

## Analysis of Celebrity Worship Behavior in the Lifestyle of K-POP Fans in the Seventeen Fandom in Yogyakarta

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### Abstract

The phenomenon of Korean wave globalization is spreading South Korean culture worldwide. One of them is Indonesia, which entered through the broadcast of Korean dramas to attract attention from visuals, storylines, and interesting accompanying music called K-pop. Having great enthusiasm for K-pop gave rise to a group of fans of the K-pop boy band SEVENTEEN called CARAT. In providing support to SEVENTEEN, CARAT provides support by buying merchandise. K-pop fans' behavior shows their obsession or adoration towards their idols, often called celebrity worship. This type of research is qualitative research with phenomenological methods and an interpretive paradigm approach. Data collection techniques use interviews, documentation, and observation and analyze data through four activities: data collection, data reduction, data display, verification, and conclusion making. The results of this study indicate that the formation of celebrity worship behavior in fans refers to each component stage in celebrity worship, namely Entertainment-social, Intense-personal, and Borderline-pathological, with fantasy behavior that is not excessive. SEVENTEEN fans experience changes in lifestyle by paying more attention to personal appearance, changing mindsets, and strengthening social relationships.

**Keywords:** *K-Pop, Celebrity Worship, Lifestyle, Fandom SEVENTEEN.*

### Introduction Section

In the current era of globalization, there is a connection and dependence between people worldwide. This dependence can appear in various forms, such as investment, trade, travel, and popular culture, among other ways to eliminate borders between countries (Musa, dalam Asrofi, M.Z., 2021). Korean Waves, or Hallyu, is a globalization phenomenon that spreads South Korean culture throughout the world by combining modern and traditional cultural elements such as Korean dramas, variety shows, music, movies, skincare, medical devices, and food (Sofwan & Sumaryanti, 2022). By continuing to develop its culture around the world, South Korea continues to develop and innovate to produce successful and dominating types of products around the world, such as Korean boy bands and girl bands that have entered the entertainment industry in the United States and Europe, not just in Southeast Asia.

In Indonesia, Hallyu first appeared with the showing of Korean dramas (KDrama/한국드라마) on one of the television stations. The attention of Indonesian audiences increased due to the exciting storylines played by great actors and actresses and attractive visuals. Indonesian people are increasingly fond of Korean dramas known as drakor because several local television stations are competing to air them. It is common for the music played as an accompaniment to the drama to attract the audience's attention. The audience is attracted to Korean music, or K-Pop, better known as the most significant current in the Korean Wave phenomenon. K-Pop continues to grow globally (Valenciana & Pudjibudojo, 2022).

The spread of K-Pop worldwide and its favor by many generations, including in Indonesia, has dramatically impacted daily life, including lifestyle, food, and music. With the Korean Wave phenomenon happening in Indonesia, according to GoodStats, the popularity of KPOP is increasing, so Indonesia will have the most significant number of KPOP fans worldwide in 2021 (Alifah, 2022). Being a country with great enthusiasm for K-pop, it produces a collection of fans of various boy bands/girl bands and has its own fandom name. Fandom is formed when people have the same interests, vision, mission, and hobbies that attract attention and make the individual feel happy. Fandom is a group of fans who gather in a social network with each other because they have a common interest in reading and watching specific texts (Gooch, 2008).

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Seventeen is one of the boy bands or boy groups currently gaining the attention of K-pop fans because of their songs and achievements in producing their music (Self Producing). Pledis Entertainment, which Big Hit Entertainment is currently acquiring, is the company that founded Seventeen. Seventeen debuted on May 29, 2015. Seventeen has thirteen members and three specialized sub-units that focus on the talents. Each member has a Vocal Team, Performance Team, and Hip-Hop Team. Seventeen is the first Korean artist to sell their 10th mini album, "FML," 3,998,373 million copies on the first day after release (Sayson, 2023). In recent years, Seventeen has become one of the most popular boy bands, contributing to the progress of the K-pop music industry worldwide. Seventeen has a support group called "CARAT," which was officially selected through voting and announced at Seventeen's exclusive concert "LIKE SEVENTEEN - Boys Wish" on February 14, 2016 (Sevenhub, 2023).

