Can emotional intelligence restrain excess celebrity worship in bio-psychological perspective?

A Sulianti*, F S Lubis, F Az-Zahra and A Hambali

UIN Sunan Gunung Djati Bandung, Faculty of Psychology, Jl. A.H. Nasution 105, Bandung, Indonesia

*ambarsulianti@uinsgd.ac.id

Abstract. Rapid development of media makes teenagers easily access their idol through social media. The association of Indonesian youth in the social media community will impact their daily lifestyles that are often incompatible with Indonesian culture. The purpose of this research is to determine the role of emotional intelligence to celebrity worship, on Korean idol bands that active in social media. Subject of this study is 597 adolescents who idolize Korean idol bands, taken using snowball sampling technique. The research method implied was quantitative method using Daniel Golemen Emotional Intelligence Questionnaire (30 items) and Maltby Celebrity Attitude Scale (34 items). The results of this research indicate that emotional intelligence decrease excessive behavior of celebrity worship in teenagers. Adolescent emotional intelligence should be trained so that Indonesian teenagers can filter incoming culture through social media.

1. Introduction

The rapid development of the era makes Indonesia has a fairly advanced technology, especially in the field of communication. Some of today’s communication technologies are proven by some popular social media used by teenagers. Of all the information that can be accessed, the world of music and entertainment is one of the most frequently accessed information teens. One type of music that is very popular among teenagers is Korean Pop Band (Kpop), which is a type of music that comes from the land of ginseng, South Korea.

Idol is someone or something that occupies the place of God in one’s life, because an idol gives identity, meaning, value, purpose, love, and security [1][2]. Idol (Celebrity) is an individual who has a profile that stands out, appeal and influence in everyday media. This term is synonymous with wealth (commonly symbolized as a person with fame and wealth), implied with a huge popular attraction prominent in a particular field, and can be easily recognized by the general public. Various careers in sports and entertainment are often associated with celebrity status. The admiration of fans on this idol is called a celebrity worship [3].

Celebrity Worship is a form of parasocial relationship in which a person becomes obsessed with celebrities [4]. While the parasocial relationship is an imaginative relationship between fans with a one-way idolized figure, from fans to idols. These social relationships cause the celebrity worshipers who are usually teenagers and young adults feel very attached to their idol’s celebrity even though on the other hand the idolized celebrities do not know him or her at all.

Celebrity worship is divided into three levels, as follows:
a. Entertainment social value, the motivation that underlies the active search of fans to celebrities,
b. Intense-personal feeling, intensive and compulsive feelings of reflection towards celebrities, and
c. Borderline-pathological tendency, attitudes such as willingness to do anything for the sake of celebrities [4].

Celebrities are an inevitable feature of contemporary culture. Through all the media channels, we are bombarded by icons representing individuals who have been lifted into the virtual world beyond the usual. The concept of celebrity worship is not just a topic of concern to the media, but is now the focus of psychological inquiry because it raises the negative impact of addiction and criminality [5]. They tend to be introverted and intuitive (no longer rational). The root cause of this condition is the expression of the need for emotional judgment by those who do not believe in their ability to love or be loved [2]. This affects the teenager’s desire to perform plastic surgery, to resemble his idol [6], [7]. The social dimension of celebrity worship is illustrated by anthropologist Eric Gans, who traces the phenomenon into social hatred. According to Gans, those who worship celebrities excessively, forget the true human nature that demonstrates virtue in their midst [8].

During early adolescence, peer groups play a special role in influencing individuals. Because adolescents are in transition from the family to the wider community, and have marginal status in adult society during this period, they seek guidance and support from their peers. They depend on their peer group and in accordance with the values, attitudes, and behavioral patterns typical of the culture of teenagers. In this context, there comes the ways of idolization among teenagers. Idolization is often a necessary social element of youth culture, so this idolization behavior is promoted, supported, and cherished by peer groups. The basis of adolescent worship is fantasy. Teenagers have a fantasy need to believe in idol culture that cannot actualize their wishes and dreams. Psychically, it saves teenagers from disappointment and unhappiness.

