

The Curiosity Effect with Barnum Effect on the Tendency of Tarot Divination Addiction in Tarot Lovers in Semarang

Puji Astuti¹, Mulya Virgonita²

University of Semarang, Semarang, West Java, Indonesia

Email : krida.astuti@gmail.com

Abstract

This research aims to test and analyze the influence of curiosity and the Barnum effect on the tendency of tarot prediction addiction among tarot lovers in Semarang . This research is a correlational research carried out in Semarang from November 2023 to April 2024. The population of this research is tarot divination lovers in Semarang, where the population size is unknown with 92 research subjects. Samples were taken using snowball sampling technique. Data was collected by questionnaire. The dependent variable in this research is the tendency to get addicted to tarot predictions, while the independent variable is curiosity. Data analysis was carried out with SmartPLS 4. The results of the research show that (1) there is an insignificant influence of curiosity on the tendency to become addicted to tarot divination; (2) there is no significant influence of the Barnum effect on the tendency to become addicted to tarot predictions; (3) there is a significant influence of curiosity on the Barnum effect; (4) there is an insignificant influence of curiosity on the tendency to become addicted to tarot divination through the Barnum effect. The influence/contribution of the curiosity variables, Barnum effect on the tendency to become addicted to tarot predictions is 73%, while the other 26.2% is influenced by other variables outside this research .

Keywords : Curiosity, Barnum effect, **Tendency** to be addicted to tarot predictions .

Introduction

Interest society in accepting tarot as one of the hope , entertainment until become place share at a time solution to the problem life can seen one of them via social media tiktok (Agustina, 2023) . *Tarot readers* or a tarot reader makes content through *live* or uploads that introduce potential they as someone who can read tarot. The appeal of tarot itself believed as A future predictions . Tarot *online* become trends on social media moment This through communication mass that is the message conveyed through mass media to a large number of people (Kustiawan et al., 2022). Mass media own legality in distribution information but social media more to free its users in the distribution information (Jatmiko Hidayat, 2022).

View general public lay about identity *tarot reader* or tarot reader or better famous with designation fortune-teller are people who have excess special (Rahmatullah, 2016) . One of excess the is able to know what happened moment This or predict what will happen happen in the future. Attraction That's what makes people look at tarot which is starting to known via social media . As conveyed by one of subject study This with the

initials E, 50 years old confess often watch tarot online on TikTok and always *scroll* related *content* with Tarot predictions are *liked* by everyone. Subject will take a long look if at the forecast at the beginning *tarot reader* convey something that is felt similar very with life subject (KB: E;W /B.64-69).

Another thing with subject study initials S, 52 years old say got to know tarot through a friend, then try *offline reading* . The tarot results are correlated with life real , what is conveyed or asked the answer is according to what was experienced (KB: S;W /B.19-23). And obey other subjects in research This initials D, 50 years old , said what is said through tarot a little Lots right , there is similarity with life real , tarot tendencies know life , there is thread red and synergistic . From the results of the tarot reading if negative is warning to take attitude next (KB: D; W/B.34-43; KB: D; W/B.47-57).

Based on the third statement subject the can concluded that There is similarity to tarot perception is the result of tarot divination such as answer to curiosity them on the questions they have .

When one matter very done and then demanding to be done again meaning There is trust in it (Tschannen-Moran, 2014). Because of the behavior that considers forecast as trust is another form of addicted or *addict* , as well as dependency to drugs forbidden . Addiction forecast give feeling similar joy and calm in those who believe in it . Style change life and relationships social create new behavior in society , which in practice can become excessive or even referring to a new form of addiction , citing Goodman 's journal in *the neurobiology of addiction* in (Lesthia, 2016) .

Reliance on predictions is influence *barnum effect* , where somebody look for validation subjective from predictions that could be aimed at a community or group . Like read forecast daily certain , and feel The prophecy was specifically for him. With thus he will feel anxious if forecast the bad and happy If the prediction is good . Impact the negative If effect barnum the changed become addiction , because somebody the will become very dependent on predictions and base all decisions taken in life on them based on predictions , (Lesthia, 2016) .

