Teenagers Behavior and Celebrity: 
The Other Side of Creative Industry in Media

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Abstract

As the part of creative industry, media is the most powerful and effective way in influencing young generation. Television drama, reality show, movie, music, and social media become the part of teenager daily activities. In Indonesia, teenagers were prone to various entertainment programs from Western, Japan, and Korea. Teenagers not only admire the celebrities, but they also learn about values, lifestyle, and behaviors from media which expose the celebrities as perfect figures. Actually, achieving self-identity is the developmental task for adolescents. In this identity crisis, they need someone to be the role model in order to find out their own identity and celebrities seem to be the right role model for them. They can admire, even imitate resembling the favorite celebrity. In the positive side, this phenomenon can stimulate innovation in Indonesian creative industry by the emergence of boy-band, dance, and various franchised Western TV program. In the other side, many researchers found that this behavior can lead to poor self-esteem and lower identity achievement. This research is aimed to describe teenager behaviors in idolizing celebrity. The subjects are 16-18 years old teenagers in Surabaya. The results and suggestion will be discussed in this article.

Key words: media, celebrity, teenager, behavior

1. Introduction (background, problems,
and aims)

Media is the one of inseparable thing in teenager life. As the part of creative industry, television drama, infotainment, music, reality show, and movie have already attracted teenagers’ daily life. Arnett (as cited in Santrock, 2003) explained that teenagers use media for entertaining themselves, finding information which can’t be found from other sources, looking for sensation and excitement, coping to problems, giving gender role model, and supplying connected feeling in order to achieve self-identity.

Indonesian teenagers were experiencing various waves of media. From Western wave, it is so obvious that Hollywood movies and celebrity, American singers, and many franchised American reality show are very popular for our teenagers. Justin Bieber, one of teenager idol, has the biggest fans on social media (Dwi, 2010). Another example of Western celebrity, Katy Perry, an American singer held concert in Jakarta and got many enthusiastic fans (MetroTVNews, 2012). Japan also spread its culture through anime, Japanese drama, pop singers, J-rock (Japanese rock genre), harajuku, and Japanese food. From Taiwan, they also very popular in Indonesia with boyband, serial drama, even at that time one of Taiwanese boyband (F4) hold music concert in Indonesia. In 2000, Indonesian teenagers get Meteor Garden-fever, then many Taiwanese dramas in turns fulfill the TV prime time (Rayendra, 2012). Some latest years, Indonesian teenagers are experiencing Korean wave. From Korean drama, K-pop music through boyband and girlband, hair and fashion style, even Korean foods become the teenagers’ favorite choice. There are 3.3 millions of Korean wave around the world (KBS, 2011). Compared to Western culture, Korean culture which tends to emphasize relief, emotional attraction, tenderness, and community-oriented was taking different attention of people. Actually from those media, teenager learns about lifestyle, value,