The research in 2011 showed that the subjective confidence of adolescents is influenced by emotional intelligence [9]. Emotional intelligence according is the ability to recognize our own feelings and feelings of others, the ability to recognize our own feelings and feelings of others, the ability to motivate ourselves and the ability to manage emotions well on ourselves and in relationships with people other [10]. Emotional intelligence traits include the ability to motivate oneself, survive frustration, control impulses and not exaggerate fun, regulate moods and keep stress loads from crippling the ability to think, empathize and pray.

Adolescents are in puberty where there is a hormonal change that leads to self-discovery. Excessive fanaticism to their idol will cause teenagers to do anything for the idol's sake. They are willing to change their image just so they can resemble the idol from imitating their hairstyle, dress style, even their idol style and idol speaking style. In fact there are also fans who are willing to reach into his pocket to buy objects owned by their idol. Ironically, this is actually distanced them in finding identity, they even trapped in the identity of others. We suspect the weakness of this emotional intelligence that causes teens to idolize fans in excess. This research aims to determine the emotional influence of intelligence on excessive worship celebrity in adolescents.

2. Method
This research used quantitative cross-sectional method. The subject is Kpop celebrity worship social media users, (Instagram, line, or WhatsApp) amounted to 597 people. The sampling technique used Snowball sampling with the help of key-informant.

The instruments in this research used Daniel Goleman Emotional Intelligence Questionnaire (30 items) and Maltby Celebrity Attitude Scale (34 items). Dimensions of emotional intelligence consists of four indicators ie. self-awareness, self-management, social-awareness, and social-skill. Dimensions of celebrity attitude consists of three indicator which are entertainment social value, intense-personal feeling, and borderline-pathological tendency.
The researchers make a questionnaire in the form of google form based on the instrument for emotional intelligence and celebrity attitude scale, then provide a questionnaire link on the subject which are social media users such as Instagram, Line, and WhatsApp. After that, the data are selected back in accordance with the criteria and processed using SPSS Product Moment Pearson Product Correlation test data.

3. Result
The results of emotional intelligence data retrieval are shown in figure 1.

![Figure 1. Emotional intelligence.](image)

Figure 1 shows that emotional intelligence is lowest in the social awareness dimension (number 3), followed by social skill (number 4), self-awareness (number one), and the highest on self-management dimension (number two).

The relationship between the dimensions of emotional intelligence and Celebrity worship can be seen in table 1.

| Correlations       | EQ_0       | IW_0       |
|--------------------|------------|------------|
| Pearson Correlation| 1.341**    | 1          |
| Sig. (2-tailed)    | .000       | .000       |
| N                  | 597        | 597        |

**Correlation is significant at the 0.01 level (2-tailed).**

Table 1 shows there is a negative correlation between emotional intelligence with excessive celebrity worship behavior with $r = 0.341$ (p <0.01).

4. Discussion
The results of this research indicate that emotional intelligence is negatively correlated with the behaviour of celebrity worship. Behavioural studies have examined different behavioural consequences depending on the stage or type of emotional generative process influenced by emotional control strategies [11], [12]. For example, Jackson et al’s study that asked participants to cognitively reassess a neutral, irritating picture would reduce negative emotions [13]. People with high emotional
intelligence have characteristics that can accurately understand emotions, facilitate thinking to use emotions accurately, interpret emotions correctly, and manage emotions in themselves and others (Enriquez Hector, 2017). Thus, people who have high emotional intelligence can manage his emotions in the face of his idol and able to express his emotions well on his social life.

According to Barrett, emotions must be studied as a dynamic whole brain construction that varies greatly from what the body senses in the context of the immediate environment. Experiences affect the emotional control process. Emotion theory built, as a bio-psychosocial approach, explicitly includes the emotional neural architecture and its meaning. Brain tissue has the property of homeostasis, which means that there is a shift in the population of neurons that maintain tissues over time [14]. The mechanisms that implement this construction are not specific to the emotion domain but operate across cognition, perception, and action, so that the scientific knowledge of a domain is a value for understanding the other.

