

ABSTRAK

Bagus Satrio Wicaksono. “Pengaruh *Celebrity Worship* terhadap Agresi Siber: Peran Mediasi Disregulasi Emosi pada K-Popers Gen Z Indonesia”. Skripsi. Psikologi. FPHIS, Universitas Muhammadiyah Purworejo. 2026

Keterlibatan emosional yang berlebihan terhadap selebriti berpotensi mendorong agresi siber pada K-Popers Generasi Z, terutama ketika individu mengalami kesulitan dalam mengelola emosinya. Penelitian ini bertujuan menguji peran mediasi disregulasi emosi dalam pengaruh *celebrity worship* terhadap agresi siber pada K-Popers Generasi Z di Indonesia. Penelitian menggunakan pendekatan kuantitatif dengan desain *cross-sectional*. Sebanyak 401 responden dipilih melalui teknik *quota sampling*. Data dikumpulkan menggunakan instrumen adaptasi berbahasa Indonesia, yaitu *Cyber Aggression Typology Questionnaire*, *Celebrity Attitude Scale*, dan *Brief Emotion Dysregulation Scale*. Analisis dilakukan menggunakan model mediasi berbasis *Structural Equation Modeling* melalui JASP dengan prosedur *bootstrapping* sebanyak 5.000 kali. Hasil penelitian menunjukkan bahwa pengaruh tidak langsung *celebrity worship* terhadap agresi siber melalui disregulasi emosi signifikan (estimate = 0,193; $p < 0,001$; CI 95% = 0,079–0,325). Artinya, semakin tinggi *celebrity worship*, semakin tinggi kecenderungan disregulasi emosi, yang selanjutnya meningkatkan agresi siber. Meskipun demikian, pengaruh langsung *celebrity worship* terhadap agresi siber tetap signifikan setelah mediator dimasukkan ke dalam model (estimate = 0,841; $p < 0,001$), sehingga disregulasi emosi terbukti berperan sebagai mediator parsial. Temuan ini menunjukkan bahwa disregulasi emosi merupakan salah satu mekanisme psikologis yang menjelaskan pengaruh *celebrity worship* terhadap agresi siber, tetapi bukan satu-satunya, sehingga masih terdapat faktor psikologis, sosial, maupun situasional lain yang berpotensi turut memengaruhi agresi siber pada K-Popers Generasi Z.

Kata kunci: agresi siber, *celebrity worship*, disregulasi emosi, Generasi Z, K-Popers

ABSTRACT

Bagus Satrio Wicaksono. *“The Effect of Celebrity Worship on Cyber Aggression: The Mediating Role of Emotion Dysregulation among Indonesian Generation Z K-Pop Fans”*. Undergraduate thesis. Psikologi. FPHIS, Universitas Muhammadiyah Purworejo. 2026

Excessive emotional involvement with celebrities may increase the likelihood of cyber-aggressive behavior among Generation Z K-pop fans, particularly when accompanied by difficulties in emotion regulation. This study aimed to examine the mediating role of emotion dysregulation in the effect of celebrity worship on cyber aggression among Generation Z K-pop fans in Indonesia. A quantitative cross-sectional design was employed, involving 401 participants selected through quota sampling. Data were collected using Indonesian-adapted versions of the Cyber Aggression Typology Questionnaire, the Celebrity Attitude Scale, and the Brief Emotion Dysregulation Scale. Mediation analysis was conducted using a Structural Equation Modeling approach in JASP with 5,000 bootstrap resamples. The findings revealed a significant indirect effect of celebrity worship on cyber aggression through emotion dysregulation (estimate = 0.193; $p < 0.001$; 95% CI = 0.079–0.325). This result indicates that higher levels of celebrity worship were associated with greater emotion dysregulation, which, in turn, was associated with increased cyber aggression. The direct effect of celebrity worship on cyber aggression remained statistically significant after emotion dysregulation was incorporated into the model (estimate = 0.841; $p < 0.001$), indicating partial mediation. These findings suggest that emotion dysregulation constitutes one psychological mechanism underlying the relationship between celebrity worship and cyber aggression; however, it does not fully account for this relationship. Therefore, other psychological, social, and situational factors may also contribute to cyber aggression among Generation Z K-pop fans.

Keywords: *celebrity worship, cyber aggression, emotion dysregulation, Generation Z, K-pop fans*