



Verbal Aggression Behavior in K-Popers: A Narrative Study Review of its relationship with Celebrity Worship

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Abstract

Verbal aggressive behavior that occurs among K-popers on social media is usually triggered by the celebrity worship (fanaticism) behavior that individuals have towards K-pop idols. This research aims to determine the relationship between verbal aggression and celebrity worship among K-popers. The method used in this writing uses a narrative review approach. The articles used in this study were taken from three database search engines, namely Crossref, Scopus, and Google Scholar with a total of two articles that met the criteria. All articles used in this study come from 2018 to 2022. The results of this narrative review show that there is a positive relationship and influence between celebrity worship (fanaticism) on verbal aggression among K-popers.

Keywords: *verbal aggression, fanaticism, k-popers*

INTRODUCTION

Digital transformation is developing very quickly and changing the paradigm of global society, especially when COVID-19 hit. The existence of COVID-19 has radically changed people's lifestyles. Lockdown and social distancing guidelines have resulted in restrictions on physical interactions and recreational activities so that many people spend time at home. Certain jobs and academic activities are mostly done online. This situation increases the duration of internet use, not only for work and academic reasons but for other purposes, namely seeking entertainment through social media.

K-pop or Korean pop music has become a popular form of entertainment and is in great demand among the younger generation during this pandemic. K-pop fans are also called K-popers. Admiration for K-popers can turn into excessive fanaticism towards their idols, this is also known as celebrity worship. They spend hours following the latest posts from their idols, not only giving reactions such as liking their idol's posts but also freely commenting and interacting with other fans as an expression of their love for their idol. In interactions between K-Popers, competing arguments between other fans are quite common on social media. They show hatred towards each other by using harsh words which leads to verbal aggressive behavior. In this case, investigating the relationship between verbal aggression and celebrity worship in K-popers is important for further research.

Verbal aggression is an act of using aggressive language towards a target, which is known as verbal aggressiveness, namely a person's attitude when using aggressive language (Levine, Beatty, & Limon, 2004). Aggression in verbal form itself is a form of action aimed at hatred carried out by someone through words, utterances, or forms of oral narrative (Hamilton, 2012). Meanwhile, celebrity worship refers to excessive respect for certain celebrities or public figures. Celebrity worship is considered an alternative for society to develop interpersonal relationships as the characteristics of parasocial relationships with celebrities are said to be similar to peer relationships in real life (Levesque, 2012). Previous studies have shown a link between celebrity worship and various mental health problems, including verbal aggression. However, research on this relationship among K-popers is still limited.

The problem in this research is whether there is a relationship between verbal aggression and celebrity worship in K-pop music. Recent studies show an increase in verbal aggression on social media during the COVID-19 pandemic, especially among K-pop fans. There is currently a gap in the literature regarding the relationship between verbal aggression and celebrity worship among K-poppers, especially in the context of the COVID-19 pandemic. Previous studies only partially addressed this relationship, while the current situation shows that verbal aggression is increasing on social media. For example, Solar, a member of the Mamamoo group, who received malicious comments during a Vlive, Solar Mamamo chose to respond with a smile and with kind and positive comments (Natalia, 2020). In the IDN Times article, Faidah (2018) noted that Yook Sungjae BTOB who received malicious comments on Vlive, Yook Sungjae BTOB responded by conveying the message "Don't pay attention to useless words or actions", Sungjae's actions were immediately praised by fans. One of the articles about Suga BTS from Solopos.com Indah (2020) also released a statement on the same topic, regarding how to respond to these malicious comments. Suga said, "I didn't read it, you wrote it and someone (another fan) will prosecute. "Nothing good can come from this," said Suga. Therefore, this research will go a long way to understanding this relationship and exploring the factors that influence this relationship.

The aim of this research is to identify the relationship between verbal aggression and celebrity worship among K-poppers. The benefit of this research is to provide a better understanding of how celebrity worship can influence acts of verbal aggression in K-poppers. The results of this research can be used to develop more effective intervention programs in overcoming the problem of verbal aggression and celebrity worship among K-poppers. The hypothesis of this research is that there is a positive relationship between celebrity worship and verbal aggression in K-poppers.

METHOD

This research uses the narrative review method. The literature search was carried out using a strategy that involved searching for articles in research journal databases, internet searches, and review of articles. Relevant journals were then filtered based on title and abstract. Articles selected by researchers are based on predetermined inclusion and exclusion criteria. Meanwhile, journals that do not match the research topic will be excluded. The selected journals are then extracted and then described to answer the research questions.

