

Parasocial relationship viewed from loneliness in new students

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KEYWORDS	ABSTRACT
Loneliness New Students Parasocial Relationship	<p>This research is motivated by the phenomenon of the large number of new students who idolize celebrities excessively. This study aims to empirically test whether parasocial relationships in new students are determined by loneliness. This study aimed to test the proposed research hypothesis that there is a positive relationship between loneliness and parasocial relationships in new students. The sampling technique used is total sampling. The data collection method in this study used non-cognitive tests. The scale used to collect data is the parasocial relationship behavior scale and the loneliness attitude scale. The loneliness scale is compiled based on the Likert scale model. The parasocial relationship scale is compiled using the summated rating model. From the results of the validity test, these two scales are valid in content. Both scales measure all aspects/components to be measured, with a reliability coefficient on the parasocial relationship scale of 0.945 and a reliability coefficient on the loneliness scale of 0.946. The results of the hypothesis test showed that the correlation coefficient (r_{xy}) was 0.328 with a significance value of $p = 0.005$ ($p \leq 0.05$). From these results, it can be concluded that the hypothesis is accepted. There is a significant positive relationship between loneliness and parasocial relationships in new students. The coefficient of determinant of loneliness variable on parasocial relationship variable is 10.7%, the remaining 89.3% is influenced by other factors not examined in this study.</p> <p>This is an open-access article under the CC-BY-SA license.</p> 

Introduction

Developments in the field of technology, in particular, encourage the development of social media. Social media can be used to communicate with other people even though they are far away. In addition, people can access technology quickly and easily to get the desired information through online mass media or what is called the internet (Akbar, 2021).

The development of technology and electronic media is also followed by the development of entertainment media, which is widely accessed using the internet. This is in accordance with the opinion of Fatimah, et al (2021) which states that the internet can be used to entertain

yourself. There is a lot of content as entertainment that can be accessed, including videos, photos, and articles. One of the interesting things that is widely accessed on social media is the topic of celebrities.

On social media, people can see celebrity figures or other public figures who can then become role models in their lives (Silalahi & Mardani, 2020). There are many events presented by celebrity figures through social media related to their expertise and personal life (Saifuddin & Masykur, 2018). This causes individuals to be emotionally close and more familiar with their idols.

The phenomenon of feeling "familiar" with the artists or idols is known as parasocial. The term parasocial itself was first introduced by Horton & Wohl in 1956 to describe the way media and media actors create an illusion of interpersonal relationships between artists and their audiences (Liebers & Schramm, 2019). Parasocial relationships are satisfaction regarding the relationships we have with media characters that we have never met in person (Sanbon, 2023). Examples include movie characters, cartoon characters, news anchors, talk show hosts and celebrities (Kurtin et al., 2019).

According to Brown & Bocarnea (2006), this parasocial relationship arises after consuming or watching repeatedly until they feel connected or have an emotional bond with the artist or idol. This connection process is similar to an interpersonal relationship that only occurs on one party by fans (Anissela, 2021).

Parasocial relationships form an experience that parallels the one-way parasocial interactions that adults and children have with media, personas, and characters (Calvert, 2021). In fact, according to Bernhold (2019), parasocial relationships occur at all ages with a visible face-to-face relationship between audience and performer. Parasocial relationships are considered one-way because usually fans who are in the age range of adolescents and young adults feel the closeness of their idols, while their idols do not know them at all (Sulianti et al., 2018). According to Nabilla & Prakoso (2019) fans can feel happy when their idols win certain awards or achievements, or feel sad if their idols fail.

The emergence of internet access and social media has made it easier for everyone to find various news and information delivered in various languages around the world, including accessing the lives of their idols (Diningrum, 2020). As a fan, you can have an idol, but idolize reasonably and can limit the search for information about your favorite celebrity or idol, but according to Ramelan (2022) idolizing someone should not exceed God and the Apostle. Fans are advised to consciously have limits on the extent to which they idolize their favorite

celebrities or idols (Hasanah, 2023). In fact, fans often spend hours looking for various news and information about their favorite idols (Khairil et al., 2019), exceeding communication with God.

The preliminary study using the interview method to some research subjects, showed that the research subjects had favorite idols. The subject stated that he was willing to spend hours looking for news and information about his favorite idol. The subjects also expressed feelings of happiness and joy when their favorite idol won an award and felt sad when their favorite idol was sick or received unfair behavior.

The high parasocial relationship built with favorite idols can have a negative impact on individuals. Among them is that individuals often spend a lot of time looking for information and watching videos of their favorite idols. In addition, it can have an impact on media dependence or addiction which can interfere in real world life (Jarzyna, 2020).

