

ABSTRAK

Fenomena *korean wave* semakin meluas di dunia, termasuk Indonesia. Intensitas penggunaan media sosial oleh *idol K-pop* terbilang signifikan karena saat ini media sosial menjadi sarana antara penggemar dengan idolanya dalam berinteraksi atau berkomunikasi. Adanya pandemi covid19 pada tahun 2020 menyebabkan semua aktivitas dihentikan termasuk aktivitas *idol Kpop* bertemu penggemarnya. Hadirnya aplikasi Lysn Bubble memudahkan penggemar untuk berinteraksi dengan idolanya saat terhalang pandemi covid19. Tujuan dari penelitian ini adalah untuk mengetahui apakah ada pengaruh dari intensitas mengakses aplikasi Lysn Bubble terhadap sikap *celebrity worship* pengguna. Penelitian ini menggunakan teori *uses and gratification*. Metode penelitian yang digunakan adalah kuantitatif dengan metode *purposive sampling*. Sampel penelitian ini sebanyak 100 responden merupakan pengikut akun media sosial @NCTZENBASE. Hasil penelitian menunjukkan bahwa intensitas mengakses aplikasi Lysn Bubble berpengaruh sebesar 17,2% terhadap sikap *celebrity worship* pengguna. Hubungan variabel bersifat positif dengan nilai koefisien korelasi sebesar 0,415 dan nilai signifikansi 0,000 (<0,05). Hasil uji regresi linear sederhana dengan persamaan $Y = 11,025 + 0,566 X$, yang menyatakan bahwa setiap penambahan 1 nilai variabel X (intensitas mengakses aplikasi Lysn Bubble), maka nilai partisipasi akan bertambah terhadap sikap *celebrity worship*.

Kata Kunci : Intensitas, Sikap *Celebrity Worship*, *Uses and Gratification*, *Lysn Bubble*

ABSTRACT

The Korean wave phenomenon is increasingly widespread in the world, including Indonesia. The intensity of social media use by K-pop idols is significant because currently social media is a means between fans and their idols to interact or communicate. The existence of the COVID-19 pandemic in 2020 caused all activities to be stopped, including the activities of K-pop idols meeting their fans. The presence of the Lysn Bubble application makes it easier for fans to interact with their idols when hindered by the COVID-19 pandemic. The purpose of this study is to determine whether there is an effect of the intensity of accessing the Lysn Bubble application on users' celebrity worship attitudes. This research uses the theory of uses and gratification. The research method used is quantitative with purposive sampling method. The sample of this study were 100 respondents who were followers of the @NCTZENBASE social media account. The results showed that the intensity of accessing the Lysn Bubble application had an effect of 17.2% on the user's celebrity worship attitude. The variable relationship is positive with a correlation coefficient of 0.415 and a significance value of 0.000 (<0.05). The results of the simple linear regression test with the equation $Y = 11.025 + 0.566 X$, which states that every additional 1 value of variable X (intensity of accessing the Lysn Bubble application), the participation value will increase towards the celebrity worship attitude.

Key Words: Intensity, the attitude of celebrity worship, uses and gratification theory, lysn bubble apps