Literature Search Strategy

Narrative review research was conducted online in Kuta for 8 days starting April 16 2023 to look for articles that met the inclusion and exclusion criteria. This research uses three database search engines, namely Crossref, Scopus, and Google Scholar. Searches on search engines use keywords that reflect the PICO parameters outlined in the research question. The keywords used in this research search are presented in Table 1. Next, these keywords are combined using Boolean (table 2) which corresponds to each database.

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Social and Culture

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Table 1. Keywords based on parameters

Parameter Category	Main Keyword	Keywords Similar
Population /problem	K-popers	“kpopers”, “kpop fandom”, “korean pop music fans”, and “korean idol fans”
Interventions/indicators	There was no intervention because the research included a narrative review approach study	There was no intervention because the research included a narrative review approach study
Comparison	There is no comparison because the research includes a narrative review approach study	There is no comparison because the research includes a narrative review approach study
results	Celebrity worship and verbal aggression	“verbal aggression”, “verbal aggression”, “verbal violence”, “verbal abuse” and “celebrity worship”, “bigotry”, and “fanaticism”

Table 2. Boolean Keyword Search

Database/Search Engine	Main Keyword
Crossref	“verbal aggression” or “verbal aggression” or “verbal violence” or “verbal abuse” and “celebrity worship” or “fanatic” or “fanaticism” and “kpopers” or “kpop fandom” or “korean pop music fans” or “Korean idol fans”
Scopus	“verbal aggression” or “verbal aggression” or “verbal violence” or “verbal abuse” and “celebrity worship” or “fanatic” or “fanaticism” and “kpopers” or “kpop fandom” or “korean pop music fans” or “Korean idol fans”
Google Scholar	“verbal aggression” or “verbal aggression” or “verbal violence” or “verbal abuse” and “celebrity worship” or “fanatic” or “fanaticism” and “kpopers” or “kpop fandom” or “korean pop music fans” or “Korean idol fans”

Inclusion and Exclusion Criteria in PICOS Parameters

Inclusion and exclusion criteria have been determined for each component in the PICOS parameters (Population/Problem, Intervention/Indicator, Comparison/Control, Outcomes/Output, and Study Design) in table 3. Inclusion criteria are used to decide whether a study will be included in analysis or not, while exclusion criteria were used to exclude studies from the analysis.

Table 3. Research Inclusion and Exclusion Criteria

INDICATOR	INCLUSION CRITERIA	EXCLUSION CRITERIA
P	<ol style="list-style-type: none"> 1) Research conducted on a population of K-popers and social media users. 2) Individuals who have no history of mental disorders or addiction. 3) Individuals who are not under high stress or experiencing significant personal problems. 4) Individuals who are not consuming drugs or alcohol that could affect the results of the study. 	<ol style="list-style-type: none"> 1) Research conducted on populations other than K-popers and not using social media.
I	There was no intervention because the research included an observational study.	There was no intervention because the research included an observational study.
C	There was no comparison because the research included an observational study	There was no comparison because the research included an observational study
O	<ol style="list-style-type: none"> 1) Research exploring the relationship between verbal aggression and celebrity worship in K-popers. 	<ol style="list-style-type: none"> 1) Research that does not discuss the relationship between verbal aggression and celebrity worship in K-popers. 2) Research that only focuses on one aspect of verbal aggression

		or celebrity worship, without considering other factors that can influence the relationship between the two.
S	1) Research that measures verbal aggression and celebrity worship using valid and reliable methods.	1) Research that uses verbal aggression and celebrity worship measurement methods is not valid or reliable.
Year Types of literature	2016-2023 Journal	2016 and below Textbook, proceedings, book-chapter, posted-content, and types other than those desired for inclusion.
Citation	There are no inclusion limits for journal citations to be selected.	There are no exclusion limits for journal citations to be selected.

Study Selection

To carry out study selection, a systematic approach of Searching, Identification, Screening and Eligibility was used. In the Searching stage, researchers look for data sources that are relevant to the research topic through various databases, such as Crossref, Scopus, and Google Scholar. Findings are then identified by examining the research abstract or summary to determine their relevance to the research topic. After that, researchers screened articles based on predetermined inclusion and exclusion criteria. Articles that meet the inclusion and exclusion criteria and are relevant to the research topic are selected for inclusion in the narrative review study. The literature search process produced a total of 649 articles from the various databases used. Furthermore, after selecting the titles and abstracts of the articles, 5 relevant articles were obtained. Then, after being filtered using the inclusion and exclusion criteria, 3 articles were removed that did not meet the criteria, leaving 2 articles that were suitable for narrative review.

