

Abstrak

Kepopuleran *cosplay* dilakukan kalangan muda terjadi karena berkaitan dengan *celebrity worship*. Faktor yang mempengaruhi *celebrity worship* pada *cosplayer* juga berkaitan dengan konformitas dan identitas diri. *Celebrity worship* terdiri dari *entertainment social, intense personal, borderline pathological*. Konformitas terdiri dari kekompakkan, kesepakatan, ketaatan. Identitas diri terdiri dari *identity diffusion, identity foreclosure, identity moratorium, identity achievement*. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis regresi berganda. Sampel 105 *cosplayer* diperoleh melalui teknik *nonprobability sampling*, teknik *sampling accidental*. Alat ukur menggunakan skala identitas diri, skala konformitas, skala *celebrity worship*. Hasil penelitian menunjukkan bahwa ada pengaruh identitas diri (X1) terhadap *celebrity worship* (Y). X1 memiliki pengaruh negatif terhadap Y. Semakin meningkat pengetahuan tentang identitas diri maka semakin menurun *celebrity worship*. Ada pengaruh konformitas (X2) terhadap *celebrity worship* (Y). X2 memiliki pengaruh positif terhadap Y. Semakin meningkat konformitas maka semakin meningkatkan *celebrity worship*. Ada pengaruh identitas diri (X1) dan konformitas (X2) terhadap *celebrity worship* (Y). Identitas diri dan konformitas mampu mempengaruhi *celebrity worship* sebesar 16,6%.

Kata Kunci : Identitas Diri, Konformitas, *Celebrity Worship*, *Cosplay*

Abstract

The popularity of cosplay among young people occurs because it is related to the celebrity worship. Factors that affect celebrity worship in cosplayers are also related to conformity and self-identity. Celebrity worship consists of social entertainment, intense personal, borderline pathological. Konformitas consists of cohesiveness, agreement, obdedience. Self-identity consist of identity diffusion, identity foresclosure, identity moratorium, identity achievement. This study uses a quantitative approach with multiple regression analysis techniques. Sample of 105 cosplayers was obtained through nonprobability sampling, accidental sampling technique. Measuring instrument using self-identity scale, conformity scale, celebrity worship scale. The results of the illustrate that there is a significant effect between the self-identity (X1) on celebrity worship (Y). X1 has a negative influence on Y. The more knowledge about self-identity, the less celebrity worship. There is an effect of conformity (X2) on celebrity worship (Y). X2 has a positive effect on Y. The more conformity increases, the more celebrity worship increases. There is an effect of self-identity (X1) and conformity (X2) on celebrity worship (Y). Self identity and conformity can affect celebrity worship by 16,6%.

Keywords: *Self Identity, Conformity, Celebrity Worship, Cosplay*