Seventeen's thirteen members are visually appealing and have many talents, attracting fans of all ages and from various countries. Seventeen's attractiveness creates a deep feeling of attraction for fans. K-pop fans create a reward system to show their love for their idols because of the sense of comfort they feel when they are around their idols. Contrary to the perception that develops in society, K-pop fans' behavior in showing their love for idols is often considered excessive and too extreme, so they are considered possessive, obsessive, or even delusional (Zahrotustianah, 2016).

K-pop fans perform activities to support their idols, directly and indirectly. Fans will spend hours on a computer or cell phone to follow the latest news about their idols. In addition, fans are happy to spend money to buy items related to their idols, even willing to spend money on concert tickets to see them. They are also willing to write and share fan fiction, which are written works about the bias, join kingdoms or fandoms, raise funds for social donations, and give gifts to the bias. They are also willing to play the role of bias in movies (Dewi & Indrawati, 2019).

According to the results of an online survey conducted by Katadata Insight Center (KIC) of 1,609 individuals spread across Indonesia, the majority of Generation Z respondents (aged 17-25 years) and millennials (aged 26-41 years), most of whom come from the middle socio-economic class. Around 30% of respondents own merchandise in the form of a collection of photos of their idols. The three most purchased items by fans of the South Korean entertainment industry in Indonesia are Photo cards or photobooks, posters, and stickers (Ahdiat, 2022).

Seventeen fans are spread throughout Indonesia, including the Special Region of Yogyakarta (DIY). Carat Yogyakarta has 272 members that will continue to grow and has a close relationship with its members. Carat Yogyakarta often conducts joint projects in celebrating Seventeen's debut with Carat by screening LED Project Seventeen 7th Anniversary, screening LED Comeback Project for Seventeen "ATTACA" held at Jogja City Mall (JCM), Carat kit, Exhibition Event, celebrating the birthday of one of Seventeen's members, Noraebang and watching Seventeen's online concerts together such as Incomplete, Power Of Love, Bet The Sun, FOLLOW. These activities show that Carat aims to support Seventeen and build relationships with Carat fandom members.

At the time of gathering to watch the Power Of Love Seventeen online concert, which was priced at Rp.40,000 in one day and attended by an average adult fan studying and working. The activities carried out gave rise to a separate lifestyle in K-pop fans, as seen in CARAT Yogyakarta's fashion style and wearing various merchandise related to Seventeen. Some inventory includes T-shirts, photo cards, key chains, fans, and pins. During the concert, based on observations made, several fans cried and continued to shout the name of the idol they liked during the concert. This shows that fans feel they have the same emotions as the idol they want and realize that the idol does not know them. This shows that fans have intense personal celebrity worship.

The above phenomena show that fans are willing to do various things because they are generally very possessive and very loyal to be able to meet the idols they like. Fans' obsession or adoration behavior for one or more celebrities is known as celebrity worship (Efathania & Aisyah, 2019). Celebrity worship behaviors often seen by fans are excessive fantasies of their idols, such as considering their idols as boyfriends or life partners and showing a strong relationship or bond with them. For example, fans seem to feel their idols' sadness if they are sad, fans feel angry when someone annoys or insults their idols, fans will try to find the latest news about their idols' activities and schedules, such as concerts, filming, comebacks, movies, or roles in (Priska Barrang, Arie G. H. Zubair, 2023). However, some fans have an excessive obsession with Sesaeng. In their idolization, sasaeng fans have reportedly stalked K-pop artists or intruded into their personal lives, physically and emotionally affecting artists to stand out in a crowd (literally); sasaeng fans have allegedly gone to extremes by going to taped television broadcasts, outdoor performances, airports, rehearsal venues, hair salons, or even artists' homes, sasaeng fans are identified by the need to find out the exact schedule of their idols to be as close to them as possible, as often as possible. Some have reportedly slapped K-pop stars to get attention, deliberately causing car accidents for the chance to be remembered hopefully (Williams & Ho, 2016).