One of the factors predicted to influence parasocial behavior is the motivation to meet the needs and satisfaction of social and emotional relationships (Hoffner, 2002). Parasocial behavior was originally used to examine the phenomenon of loneliness caused by a lack of social relationships in individuals (Malahayati, 2018). Individuals who experience loneliness or loneliness will look for other ways to make a relationship so that the relationship can be fulfilled (Miftahurrahmah & Harahap, 2020).

Horton and Wohl (1956) as the first pioneers to introduce parasocial behavior, found that individuals who experience loneliness will be more prone to parasocial relationships. In line with the opinion of Greenwood & Long (2009) that this parasocial relationship can be useful in overcoming feelings of loss and loneliness from an individual in the real world. Individuals who experience loneliness, have a very large connection and interest in their favorite idols.

Several previous studies have also stated the same thing that there is a significant positive relationship between loneliness and parasocial interaction. The higher the loneliness, the higher the parasocial interaction (Firdausa & Shanti, 2019). These results are in line with Nabilla & Prakoso's research (2019) which found that loneliness has an influence in increasing parasocial relationships by 51.4%. Based on the things described above, the researcher formulated the problem, "Does loneliness determine parasocial relationships in new UST psychology students?".

Parasocial Relationship

The concept of parasocial was first introduced in 1956 by Donald Horton and R. Richard Wohl. The main characteristic of parasocial interaction is a one-way relationship formed by individuals in the presence of media personas, such as favorite celebrities (Horton & Wohl,

1956). Horton and Wohl (in Simpson, 2011), call it a 'para-social' relationship because it is based on an implicit agreement between the "player" and the "audience" that both parties will pretend to have an unmediated relationship and continue as if face-to-face.

The above opinion is supported by Giles (2002) who states that parasocial relationships are parasocial relationships that are considered as one-way relationships between players and their audiences. Meanwhile, according to Tukachinsky (2010) parasocial relationships are experiences of intimacy, friendship, and affective involvement experienced by individuals with media figures. Then according to Stein & Yeo (2021) parasocial relationship is a one-sided relationship between media users and the persona depicted on the screen and often creates the impression of lively mutual interaction.

Giles & Maltby (2006) state that there are three aspects described as a dimension or level in the parasocial relationship carried out by fans with celebrities, including:

1. Entertainment-social

Fans are attracted to their favorite celebrities because of their ability to entertain and be a source of social interaction and gossip. In the entertainment-social aspect, there is a fundamental motivation to be up-to-date with their favorite celebrities by using the media as a means to find information about their favorite celebrities.

2. Intense-personal

In the intense-personal aspect, there is an intensive and compulsive feeling towards their favorite celebrity. This is similar to obsessive tendencies in fans. As the intensity of involvement with the celebrity increases, the fan begins to see the idol as a person who is considered close and increasingly develops a more parasocial relationship with the idol.

3. Borderline-pathological

The borderline-pathological aspect is the most severe level of parasocial relationships between fans and their favorite celebrities. It is characterized by uncontrollable behavior and fantasies about their favorite celebrity, such as having a willingness to do anything for the idol even if it is against the law.

One of the factors predicted to influence parasocial relationships, according to Hoffner (2002) is the Motivation factor. This motivational factor includes motivation to obtain goals, needs and desires in a parasocial context, such as the need for emotional and social satisfaction. Individuals whose emotional and social needs are not met are identified as individuals who experience loneliness.

Loneliness

Perlman and Peplau (1998) define loneliness as a negative and unpleasant experience experienced by individuals when individuals experience a lack of someone's important social relationship network, either in quantity or quality. Weiss (in Ningsih, 2021) says that loneliness is a condition in individuals caused by a lack of expected relationships. Then Weiss (in Santiarsa & Noor, 2018) added that loneliness is not caused by being alone, but because individuals do not have someone who matters in a relationship.

Furthermore, according to Russell (1996) loneliness is an experience of loneliness in individuals because of their personality, and individuals do not get the desired social life in their environmental life. Meanwhile, according to Gierveld (1998) loneliness is a situation where individuals feel unable to result in the person not being accepted in social relationships. Included in the number of relationships formed in small numbers compared to the expected or accepted relationships.

Russell (1996) mentions three aspects that are used as the basis for the preparation of the UCLA Loneliness Scale, including:

1. Trait-Loneliness

There is a more stable pattern of feelings of loneliness that sometimes changes in certain situations or individuals experience loneliness because of their personality. The personality in question is someone who lacks trust and has a feeling of fear of strangers.

2. Social-Desirability Loneliness

The occurrence of loneliness because individuals do not get the desired social life in life in their environment.

3. Depression Loneliness

Loneliness stems from disturbing emotions in one's feelings such as sadness, moodiness, lack of enthusiasm, feelings of worthlessness, and a focus on failure.