The results of the Searching, Identification, Screening and Eligibility processes can be depicted in the following diagram:

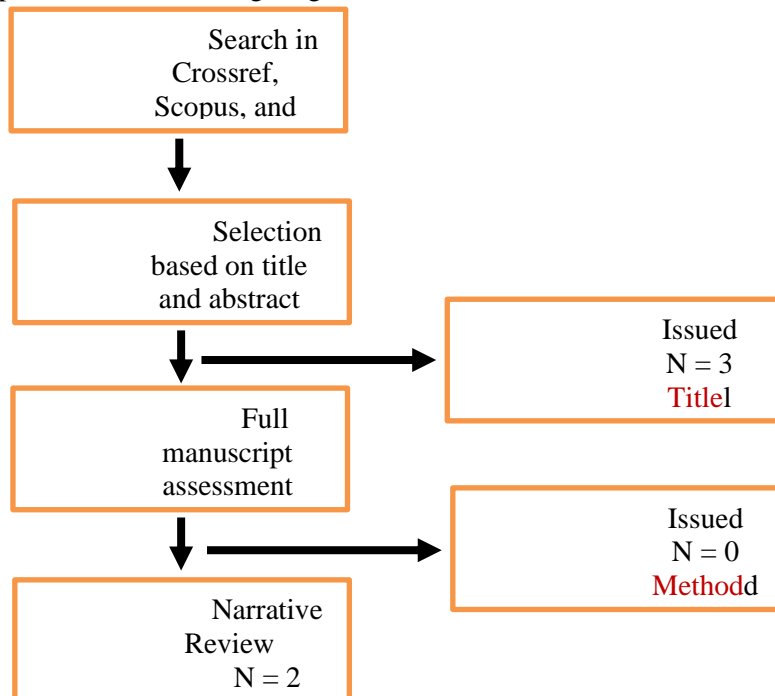


Chart 1. Research Search

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The diagram shows a visualization of the study selection process carried out, starting from the Searching stage to the final Eligibility stage, as well as the number of articles found, selected, and finally selected for inclusion in the narrative review study.

RESULTS AND DISCUSSION

Verbal aggression is an act of verbal violence committed by an individual. Verbal violence can be in the form of words or verbal utterances. Meanwhile, celebrity worship is a behavior of liking idols excessively and beyond normal limits, usually called fanatical fans. After searching three databases, researchers menget 5 relevant articles. Then the researchers screened journals using inclusion and exclusion criteria, removing 3 articles that did not meet the criteria. So there are 2 articles remaining that are suitable for narrative review and will be explained further in the next sub-chapter.

Results

Search results for articles that match the criteria can be seen in the following table:

Table 4. Analyzed articles

Author, year, location	Core Discussion	Research	Research design	Sample	Results/Conclusions
Jenni Eliani, M. Salis Yuniardi, and Alifah Nabilah Masturah (2018), Malang	The aim of this research is to examine the relationship between fanaticism and the aggressive verbal behavior of K-pop idol fans on social media. From the research results it is also known that most of the subjects were women, whereas based on age, most were teenagers. From the research results, it is also known that there are K-pop idol fans from various backgrounds in Indonesia, although the majority of respondents come from the island of Java.		This research uses a correlational method.	915 K-pop idol fans and social media users.	The results of the research show that there is a positive relationship between positive fanaticism and verbal aggressive behavior on social media among K-pop idol fans (r = 0.626 and p = 0.000).
Nurfaidah Ardis, Asniar Khumas, and Muh. Nur Hidayat Nurdin (2021), Makassar	This research aims to see whether there is an influence of fanaticism (celebrity worship) on the verbal aggression of female K-pop fans on social media. Verbal aggression on social media between K-pop fans, especially teenage girls, is driven by fanaticism. Fanaticism is seen as the cause of strengthening group behavior which can lead to aggressive behavior. The popularity of K-pop makes fans unconscious of excessive behavior which influences		This research uses the causality method.	There are 443 female K-pop fans.	This research shows that there is a relationship. The results of the research show that there is an influence between fanatical behavior and verbal aggression among female K-pop fans on social media (p=0.000, r=0.077).



Research by Jenni Eliani, M. Salis Yuniardi, and Alifah Nabilah Masturah (2018) as well as research by Nurfaidah Ardis, Asniar Khumas, and Muh. Nur Hidayat Nurdin (2021) discusses the relationship and influence of celebrity worship and verbal aggression on K-popers. Both studies are strengthened by the validity of the verbal aggression research scale ranging from 0.301-0.930 with reliability between 0.839-0.962. and with the results of the validity of the celebrity worship (fanaticism) scale between 0.306-0.724 with reliability around 0.845-0.934. With the evidence of these results, the two studies are very related to this research because they discuss the relationship between verbal aggression and celebrity worship in K-popers.