There is much previous research regarding celebrity worship that is relevant to researchers. The first research was conducted by Kennia Pradna Adiesia, and Lisda Sofia, entitled "Overview of Celebrity Worship and Psychological Well-

Being in Early Adult Women K-Pop Fans," which took four informants involved. This study concluded that the four research informants were involved in celebrity worship and were at the entertainment-social stage because the type of music and song lyrics performed by each idol boy group provided enthusiasm and elements of an intensely personal level, had emotional attachment but did not show excessive obsession with the idols they liked (Adiesia & Sofia, 2021).

The second research was conducted by Nadhifa Arundati, Almira Alda Vania and Melisa Arisanti entitled "Celebrity Worship Behavior of EXO Fandom Members in the EXO-L Bandung Community" using three informants. From the results of this study, there are similarities between the first and second studies in the stages of Celebrity worship, especially entertainment-social, liking K-Pop as entertainment. The second study is already in the highest location of celebrity worship, namely borderline-pathological, namely having an obsession with their idol celebrities with different behaviors such as illegal things and fantasy activities carried out (Arundati et al., 2019).

The similarity between previous research and this research is that it leads to the formation of celebrity worship behavior using the three factors of the construction of celebrity worship and factors that can influence celebrity worship McCutcheon et al. (2002), and the research method used is qualitative with a phenomenological approach. However, this study focuses on determining the level of celebrity worship, how Seventeen fans in Yogyakarta show the behaviors, and how fans act on lifestyle by buying Seventeen merchandise. It is worth researching based on the problems conveyed in the background above. So, for this reason, the purpose of this research is to find out how celebrity worship behavior impacts the lifestyle of K-POP fans in the Seventeen fandom in Yogyakarta.

## **Literature Reviews**

### **Celebrity Worship**

Houran and Ashe (2006) state that celebrity worship is an identity structure that helps individuals psychologically absorb their celebrities or idols. Celebrity worship aims to build self-identity and a sense of fulfillment within themselves. Maltby, Houran, and McCutcheon state that celebrity worship is a parasocial relationship in which a person becomes obsessed with a celebrity (Frederika et al., 2015). According to McCutcheon, Lange, and Houran (2002), celebrity worship increases during adolescence and decreases during adulthood. Celebrity worshippers, or fangirls, have tendencies similar to addiction; addiction to an idolized celebrity increases with engagement with the idol, known as celebrity involvement (Cahyani & Purnamasari, 2019).

Maltby et al. (2006) divided celebrity worship into three dimensions. (1) Entertainment-social is the first part, so fans actively seek out celebrities. Fans' engagement with their idol celebrity for entertaining or passing time is based on fans' attraction to the celebrity's talent, attitude, behavior, and actions. (2) Intense-personal, intense, and compulsive feelings towards the celebrity. This feeling is almost the same as fans' obsessive feelings towards their idols, and fans want to know everything about the artists they like, from the latest news to personal information about them. Fans have a high sense of empathy towards their idols, which makes them feel a special bond with them and even feel what happens to them. (3) Borderline-pathological is the most intense relationship between fans and celebrities. By showing a willingness to do anything for the celebrity, even if it is against the law, fans fantasize about having a special relationship with their idol celebrity (Cahyani & Purnamasari, 2019).

Celebrity Worship consists of three dimensions: Entertainment-social, Intense-personal, and Borderline-pathological. Theoretically, the relationship between these dimensions of celebrity worship has been described as increasing in severity from Entertainment-social, through Intense-personal, to Borderline-pathological. The increasing severity is based on the addiction-absorption hypothesis. The highest levels lead to compromised identity structures and more identification with celebrities in their attempts to build a self-image (Maltby & Day, 2011).

