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**PENGARUH KONTROL DIRI TERHADAP KECENDERUNGAN KECANDUAN SMARTPHONE PADA DEWASA AWAL K-POPEERS DI KOTA SAMARINDA**

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<p><b>Artikel Info</b></p> <p><b>Keywords:</b> Smartphone Addiction, Self-Control, K-pop fans.</p>	<p><b>ABSTRACT</b></p> <p>In this era of globalization, the spread of cultural diversity from various countries that can be accessed using smartphones is increasing rapidly. Especially the phenomenon originating from Korea, namely the "Korean Wave". Many people, especially in Indonesia, have high enthusiasm for this phenomenon. This high level of enthusiasm encourages them to become addicted to smartphones because they want to continuously access this phenomenon, this problem can be resolved if someone has high self-control. Therefore, this study aims to determine the effect of self-control on smartphone addiction tendencies in early adult K-pop fans. This research involved 105 young adults aged 19-29 years who were K-pop fans and actively used smartphones, who were selected using a purposive sampling technique. The research method used was a smartphone addiction scale and a self-control scale. The collected data was analyzed with the help of the SPSS (Statistical Package for Social Science) program version 23.0 for Windows. The data analysis technique uses multiple linear regression hypothesis testing which produces a negative influence between self-control on the tendency to be addicted to smartphones in early adult K-pop fans in Samarinda City with beta value = -0.206, t = -3.519 &gt;  t tabel =983, p=0.000 (p&lt;0.005) and influence contribution (R<sup>2</sup>) = 10.82.</p>
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<p><b>ABSTRAK</b></p> <p>Di era globalisasi ini, penyebaran ragam budaya dari berbagai negara yang dapat diakses menggunakan smartphone semakin merambat. Terlebih fenomena yang berasal dari negara Korea yaitu "Korean Wave". Banyak sekali masyarakat khususnya di Indonesia memiliki antusias yang tinggi terhadap fenomena ini, dengan tingginya rasa antusias ini mendorong mereka untuk kecenderungan kecanduan smartphone karena ingin terus-menerus mengakses fenomena tersebut. Pemecahan tersebut dapat teratasi apabila seseorang memiliki kontrol diri yang tinggi. Oleh karena itu penelitian ini bertujuan untuk mengetahui pengaruh kontrol diri terhadap kecenderungan kecanduan smartphone pada dewasa awal penggemar K-pop. Penelitian ini melibatkan 105 dewasa awal berusia 19-29 tahun yang merupakan penggemar K-pop dan aktif menggunakan smartphone, yang dipilih melalui teknik purposive sampling. Metode penelitian yang digunakan adalah dengan skala kecanduan smartphone dan skala kontrol diri. Data yang terkumpul dianalisis dengan bantuan program SPSS (Statistical Package for Social Science) versi 23.0 for windows. Teknik analisis data menggunakan uji hipotesis regresi linier berganda yang menghasilkan adanya pengaruh dengan arah negatif antara kontrol diri terhadap kecenderungan kecanduan smartphone pada dewasa awal penggemar K-pop di Kota Samarinda dengan nilai beta = -0.206, t hitung = -3,519 &gt;  t tabel  = 983, p = 0,000 (p &lt; 0,005) dan kontribusi pengaruh (R<sup>2</sup>) = 10,82.</p>	<p><b>Kata Kunci</b> Kecanduan Smartphone, Kontrol Diri, Penggemar K-Pop.</p>
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