Meanwhile , the working system in tarot is more to description general , not directed at the individual . This is what is connected with *barnum effect* . *barnum effect* describe that How individual receive description results personality , no can become proof a valid instrument because individual own trend do *fallacy of personal validation* which means accept vague , general , false , and applicable feedback common in the population , Furnham & Schofield, in (Beins, 2001) . More next , thing This become reason Why part individual believe and be confident with description results personality from zodiac, horoscope , and various procedure evaluation vague personality scientifically like graphology and tarot cards , Tyson (in APA Psycinfo , 2020)

In previous research conducted by (Mauldi & Hernawati, 2015) in his journal entitled representation of human nature in tarot cards Nusantara (2015) explained that the images contained in tarot cards are images based on the results of culture and mythology and show the cycle of human life, such as causal relationships, fears and desires to achieve goals. This means that the definition or explanation of the results of the prediction based

on the synchronicity of the image has been patterned universally because the cycle of human life is experienced by all creatures. The connection between the results of the prediction and the satisfaction of the client's answer occurs because there is a satisfactory answer according to the client. Meanwhile, the symbol of the life cycle depicted on the card that appears as if it is specifically intended for the client's personal is called the Barnum effect

Previous research about Tarot divination is also carried out by (Tiananda, Alie, & Elanda, 2022) in commercialization Tarot predictions by *tarot readers* in Surabaya city found that tarot often associated with mystical or supernatural and future predictions and because existence request from consumer or user service rising tarot reading Then tarot fortune teller enters market economical with open rates forecasting . It means the more many people have *curiosity* tall so use the *Barnum effect* in tarot divination to get feeling happy and satisfied .

In accordance with the exposure on background behind problem that study about the influence of desire know (*curiosity*) and perception tarot divination with *barnum effect* to trend addiction tarot divination is matter interesting . Predictions can indeed provide help psychological with give hope from events bad things that happen in life . However If that hope is not visit real , addictive predictions can turn into disturbances psychological , such as depression even disturbance soul , Goodman (Lesthia, 2016) .

Tarot divination through *online*, *offline* or mobile applications are not necessarily true give answer or description absolute to someone , because description or the answers given in tarot divination are universal and apply to everyone, or so -called with *barnum effect*. Because of the nature tarot predictions that can provide effect like or happy when the result good and effect sad If the result No good, like opium medicine that can make somebody become dependence on tarot divination. Everything done based on what the tarot reading says . Therefore doing study more about the influence of desire know (*curiosity*) with *barnum effect* is important thing done (Hyman, 2017).

Ideally one must have trust self and belief in the decisions in his life , not depending on tarot predictions which may not be accurate or correct to follow . So it is necessary in research this is to do formulation problem . The formulation is as follows problems in research This is " how much big influence *curiosity* or a sense of desire know with *barnum effect* to trend addiction tarot divination to tarot lovers in Semarang. So that can done testing in a way empirical as well as can know direction connection between *curiosity* with *barnum effect* to trend addiction tarot divination .

Research methods

Relationship research between curiosity and barnum effect on trend addiction Tarot predictions for tarot lovers in Semarang is study quantitative . This research performed on the subject men and women who have love of tarot divination with age varies from 18 years until above 60 years . The population in the research conducted This namely the lovers tarot divination in Semarang, includes Semarang city , Semarang district and Salatiga totaling 100 subjects , but there are 8 subjects that are not enter

according to the criteria yes set for the subject study This so that only 92 subjects entered as population .

Taking technique sample (*sampling*) using the *snowball sampling technique*, namely data sources that were originally the amount A little Then become enlarge, thing This because of little data source those who are not yet able to provide satisfactory data, then look for other information used as data source (Sugiyono, 2018) .

In the research This data collection is done with questionnaire that is a technique collection information that allows analysis learn attitudes, beliefs, behaviors, and characteristics some key people within the organization who could be affected by the proposed system or existing system. The type of questionnaire used is questionnaire closed that is the questions given to the subject is already in the form *checklist* as subject No given opportunity to issue opinion (Cohen, Manion, & Morrison, 2017).

Measurement scale used in research This is scale Likert , namely the scale used to measure *curiosity*, perception Tarot predictions , *Barnum effect* and tendencies addiction tarot divination . The scale is made by the researcher himself . The scale that has been created by the researcher made into as tool measure .

Measuring instrument trend addiction tarot divination taken based on aspects trend addiction tarot divination , which consists of from three aspect . There are 36 items in the tool trend addiction tarot divination . Measuring tool *barnum effect* based on aspects *barnum effect*, which consists of from three aspects , there are 32 items . Measuring instrument *curiosity* based on aspects *curiosity* consisting of from four aspects , there are 40 items . Measuring instrument perception tarot divination based on aspects perception tarot divination , which consists of from three aspects , there are 36 items .

Results and Discussion

In general overall time implementation study This in progress for 5 months, starting with existence activity online training about social media marketing that is followed researcher with one of observations made researcher about online marketing on social media . One of the trending topics at that time was existence online tarot predictions that dominate the ratings on one of the social media namely TikTok. Next researcher do approach to some perpetrator tarot divination directly and do interview in early November 2023 to find out to what extent is the role Tarot predictions influence life somebody especially for lovers forecast tarot. For distribution until with collection questionnaire done for 5 days via google form from March 23-27, 2024.