### **Lifestyle**

Sugihartati (2010: 159) says lifestyle is a way of life, which includes a set of habits, views, and patterns of response to life, especially equipment for living. Lifestyle is also how a person lives, including how they use money, manage time, etc. Sunarto (2003: 103) defines lifestyle as a person's life pattern in understanding strengths by measuring the AIO dimension in activities (activity) through work, hobbies, shopping, sports, social movements), interests (interest) in food, fashion, family, recreation and opinions (Opinion) about themselves, social issues, business, and products (Putri & Lestari, 2019).

### **Lifestyle Dimensions:**

1. Activities include what customers do, what items are purchased or used, and what actions are done for leisure. Examples of activities include spending vacations outside the city, using environmentally friendly goods, and using electronic devices in daily life.
2. Interest is the level of interest in a particular object, event, or topic that accompanies special and persistent attention. It also includes consumer preferences, passions, and life priorities. An example of interest is wanting to buy a product because of a discount.
3. Opinion is their thoughts and feelings about moral, economic, global, and social issues. Opinion is a term used to describe interpretations, expectations, and evaluations, such as beliefs about the intentions of others, anticipations about future events, and considerations of consequences that provide rewards or punishments for different actions.

### **Research Methods**

This research uses the Interpretive Paradigm. This paradigm aims to understand the reality resulting from the reconstruction of specific individuals; according to Guba and Lincoln's book, the presence of participants serves as a facilitator to reconstruct various "voices"; participation is considered necessary (Guba & Lincoln, 1994). The interpretive paradigm aims to discover the understanding of celebrity worship lifestyle behavior carried out by Seventeen fans of "CARAT" in Yogyakarta and how CARAT Yogyakarta's perspective on the K-pop boy group Seventeen (Pradata, 2019). This research uses qualitative methods with phenomenological strategies. Qualitative methods can recognize subjects and help us understand their daily lives. The phenomenological design aims to explore the subject's awareness of his experience in an event with an interview approach through "leading questions" so that the research subject, namely Seventeen fans, can tell all kinds of incidents related to celebrity worship and the lifestyle carried out while being a Seventeen fan. The object of research is Seventeen fans, "CARAT," who are currently in College and work in Yogyakarta.

The data collection techniques were direct interviews, documentation, and direct observation. This research uses purposive sampling using three informants with the criteria of active Seventeen fans, fans aged 17-30. These ages fall into adulthood, when fans should focus on their careers or make decisions in their own lives and live in Yogyakarta. Data collection was analyzed using Miles and Huberman's interactive method through data collection, reduction, presentation, and verification. (Priantari, 2021).

### **Result and Discussion**

In this study, the researcher has sampled three informants who were interviewed thoroughly to gather information about their personal lives and the initial process of becoming a Carat Seventeen. The information collected helps the researcher to analyze the data and draw conclusions:

Informant 1 named, Ai, 25 years old, is one of the CARAT fandom members in Yogyakarta who works in one of the Yogyakarta government agencies. Ai was first introduced to K-pop in 2010 during the early days of the entry of K-pop in Indonesia which began with boy groups or girl groups Super Junior, Girls Generations, F(x), and Shine and liked K-pop music that entered at that time and became a fan, In 2015 Ai got to know the K-pop boy band Seventeen because her close friend liked Seventeen. Her close friend tried to introduce her before Seventeen debuted, which consisted of 17 members. In 2016, Seventeen made a comeback song, BOOM BOOM; Ai became interested after seeing the video and started discovering about Seventeen. Ai joined the CARAT fandom and liked Seventeen member Seungkwan. Ai likes Seventeen because she feels that many things can be learned from Seventeen regarding friendship and cohesiveness, which makes her interested in the boy group Seventeen. After all, Seventeen creates its songs and choreography with a unique name by having 13 members with three units (Vocal, hip-hop, and Performance).

