

Abstrak

Fenomena membaca *alternative universe* (AU) bertema *Boy x Boy* (BxB) di kalangan wanita penggemar K-Pop merupakan salah satu bentuk aktivitas fandom yang berkembang seiring meningkatnya konsumsi media digital. Pada sebagian pembaca, aktivitas membaca AU BxB dapat memunculkan ketidaksesuaian antara perilaku membaca dengan nilai, keyakinan, atau norma sosial yang dimiliki, sehingga berpotensi menimbulkan *cognitive dissonance*. Penelitian ini bertujuan untuk mengetahui pengaruh *self-control* terhadap *cognitive dissonance* pada wanita penggemar K-Pop yang membaca AU BxB. Penelitian didasarkan pada konsep bahwa *cognitive dissonance* muncul ketika terdapat ketidaksesuaian antara dua atau lebih elemen kognitif yang menimbulkan ketidaknyamanan psikologis, sedangkan *self-control* merupakan kemampuan individu dalam mengendalikan pikiran, dorongan, dan perilaku. Kemampuan *self-control* yang lebih baik diperkirakan dapat membantu individu mengelola konflik antara nilai, keyakinan, dan perilaku yang dialaminya. Hipotesis penelitian menyatakan bahwa terdapat pengaruh yang signifikan antara *self-control* terhadap *cognitive dissonance* pada wanita penggemar K-Pop yang membaca AU BxB. Penelitian ini menggunakan pendekatan kuantitatif dengan rancangan korelasional. Sampel penelitian berjumlah 406 responden yang diperoleh menggunakan teknik *non-probability sampling* dengan jenis *purposive sampling*. Hasil penelitian menunjukkan bahwa *self-control* berpengaruh secara signifikan terhadap *cognitive dissonance* dengan nilai $p < 0,001$ dan koefisien regresi sebesar $-0,295$, yang menunjukkan arah pengaruh negatif, yang artinya semakin tinggi *self-control*, semakin rendah *cognitive dissonance*. Nilai koefisien determinasi sebesar $R^2 = 0,086$ menunjukkan bahwa *self-control* mampu menjelaskan sebesar 8,6% variasi *cognitive dissonance*, sedangkan 91,4% variasi lainnya belum dapat dijelaskan oleh model penelitian ini. Dapat disimpulkan bahwa *self-control* memiliki pengaruh yang signifikan dan berarah negatif terhadap *cognitive dissonance* pada wanita penggemar K-Pop yang membaca AU BxB.

Kata Kunci : *self-control, cognitive dissonance, alternative universe.*

Abstract

The phenomenon of reading Boy x Boy (BxB)-themed Alternative Universe (AU) stories among female K-Pop fans represents a form of fandom activity that has developed alongside the increasing consumption of digital media. For some readers, engaging with BxB AU content may create inconsistencies between their reading behavior and their personal values, beliefs, or prevailing social norms, potentially leading to cognitive dissonance. This study aims to examine the effect of self-control on cognitive dissonance among female K-Pop fans who read BxB AU stories. The study is based on the concept that cognitive dissonance arises when inconsistencies exist between two or more cognitive elements, resulting in psychological discomfort, whereas self-control refers to an individual's ability to regulate thoughts, impulses, and behavior. Higher levels of self-control are expected to help individuals manage conflicts between their values, beliefs, and behaviors. The hypothesis of this study states that self-control has a significant effect on cognitive dissonance among female K-Pop fans who read BxB AU stories. This study employed a quantitative approach with a correlational design. A total of 406 respondents were selected using a non-probability sampling technique with purposive sampling. The results showed that self-control had a significant effect on cognitive dissonance ($p < 0.001$), with a regression coefficient of -0.295, indicating a negative relationship. This means that higher levels of self-control are associated with lower levels of cognitive dissonance. The coefficient of determination ($R^2 = 0.086$) indicated that self-control accounted for 8.6% of the variance in cognitive dissonance, while the remaining 91.4% was attributable to other factors not explained by the research model. In conclusion, self-control has a significant negative effect on cognitive dissonance among female K-Pop fans who read BxB AU stories.

Keywords : *self-control, cognitive dissonance, alternative universe.*