From the spread questionnaire through *google form* recorded data there were 100 respondents who were willing fill in . After that, the researcher conduct screening on characteristics Respondent with provisions that have been determined by the researcher . There were 8 respondents No enter criteria because the question has already been asked dijaral / divination with tarot cards answered by respondents no . So the answer is Respondent not included in the analysis by the researcher . So that 92 respondents remain criteria .

From the results of the data can concluded that individual who fills scale the that is individual with type to;amen man as many as (45%) and women (55%). If seen from education level then individuals who have Junior high school education level is only (%). High school (30%), D3 (2%), S1 (55%), S2 (9%), and S3 (1%). With range age from 18 years until with under 70 years old , with Respondent most range age 31 - 40 years with amount (33%), then age 41 - 50 years as many as (29%), aged 20-30 as many as (16%), aged 51-60 as many as (14%) and aged 18-20 as many as (2%), as well as aged 61-70 as many as (2%).

Table 1
Profile Data Characteristics Subject

No	Profile	Category	Amount	Percentage
1	Once tarot reading	Yes	92	92%
		No	8	8%
2	Age	18-20	2	2%
		20-30	15	16%
		31-40	33	36%
		41-50	27	29%
		51-60	13	14%
		61-70	2	2%
		Amount		100%
3	Gender	Woman	51	55%
		Man	41	45%
		Amount		100%
4	Domicile	Semarang	65	71%
		Semarang		
		Regency	16	17%
		Salatiga	11	12%
		Amount		100%
5	Education	Junior High		
		School	1	1%
		SENIOR		
		HIGH		
		SCHOOL	28	30%
		D3	2	2%
		S1	51	55%
		S2	9	10%
		S3	1	1%
		Amount	92	100%

Discussion

Data obtained in the study This analyzed by using the SmartPLS 4 program. In this SmartPLS 4 program there are two evaluations that is evaluation of measurement models (outer models) and evaluation of structural models (inner models).

Evaluation of Measurement Model (Outer Model)

Indikator-indikator dalam evaluasi outer model bersifat reflektif yang memiliki indikator sebagai berikut: Validitas konvergen diukur berdasarkan nilai loading untuk masing-masing indikator. Indikator bisa dinyatakan valid jika didapatkan nilai loading $>0,4$. Nilai faktor bisa dinyatakan valid jika nilai loading $\geq 0,7$. Namun demikian dalam pengembangan model atau indikator baru, nilai loading faktor antara 0,5 – 0,6 masih dapat diterima. Indikator disebut valid jika nilai P value $\leq 0,05$ (Haryono, 2017). Berikut table yang hasil perhitungan nilai loadingdari masing-masing indikator (table 6).

Table 2
Loading Value of each Indicator

Indicator	Loading Value	P Value	Information
X,1	0.683	<0.001	Valid
X,2	0.667	<0.001	Valid
X,3	0.686	<0.001	Valid
X,4	0.643	<0.001	Valid
X,9	0.748	<0.001	Valid
X,12	0.814	<0.001	Valid
X,17	0.810	<0.001	Valid
X,25	0.817	<0.001	Valid
X,26	0.674	<0.001	Valid
X,27	0.764	<0.001	Valid
X,28	0.637	<0.001	Valid
X,33	0.714	<0.001	Valid
X,34	0.773	<0.001	Valid
X,35	0.723	<0.001	Valid
X,36	0.718	<0.001	Valid
Y7	0.644	<0.001	Valid
Y8	0.582	<0.001	Valid
Y9	0.621	<0.001	Valid
Y20	0.750	<0.001	Valid
Y21	0.585	<0.001	Valid
Y25	0.632	<0.001	Valid
Y27	0.655	<0.001	Valid
Y31	0.603	<0.001	Valid
Y33	0.618	<0.001	Valid
Z1	0.700	<0.001	Valid
Z2	0.613	<0.001	Valid
Z3	0.563	<0.001	Valid

Z7	0.683	<0.001	Valid
Z9	0.688	<0.001	Valid
Z14	0.681	<0.001	Valid
Z15	0.677	<0.001	Valid
Z19	0.729	<0.001	Valid
Z20	0.749	<0.001	Valid
Z27	0.753	<0.001	Valid

Based on the table above, we can know that the indicators obtained are valid , so that testing indicator to latent variables can explained with OK , then will disclosed evaluation results measurement of items that fall in the scale study this is invalid and not reliable ,

1. Tarot divination addiction tendency scale

The compilation of the tarot prediction addiction tendency scale initially consisted of 36 items, after scoring the scale and analyzing it with SEM PLS 4.0, 9 valid items were obtained, and the remaining 28 were rejected. The item reliability coefficient ranged from to

2. *Barnum effect* scale

initial compilation of the *Barnum effect* scale consisted of 30 items. After scoring the scale and analyzing it using SEM PLS 4.0, 11 valid items were obtained and the remaining 19 items were rejected. The item reliability coefficient ranged from 0.00 to 0.00.