Informant 2 is Ninda, who is 23 years old. Ninda is one of the members of the CARAT fandom in Yogyakarta. Ninda works in one of the communication media agencies in Yogyakarta as a Personal Assistant. At first, she knew K-pop through her friends while in elementary school (SD), which started with Super Junior and Girls Generations and followed K-pop and continued to follow K-pop until now. She liked Got7 during high school (SMA) after seeing the performance at MAMA 2016, wanted Day6 in 2019 and Seventeen from 2020 - currently, and joined the CARAT fandom in Yogyakarta. Ninda first got to know Seventeen during the COVID-19 pandemic, so she looked for the show Going Seventeen 'Christmas in August'. Seventeen's music and humor interested her in finding more information about Seventeen, and she likes the bond that Seventeen members have.

Informant 3 named Zalfa, who is 20 years old, is a sixth-semester student at a private university in Yogyakarta. Zalfa is one of the CARATs in Yogyakarta and has Seventeen members named Dino. Zalfa liked K-pop in 2017, enjoys the boy group EXO, and is an active fan of EXO, Seventeen, and Treasure. She got to know Seventeen through her close friend, who was streaming the music video CLAP, so she looked for more information by watching the reality show Knowing Brother and attracted attention. In 2021, the Ready To Love era during the COVID-19 pandemic, he became a fan of Seventeen by watching all versions of Ready To Love. She likes Seventeen because it has 13 members and has entertaining Going Seventeen content.

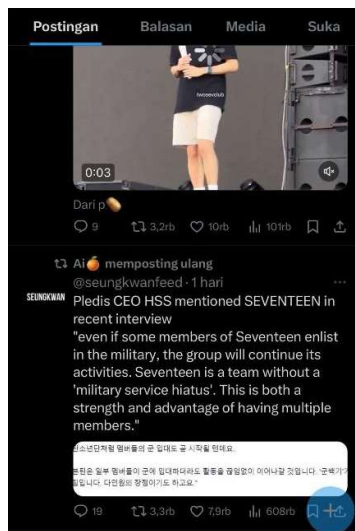
### 1. Seventeen Fan Activities on Social Media

In fangirling, many fans have more than one social media account to support their hobby and follow their idols' activities from various social media. The most frequent behavior by fans of the Seventeen Boy Band that can be done at any time is using social media, one of which is Twitter, as the primary source of information about Seventeen's activities. Twitter is the leading choice in social media that is often used because information is obtained more quickly from all corners of the world with easy access to Twitter, allowing them to communicate with their respective fans and idols. Social media is not only used to find out about the group's activities but also a means of fan entertainment through Going Seventeen content on YouTube.

### 2. Merchandise that Seventeen Fans are Interested

Seventeen fans use social media to find information and express their support through merchandise purchases, especially albums and photo cards. In support of the group's comeback activities, fans generally buy at least one album and a maximum of two. The decision to buy the album was based not only on a love for the concept but also because fans wanted to feel the sensation of unboxing the album with randomly acquired photo cards. Merchandise buying behavior only happens sometimes; it is understandable, considering fans have life and financial constraints. The rise in the album's price compared to the previous one has caused fans to compare and prioritize the purchase of concert tickets over albums that cost Rs. 300,000-an. In merchandise purchases, Seventeen fans often use Twitter to search for online shops or order groups (GO) that sell albums and photo cards. Most fans use social media, such as Twitter, making it easier to interact and find information about Seventeen activities and online stores that sell official merchandise. The results of an interview on December 12, 2023, are as follows:

"I usually look for information on Twitter, but sometimes in the group, someone shares information, but most often on Twitter"- Ai.



Picture 1 Repost Twitter Ai

In this study, three informants often search for information via social media, Twitter, because Twitter is more interactive in communicating information quickly. However, there is a difference in the third informant, who searches for information through social media, such as Instagram. That proves Ai often reposts Seventeen activities through Twitter accounts he owns. The three informants have different activities and are busy, and when they have free time, Ai always makes activities to support Seventeen so they can meet with other fans. At events, fans often talk about Seventeen, but meetings are often preceded by talk about the content of the reality show Going Seventeen. It was found that the three

informants liked Seventeen content by discussing content that entertained them. This is related to McCutcheon's theory of celebrity worship levels. The influence that encourages fans to pursue celebrities is part of the Entertainment-social involvement of fans with their idol celebrities aimed at entertaining or spending time-based on fans' interest in such celebrities' talents, attitudes, behaviors, and actions (Cahyani & Purnamasari, 2019).

