# ABSTRAK

Wahyuni, Sri, 2023. “Layanan Informasi Sebagai Tindakan Preventif Terhadap Perilaku *Celebrity Worship* Bagi Siswa SMK Negeri 1 Godean”. Tugas Akhir. Program Studi Bimbingan dan Konseling Fakultas Bisnis & Humaniora. Universitas Teknologi Yogyakarta. Pembimbing Nararya Rahadyan Budiyono, S.Pd., M.Pd.

Remaja menjadi segmentasi tertinggi dalam penggunaan sosial media yang memungkinkan akses informasi secara cepat, komperhensif dan mendalam terhadap hal yang diminati. Bentuk fanatisme remaja terhadap *public figure* dapat berdampak negatif dan berpotensi mengarah pada perilaku *celebrity worship*. Sikap siswa (remaja) di SMKN 1 Godean terhadap *public figure* yang disukai berpotensi mengarah pada perilaku *celebrity worship*. Dibuktikan melalui survei awal yang menunjukkan 47,2% responden mengaku larut dalam kehidupan selebriti yang diidolakan, dan 40,9% responden mengaku reaktif saat melihat idola (langsung atau melalui media). Penelitian ini berfokus pada tingkat perilaku *Celebrity Worship*. Sampel penelitian ini adalah siswa kelas X-XI yang masuk kedalam kategori *borderline pathological* / kategori tinggi di tahapan *celebrity worship*. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh layanan informasi sebagai tindakan preventif terhadap perilaku *celebrity worship* serta, untuk mengetahui tindakan preventif perilaku *celebrity worship* di SMKN 1 Godean. Jenis penelitian yang digunakan adalah *pre-eksperimental design* dengan teknik *one shot case study*, yang mana desain ini tidak memiliki kelompok kontrol dan hanya memberikan satu kali *treatment*  lalu diberikan *posttest* pada anggota kelompok. Populasi penelitian ini adalah siswa kelas X-XI SMKN 1 Godean tahun ajaran 2022/2023. Sampel penelitiannya adalah 4 siswa SMKN 1 Godean yang masuk kedalam kategori *borderline pathological* atau tahap tertinggi dari *celebrity worship*. Metode pengumpulan data yang digunakan adalah kuesioner *celebrity attitude scale* dan wawancara. Teknik analisis data yang digunakan ada uji *t-test.* Hasil penelitian yaitu terdapat pengaruh layanan informasi sebagai tindakan preventif terhadap perilaku *celebrity worship*. Hal ini dari hasil analisa uji t-test, yakni diperoleh nilai thitung = 3,7045 > t tabel = 3,182 yang berarti Ho ditolak, dan Ha diterima. Hasil penelitian selanjutnya yaitu tindakan preventif terhadap perilaku *celebrity worship* berupa pemberian *advice* dan pendampingan pada siswa. Saran bagi penelitian lanjutan adalah mengembangkan media berbantuan teknologi digital sebagai upaya preventif dari perilaku *celebrity worship*.

**Kata Kunci**: Layanan Informasi, Preventif, *Celebrity Worship*

# ABSTRACT

Wahyuni, Sri, 2023. "Information Services as a Preventive Measure of Celebrity Worship Behavior for Students of Godean 1 State Vocational School". Thesis. Guidance and Counseling Study Program, Faculty of Business & Humanities. University of Technology Yogyakarta. Supervisor Nararya Rahadyan Budiyono, S.Pd., M.Pd.

Teenagers are the highest segmentation in the use of social media which allows access to information quickly, comprehensively and in depth about things of interest. Forms of teenage fanaticism towards public figures can have a negative impact and have the potential to lead to celebrity worship behavior. The attitude of students (adolescents) at SMKN 1 Godean towards public figures they like has the potential to lead to celebrity worship behavior. Evidenced by the initial survey which showed 47.2% of respondents claimed to be immersed in the life of the celebrity they idolized, and 40.9% of respondents claimed to be reactive when they saw an idol (directly or through the media). This study focuses on the level of Celebrity Worship behavior. The sample of this research is students of class X-XI who fall into the borderline pathological category / high category at the celebrity worship stage. The purpose of this research is a. To determine the effect of information services as a preventive action on celebrity worship behavior at SMK N 1 Godean; and b. To find out preventive measures for celebrity worship behavior at SMKN 1 Godean. The type of research used was a pre-experimental design with the one shot case study technique, in which this design did not have a control group and only provided one treatment and then was given a posttest to group members. The population of this study was students of grades X-XI at SMKN 1 Godean for the 2022/2023 academic year. The research sample was 4 Godean 1st Vocational High School students who fall into the borderline pathological category or the highest level of celebrity worship. The data collection method used is the celebrity attitude scale questionnaire and interviews. The data analysis technique used is the t-test. The results of the study that a. The influence of information services as a preventive action on celebrity worship behavior can be seen from the results of the t-test analysis obtained tcount = 3.7045 > ttable = 3.182 which means Ho is rejected, and Ha is accepted which reads "there is an influence of information services in minimizing Celebrity Worship behavior students of SMKN 1 Godean”; and b. Preventive measures against celebrity worship behavior have never been implemented at SMKN 1 Godean. This is so that it becomes a consideration for providing information services, bearing in mind that adolescence is an important period in individual development. For future researchers, this research can be continued by further developing the reference media used in giving treatment to research samples and being able to increase awareness of the prevention of celebrity worship.

Keywords: Information Services, Prevention, Celebrity Worship