Loneliness can be experienced by anyone, especially individuals who are not good at forming good social relationships. Individuals who experience loneliness will look for other ways to fulfill the void. According to Miftahurrahmah & Harahap (2020) individuals who experience loneliness or loneliness will look for other ways to make a relationship so that the relationship can be fulfilled. Furthermore, according to Cole & Leets (1999) individuals who experience loneliness will turn to the media to fulfill the void and form relationships with the media or idols to fulfill the need for intimacy and friendship.

In the aspects of loneliness variables mentioned are trait-loneliness or individuals who are shy and quiet, and individuals feel friendless and unfriendly. According to Levy (1979)

individuals who rarely leave the house usually lack opportunities for social interaction so that they tend to form parasocial. Individuals will turn to the media to fulfill their shortcomings, such as fulfilling the need for intimacy and friendship. This opinion is in accordance with the aspects of the parasocial relationship variable, namely entertainment social or the motivation to be up-to-date about their favorite idols on social media. This is done so that individuals can feel social relationships that they cannot get.

Parasocial relationships are almost the same as social relationships, it's just that these relationships occur through media personas and only one direction, namely the audience or fans. By having a parasocial relationship with their favorite idol, individuals can feel reciprocity that they do not get. If the level of loneliness felt by individuals is high, the higher the tendency for parasocial relationships to be carried out.

The hypothesis proposed in this study is that there is a positive relationship between loneliness and parasocial relationships in new UST psychology students. The higher the loneliness, the higher the parasocial relationship. Vice versa, the lower the loneliness, the lower the parasocial relationship.

Method

The population in this study were new psychology students of Sarjanawiyata Tamansiswa University, totaling 91 students, aged 18-21 years. The sampling technique was done with total sampling technique. Total sampling is a sampling technique where the number of samples is the same as the population (Sugiyono, 2011). The reason for using total sampling is because according to Arikunto (2012) the population is less than 100 people, so the sample is taken as a whole. Based on this statement, the sampling in this study was the same as the population of 91 students. The data collection method was carried out using non-cognitive tests. The measuring instrument used is a psychological scale consisting of 2 scales, namely the Parasocial Relationship Behavior Scale and the Loneliness Attitude Scale. This scale is compiled based on the summated rating model and Likert scale.

Result and Discussion

1. Results of Reliability Estimation and Instrument Validity Tests

The results of the reliability estimation analysis show that the parasocial relationship scale has a Cronbach alpha coefficient of 0.945 and the loneliness scale has a Cronbach alpha coefficient of 0.946. Content validity testing is confirmed by the suitability of the

contents of the items with the aspects to be measured. Selection of aitem is done using a power difference of ≥ 0.25 .

2. Categorization Results

Based on the results of data analysis and categorization in this study, the parasocial relationship scale shows a moderate category of 55% (39 of the total research subjects). Where new students who are female (47.9%) have a higher level of parasocial relationship than new students who are male (7%). Meanwhile, the loneliness scale shows a moderate category of 56.3% (40 of the total research subjects). Where new students who are female (52.2%) have a higher level of loneliness than new students who are male (4.2%).

Table 3. Categorization of Parasocial Relationship Variables and Loneliness Variables

No	Categorization	Parasocial Relationship			Loneliness		
		Score	f	%	Score	f	%
1	Very High	> 167	3	4,2	> 227	4	5,6
2	High	137 < x ≤ 167	14	19,7	184 < x ≤ 227	16	22,6
3	Medium	108 < x ≤ 137	39	55	140 < x ≤ 184	40	56,3
4	Low	78 ≤ x ≤ 108	14	19,7	97 ≤ x ≤ 140	11	15,5
5	Very Low	< 78	1	1,4	< 97	0	0
Total			71	100		71	100

Table 4. Categorization of Parasocial Relationship Variables by Gender

Categorization	Variable Parasocial Relationship				
	Score	f		%	
		Male	Female	Male	Female
Very High	> 167	1	2	1,4	2,8
High	137 < x ≤ 167	2	12	2,8	17
Medium	108 < x ≤ 137	5	34	7	47,9
Low	78 ≤ x ≤ 108	1	13	1,4	18,3
Very Low	< 78	0	1	0	1,4
Total		9	62	12,6	87,4

Table 5. Categorization of Loneliness Variables by Gender

Categorization	Variable Loneliness				
	Score	f		%	
		Male	Female	Male	Female
Very High	> 227	2	2	2,8	2,8
High	184 < x ≤ 227	3	13	4,2	18,3
Medium	140 < x ≤ 184	3	37	4,2	52,2
Low	97 ≤ x ≤ 140	1	10	1,4	14,1
Very Low	< 97	0	0	0	0
Total		9	62	12,6	87,4