When fans have already quoted their interest in celebrity likes, fans easily quote their emotional feelings. In this study, three informants volunteered to express their liking and support through streaming,, voting, and buying official merchandise.



Picture 2 Merchandise Collection

From the results of the three interviews, the most frequently purchased album, and photo card informants, the three informants have the same behavior in the purchase of merchandise; the merchandise purchase is not made every Seventeen comeback, and merchandise purchase is made depending on the financial situation they possess as each individual has its responsibilities and needs. Seventeen fans not only support and refer to his preferences with merchandise purchases but also to the emotional feelings experienced when a celebrity experiences achievements and bad events; it is seen that the three informants have different idols he like experiencing difficulties. The results of Ai's interview on December 12, 2023 are as follows:

“ The first thing I am sorry about is I have been crying for a day since I stopped because of an injury to my leg surgery. I just wept for his pity and calmed up when he showed up in Weverse, saying he was not doing anything. If others are sad, they are out of business but know what is best for them. I was also sad when the Seungkwon break hit me because I was so sick that I did not know about it.”-Ai

Interviews found a correlation between celebrity worship at the second level of intense personality. Intense-personal is a characteristic that describes intense and obsessive feelings towards a celebrity, almost similar to fanatical feelings toward her idol. Fans are eager to know anything about their idol, from the latest news to personal information. His high empathy for his standards made them feel a special bond with his hero and even feel what happened to the model (Widjaja & Ali, 2015). Explaining that the three informants already belonged to the intense-personal category, Ai thought he had a bond with a member of Seventeen, namely Seungkwon. Hence, he was more emotional and behavioral when SeungKwan

had a lousy event. This could be because he spent longer performing celebrity worship than the two informants who had sad feelings when Seventeen had bad events but could still control his emotions and behavior.

According to the behavior of the informant in the study, the more worship done to the idolaters, the greater the intimacy expected of the idolized. Having solid feelings, interests, and sacrifices like time, thoughts, and money to connect with his idol is a process of perceived intimacy. The three research informants showed different interests and fantasies in Seventeen. The results of interviews with the three informants on December 12, 2023, are as follows:

"If a fangirling can sometimes walk around, there may be a lot of CARAT in there, so I would like to see them."  
Ai.

"The fantasy is like a date never, but if it is a joke ever, but when asked by a member of Seventeen who wants to be married whom I would like to be Dokyeom, it means a type of approximation because of its versatile attitude and nature, its softness and its humor, for a partner of his desire to approach who has such attitude, because if for his own Dokyeom, it is impossible." – Ninda.

"I am fancier about myself rich fan sign has been playing "Dokyeom Anyyeong," I would like to duet with Dokyeom a piece of "Same, Same, Same" song, I have learned Korean only because of fan sign doing, if for excessive fantasies not"- Zalfa.

The worship behavior performed by the three informants indicated that they did not have excessive fantasies about the Seventeen, so the three of these informants did not belong to the Borderline-pathological level, which is the highest or most profound level of a fan's relationship with an idol. Fans began to fantasize about having a special closeness to their idol. They believed their idol would help them when they needed help, which showed attitudes like willingness to do anything for their standards, even if it was against the law. Fans like this have uncontrolled and irrational thinking. At this level, the more people worship and engage with a celebrity, the stronger the parasocial bond between them (Widjaja & Ali, 2015).

The research results concluded that Carat Yogyakarta, who had a job and income of their own, could manage their finances wisely by prioritizing life's needs. The same is true with Carat, who is in College and has yet to earn income. More focused attention and focus on expenditure during College, so they do not spend money inefficiently.