Discussion

In research by Jenni Eliani, M. Salis Yuniardi and Alifah Nabilah Masturah (2018), 897 people (98%) were female and 18 people were male (12%). There were 66 people aged 13-15 (7%), 227 people aged 16-18 (25%), 426 people aged 19-21 (47%), 164 people aged 22-24 (18%), a total of 26 people aged 25 -27 (3%), and as many as 6 people aged 28-30 (0.01%), with a standard deviation of 3. The results of the study show that there is a positive relationship between fanaticism (celebrity worship) and verbal aggressive behavior among K-popers in using social media. The results of the research show that K-pop idol fans have a coefficient (r) of 0.626 and the resulting significant value (p) is $0.000 < 0.050$. Thus, it can be said that the higher the fanaticism of K-pop idol fans, the higher the verbal aggressive behavior of K-pop idol fans on social media. Conversely, the lower the fanaticism of K-pop idol fans, the lower the level of verbal aggressive behavior on social media.

Meanwhile, in the research of Nurfaidah Ardis, Asniar Khumas, and Muh. Nur Hidayat Nurdin (2021), conducted on a sample of 443 teenagers (13-21 years) K-pop fans. Most of the respondents were in their 20s, namely 80 people (18%), while fans who joined multi-fandom were 157 people (35%). The results of the research's simple linear regression analysis show that the research provides an effect size of 0.077 with a significance value of $0.00 < 0.05$. So H_0 is rejected, which means fanatic behavior influences the verbal aggression of female K-pop fans on social media. The fanatic behavior variable (celebrity worship) contributed 7.7% ($0.077 \times 100\%$) of verbal aggression. Meanwhile, the remaining 92.3% ($100-7.7\%$) was caused by other factors.

The similarity between the two studies lies in the results which show that there is a positive relationship and influence between verbal aggression and celebrity worship (fanaticism). Celebrity worship (fanaticism) plays a role in supporting verbally aggressive behavior on social media. People with high fanaticism are characterized by extreme enthusiasm, long-lasting emotional attachment and excessive love and attraction, and often assume what they believe to be true, thereby trying to defend and defend the truth they believe in. This characteristic can trigger aggressive verbal behavior on social media. Active use of social media by K-pop idol fans results in verbally aggressive behavior on social media. The differences in the two studies were in gender, location and age of the samples obtained by the researchers.

The difference also lies in the measuring instruments used, in research by Jenni Eliani, M. Salis Yuniardi and Alifah Nabilah Masturah (2018) using a fanaticism scale which was developed into several indicators, namely (1) Extreme enthusiasm, (2) Emotional Attachment, and feeling of love, (3) Lasts for a long time, (4) Thinks that what they believe is the right thing, (5) Defends and defends the truth that they believe in and uses a scale of verbal aggressive behavior which was developed based on indicators of verbal aggressive behavior, namely (1) arguing to show dislike or disagreement, (2) Spreading gossip (3) being sarcastic. Meanwhile, in the research of Nurfaidah Ardis,

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Asniar Khumas, and Muh. Nur Hidayat Nurdin (2021), uses a verbal aggression scale which is used to be compiled by the researcher himself based on aspects by Levinson (1994), namely overt verbal aggression and hidden verbal aggression, and uses a fanatical behavior scale which is used to be compiled by the researcher himself based on Rudin's aspects (Mackellar, 2006) namely, intensity and value-attitude. There are limitations in the research of Nurfaidah Ardis, Asniar Khumas, and Muh. Nur Hidayat Nurdin (2021), namely because the items on the verbal aggression scale used seem to measure the variable to be measured without any doubt, so that the subject appears dishonest when filling in the research scale. This of course influences the results of the analysis carried out in the research.

CONCLUSION

Based on the results of narrative reviews from the two research journals, results were obtained showing that there is a positive relationship and influence between celebrity worship (fanaticism) on verbal aggression among K-popers. Based on the description of the research results above, the researcher then summarizes several suggestions, including the following: (1) Readers, especially K-popers, are advised not to be easily carried away by negative comments shown to idols and focus on supporting the idol's career. This can minimize arguments between fandoms and reduce acts of verbal violence against K-popers on social media. Apart from that, by not liking idols so much that you cannot differentiate between things that will have a good impact if you do them and which things will have a bad impact if you do them, (2) Parents who have children who are K-pop fans are advised to monitor them. their children in using social media. By supervising parents, children will be able to minimize the negative impacts of playing on social media, for example, verbal violence which is rampant in the current era of globalization, and (3) for future researchers, it is recommended that they be able to analyze Deeper factors that influence celebrity worship on the level of verbal aggression in K-popers. Apart from that, a suggestion for future researchers is to conduct research on factors other than celebrity worship which can have an influence on the encouragement of verbal aggression in individuals.

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