is a variety of close relationships. Celebrity worshiper has a variety of data relationships, from building parasocial relationships with celebrities that can take the form of excessive worship to normal romantic relationships and friendships [8], to socialize with other fans as one of the characteristics of the level of social entertainment [12].

The last dimension on quality of life is the environment. One aspect that is in the environmental dimension is the opportunity to get information and opportunities for recreation. The behavior that is often done by individuals who become celebrity worshiper is to look for other fans as a source of new information about celebrities [27], it is likely to make individuals feel satisfied in the aspect of opportunity to get information. As for the aspect of opportunities for recreation, based on the results of the study, some participants who became celebrity worshiper argued that the reason for joining a singer or vocal group on social media was to fill leisure or entertainment and make the participants happy, so that it could affect the quality of life in the good

dimension environment of participants who become celebrity worshiper.

When viewed based on participant celebrity worship levels, the quality of early adult life that becomes celebrity worshiper at each level has a good quality of life, even at the borderline pathological level, a level that reflects the social- pathological attitude of the individual [12]. Previous studies [28] states that the level of borderline pathological reflects some personality traits of psychotism such as impulsive, anti- social, and egocentric. However, the good quality of life of participants at the borderline pathological level is influenced by the self-esteem of the individual, based on research [29] individuals at the borderline pathological level also have a positive relationship with self-esteem. This is in line with the research[30] which states that having positive self-esteem is associated with high quality of life.

IV. CONCLUSIONS AND SUGGESTIONS

In this study there were 678 early adult participants who were in the age range of 20 to 30 years. Based on the results of the study, early adulthood who became celebrity worshiper have a quality of life that is in a good category in each of its dimensions. This can be seen from the results of research that show the average value of each dimension is in the category of good values, which are in the value of 51 to

75. If viewed based on celebrity worship levels, each dimension of quality of life owned by participants with celebrity worship entertainment social levels in the good category, which means that the average value of each dimension of participants' quality of life at that level is a score of 51 to 75. Quality of life in the good category is also shown in participants who are at the level of intense personal celebrity worship. The average value of each dimension of the quality of life of participants at that level is also between the scores of 51 to 75 so that it shows a good category. Just as participants who are at the level of celebrity worship borderline pathological, participants at that level have the value of quality of life in each dimension in the good category.

Suggestions for further researchers to pay more attention to the items in the quality of life measurement tools that discuss sexual activity to be adapted to better suit the subjects to be studied. Then, researchers also suggest that for further research it is better to use qualitative methods and refer to the WHOQOL-100 measurement tool because the WHOQOL-BREF measuring instrument only measures

the quality of life in general and can make further observations to eliminate the factors of faking good or faking bad in research . Based on the results, early adult individuals may become celebrity worship singers because it can be seen that the quality of life they have is in the good category, but individuals must be aware of the behavior carried out while being a fan of singers so as not to harm themselves, others, and the surrounding environment and pay attention to physical health, psychological well-being, social relations, and the surrounding environment. Suggestions for family and friends and spouses, that is, it is necessary to understand the phenomenon of celebrity worship in order to encourage individuals who become celebrity worship to be within reasonable limits.

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