### **3. Seventeen Fan Lifestyle**

Hallyu's entry began with South Korean cultural products such as K-drama and K-pop that gained international popularity. This phenomenon has made Hallyu a brand inherent in the heart of society. The spread of Hallyu culture has made public interest in Korean products, such as K-pop music, culinary, clothing, skin care, and various Korean-related things, growing and widespread in the market and through Korean culture caused a lifestyle change in Seventeen fans. A lifestyle is a person's lifestyle in the real world expressed in their activities, interests, and opinions. A lifestyle combines the need for self-expression and the group's expectations for someone to act according to the applicable standards (Lestari Sembiring & Arrumaisyah Daulay, 2023).

The lifestyle shown as a Seventeen fan is buying and collecting photo cards, stickers, albums, and posters. The official merchandise has a high price, making fans spend more money to get the merchandise they want. They are not just showing their identity as fans through their merchandise collection. Merchandise purchases point to the identity of a fan of Seventeen. Carat's lifestyle is not just merchandise purchases; after learning about the Seventeen lifestyle, fans changed by paying attention to appearance and better understanding skincare products that fit face conditions to cleaner. Fans also follow the trend of clothing evolving today to be more stylish and comfortable. Fans are also following the style of dressing idols and have begun to learn to use the minimalistic makeup often done in Korea. Many fans are interested in typical Korean food. Lifestyle changes not only in self-care but also in the mentality of responding to the problems Seventeen and others face. The results of interviews with the three informants conducted on December 12, 2023, are as follows:

"I am right now. If there is anything in my life or anything else, I often position myself as him"- Ninda.

The results of the interviews showed that Ninda was very clever in processing information. She searched for information from reliable sources and always waited for confirmation from the parties concerned when she found dubious information. Similarly, when members of Seventeen were, and the scandal had a mate, the three informants continued to support their idol. The lifestyle also affected the social lives of the three informants as they started to like and become Seventeen fans. The results of interviews with the three informants conducted on December 12, 2023, are as follows:

"The activity that I used to stream if I had more money to buy an album is to vote because it is still busy, so I cannot get it when it is not busy for other support, make an event gathering with other friends" – Ai.

Based on the results of the interviews, becoming a Seventeen fan will help him understand how to organize and plan an event and make him more active and creative when making the next show to support Seventeen. Besides, being a Seventeen fan gives him more openness than before, and events make him more accessible to get close to other Seventeen fans. Ninda and Zalfa frequently attend events organized by Ai to support Seventeen, making it easier for them to interact because they have the same favorites and become needy of each other. The three informants follow each other's social media, making it easier for them to interact and get acquainted. The lifestyle of Seventeen fans is expressed according to their activities, interests, and opinions. The three informants perform entertainment activities by looking for information displayed by the idol on social media from their clean faces without makeup. The clothes they wear are so attractive that they are attracted to how they take care of themselves and appear well; the mentality felt by fans in the past now changes because frequently following the event makes them more open than ever.

## Conclusion

According to the research, Seventeen fans, when doing fangirling activities, is an activity for entertainment after doing everyday activities. Celebrity worship is based on three stages: social entertainment, intense-personal, and borderline pathological. Seventeen fans in this study seek entertainment and information through social media and Twitter. They are happy to talk about Seventeen like a fan in a live and expressive way. The fans referred to excessive behavior towards a favorite member but did not have exaggerated behaviors in terms of fantasy.

Seventeen fans have experienced a change in their lifestyle with more motivation to take care of themselves by paying attention to their clothes and makeup to stay stylish. Fans become wise when facing problems in the media by searching for information through reliable sources and waiting for confirmation. Fans become more open in social relationships as they gather with fellow Seventeen fans.

## Suggestion

This research suggests that researchers better understand and observe the celebrity worship behavior of Seventeen fans in Yogyakarta more profoundly and consider other causes that influence the increase in celebratory worshipping.

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