The first stage of celebrity worship behavior is social value entertainment, while the subject is motivated to actively search all data about his idol. At this stage the subject enriches the memory through the audiovisual of the idol artist. Repeated presentations of audiovisual coding will make memory storage. Emotions can affect memory. This is consistent with research by Phelps that through fMRI it is proved that the amygdala and the hippocampus complex regulate two independent memory systems that interact when emotions fill the memory. The amygdala enhances the episodic memory for the core of emotional events. The relationship between emotion and memory is also shown from the results of EEG recordings [15]. In the second stage of celebrity worship arises intense-personal feeling in the form of intensive and compulsive feelings of reflection on celebrities. At this stage the worship behavior tries to imitate the lifestyle, the performance of the body, the habits of the idol artist, thus this stage is related to aesthetic behavior. Pearce argues that the spectrum of aesthetic experiences varies in individuals depending on the experience, the nature of emotional stability, and the motivation, and the emotional moment, the aesthetic context, and the aesthetic object [16]. Thus emotional intelligence can control this stage so as not to fall into the third stage of celebrity worship which is a behavior of excessive fanaticism.

Emotional intelligence that makes a person aware of his or her emotions, has a clear boundary of consciousness between fantasy and reality, realizes his or her position as a social being and realizes accountability as an individual. This has caused an emotional conflict that acts as obstacle to the process of reconsolidating the formation of memory about his or her idol.

5. Conclusion
Based on the results of this study can be concluded that the higher the emotional intelligence, the lower excessive fanaticism in teenagers. Older parents need to learn and train the emotional intelligence of their teenagers in order not to access the idol worship and disrupt the process of teen identity discovery.

Acknowledgement
The results of this study can be presented in this proceeding on the merits of the research team UIN Sunan Gunung Djati Bandung.

References
[1] C S Ang and N N Chan 2018 Curr. Psychol. 37 (1)
[2] Enric Marti Cañizares 2015 Celebrity worship A Sociological Study Of Celebrity Worship As A Contemporary Religion Ramón Llull University
[3] J Maltby, L McCutcheon and L E Gillett 2004 Br. J. Psychol. 95
[4] J Maltby, J Houran and L E McCutcheon 2003 J. Nerv. Ment. Dis. 191(1)
[5] L Sheridan, A North, J Maltby and R Gillett 2007 Psychol. Crime Law. 13(6) pp. 559–571
[6] A Abraham and D Zuckerman 2011 J. Adolesc. Heal. 49(5) pp. 453–454
[7] J Maltby and L Day 2011 J. Adolesc. Heal. 49(5) pp. 483–489
[8] D Weinstein And Michaelweinstein 2003 Word World 23(3) pp. 294–302
[9] N Singh 2011 Int. J. Educ. Plan. Adm. 1(2) pp. 179–187
[10] B O Gardner, John N, Jewler and A Jerome Barefoot 2011 Understanding Emotional Intelligence Your Coll. Exp. Strateg. Success pp. 39–51
[11] J J Gross, C Gross, R Hen and T P Beauchaine 2014 Nat. Rev. Neuro. sci. 5(5) pp. 875–896
[12] J A Silvers, K McRae, J D E Gabrieli, J J Gross, K A Remy and K N Ochsner 2012 Emotion 12 (6) pp. 1235–1247
[13] W Cyprotex, J P Jackson, K M Freeman, R L St, C Iii, K Palmer, C B Black, K R Brouwer and Q Transporter 2011 Drug Metab Pharmacokinet. 33(1) pp. S71–S72
[14] L F Barrett and A B Satpute 2017 Neurosci. Lett.
[15] A Sulianti, Yulianti, R Riswanda, A D Amalia and R Anwar 2018 Dhikr to Manage Epileptiform Activity in a Teenager with Depressive Disorder Dhikr to Manage Epileptiform Activity in a Teenager with Depressive Disorder IOP
[16] M T Pearce, D W Zaidel, O Vartanian, M Skov, H Leder, A Chatterjee and M Nadal Perspect. Psychol. Sci. 11(2) pp. 265–279