3. Assumption Test

a. Normality Test

Table 6. Normality Test Results

Variables	Ks.Z	p (Sig.)	Description
Parasocial Relationship	0,091	0,200	p > 0,05 (normal)
Loneliness	0,053	0,200	p > 0,05 (normal)

The parasocial relationship variable shows the Ks.Z coefficient of 0.091 with a p value = 0.200 ($p > 0.05$), the loneliness variable shows the Ks.Z coefficient of 0.053 with a p value = 0.200 ($p > 0.05$). The results of the normality test of parasocial relationship and loneliness data can be concluded that the data is normally distributed.

b. Linearity Test

The linearity test results show the value of $F = 0.977$ and significance $p = 0.545$ ($p > 0.05$). It can be concluded that the relationship between loneliness and parasocial relationships is linear or follows a straight line.

4. Hypothesis Test

Hypothesis testing in this study used Karl Pearson's Product Moment Correlation. The product moment correlation test results produced $r_{xy} = 0.328$ with a significance level of $p = 0.005$ ($p \leq 0.05$) these results indicate that the hypothesis is accepted. From the results of this analysis it is concluded that the hypothesis is accepted, there is a positive relationship between loneliness and parasocial relationships.

Based on the results of the research that has been done, the parasocial relationship variable obtained data that new students of the Faculty of Psychology, Sarjanawiyata Tamansiswa University have a level of parasocial relationship in the moderate category, namely 55%. In the loneliness variable, 52.1% of new students of the Faculty of Psychology, Sarjanawiyata Tamansiswa University have a level of loneliness in the moderate category. Meanwhile, the results of hypothesis testing show a positive relationship between loneliness and parasocial relationships. The higher the loneliness, the higher the parasocial relationship. Likewise, the lower the loneliness, the lower the parasocial relationship. The correlation coefficient value obtained $r_{xy} = 0.328$ with a coefficient of determination of 10.7%, the remaining 89.3% is influenced by other factors not examined in this study.

The results of this study are supported by Anissela (2021) who examined "The Relationship Between Level of Loneliness and Parasocial Relationship in Teenage K-Pop Fans in the ARMY Purwokerto Community", using a quantitative approach. The results of the

analysis using the Correlation Product Moment technique, produced a r_{xy} of 0.771 and a value of $p = 0.000$ ($p \leq 0.05$), and a coefficient of determination of 59.4%. These results indicate that there is a significant relationship between the level of loneliness and parasocial relationships in adolescent K-Pop fans in the ARMY Purwokerto Community. Meanwhile, the results of research by Wahidah and Cynthia (2012) which examined "The Relationship between Loneliness and Parasocial Behavior in Young Adult Women", showed a r_{xy} of 0.340 and a p value of 0.000 ($p \leq 0.05$), the hypothesis was accepted, and the coefficient of determination was 11.6%. This is further reinforced by Hoffner's opinion that one of the influences on parasocial behavior is loneliness (Firdausa & Shanti, 2019).

Apart from the loneliness variable, parasocial relationships are also influenced by other variables, as in the results of research by Perbawani and Nuralin (2021) who examined "Parasocial Relationships and Fan Loyalty Behavior in KPop Fandom in Indonesia", using the explanatory survey method. The results of the analysis using the Correlation Product Moment technique, resulting in a r_{xy} of 0.663 and a value of $p = 0.000$ ($p \leq 0.05$), the hypothesis is accepted, and the coefficient of determination is 43.9%. The results of research by Mustafa and Halimah (2018) which examined "The Relationship between Social Skill and Parasocial Relationship (PSR) in Early Adult Women in the EXO-L Bandung Community", showed the results of r_{xy} of - 0.536 and a value of $p = 0.000$ ($p \leq 0.05$), the hypothesis was accepted, and the coefficient of determination was 28.7%. However, the parasocial relationship variable is not influenced by the self-esteem variable, as in the results of research by Fitri (2023) who examined "The Relationship between Parasocial Relationship and Self Esteem in Adolescent Fans of BTS (ARMY)", showing r_{xy} results of 0.062 and p value = 0.380 ($p > 0.05$), the hypothesis is rejected.

Conclusion

After conducting empirical tests related to whether parasocial relationships in new students are determined by loneliness, it can be concluded that between the variables of loneliness and parasocial relationships have a significant relationship of $p = 0.005$ ($p \leq 0.05$). So, there is a correlation or relationship between loneliness and parasocial relationships. Thus, the hypothesis proposed in this study is that there is a positive relationship between loneliness and parasocial relationships in new UST psychology students. The higher the loneliness, the higher the parasocial relationship. Vice versa, the lower the loneliness, the lower the parasocial relationship, so the hypothesis is accepted.

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