3. *Curiosity* scale

initial *curiosity* scale consisted of 40 items. After scoring the scale and analyzing it using SEM PLS 4.0, 15 valid items were obtained and the remaining 25 items were rejected. The item reliability coefficient ranged from 0 to 0.

Validity Discriminant

Testing validity discriminant can seen from mark *Average Variance extracted* (AVE),

Table 3

Validity Test Parameters in PLS Measurement Model

Validity Test	Parameter	Rule Of Tumbs
Convergent	Loading factor	More from 0.6
	<i>Average Variance extracted</i>	More from 0.5
	<i>Communal</i>	More from 0.5
Discriminant	AVE Root and Correlation	AVE root > correlation latent variable
	<i>Cross loading</i>	More from 0.7 in one variable

Source 2015

Reliability Test

Reliability test done to measure internal consistency of the tool measure , reliability show accuracy or accuracy a tool measure in doing Measurement , In this PLS program, 2 methods are used to test reliability . namely Cronbach's alpha & *composite reliability* . The *Cronbach's Alpha value* measures the lower limit mark reliability and *composite reliability* measures mark indeed reliability a construct . *Cronbach's Alpha value* >0.70 then the question items in the questionnaire can reliable (*reliable*). So is the value *composite reliability* > 0.70 . With thus can concluded that all constructs own good reliability . Based on the theory of Hair et al (2015).

Table 4
Test Output Reliability

Variables	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	AVE	Information
Trend addiction tarot divination	0.871	0.873	0.492	Valid, reliable
<i>Barnum Effect</i>	0.893	0.895	0.511	Valid, reliable
<i>Curiosity</i>	0.938	0.942	0.539	Valid, reliable

A tool measuring it is said Good if valid and reliable . The Cronbach's alpha value and composite reliability are above 0.70 then tool measuring This fulfil condition reliability . While AVE or *Average Variance Extraced* is value to see validity discriminant , its value must be greater from 0.50 (Sarwono & Narimawati , 2015).

The tarot prediction addiction tendency variable has a composite reliability (CR) value of $0.873 \geq 0.70$ which indicates that each item that measures the tarot prediction addiction tendency is consistent/reliable in measuring the tarot prediction addiction tendency.

The AVE value of tarot prediction addiction tendency is 0.5 which means that the magnitude of items 1 to 9 from the measurement of tarot prediction addiction tendency contained by this variable is 50%. Because the AVE value tends to be addicted to tarot prophecy ≥ 0.5 . Then the conditions are met good *convergent* validity .

AVE value for variables trend addiction tarot divination , *barnum effect*, *curiosity* and perception tarot divination value more or equal to 0.5 then it can be said valid convergent indicators in forming each. In addition, the value obtained was also *Cronbach's Alpha* and CR which have mark more big from 0.6 for the whole variable . With thus can concluded that all over variables and items used in the study This fulfil validity and reliability in the form variable .

Table 5
HTMT – Discriminant Validity

	<i>Barnum effect</i>	<i>Curiosity</i>	Trend addiction tarot divination
<i>Barnum effect</i>			
<i>Curiosity</i>	0.881		
Tarot reading addiction tendencies	0.788	0.656	

Based on the table above, for the level *discriminant validity* achieved that is *barnum effect* with *curiosity* $0.881 < 0.90$, *Barnum effect* with trend addiction tarot prediction $0.788 < 0.90$.

HTML value of each partner variable not enough from 0.90 then discriminant validity evaluation of HTMT is met . The variance shared by the variables more tall against each measuring item compared divided into variable items others . discriminant validity evaluation with HTMT is fulfilled .

Table 6
FORNELL - LACKER table

	<i>Barnum effect</i>	<i>Curiosity</i>	Trend addiction tarot divination
<i>Barnum effect</i>	0.715		
<i>Curiosity</i>	0.823	0.734	
Trend addiction tarot divination	0.703	0.605	0.701

The AVE root of the variable must be greater than big from correlation between construct . The values in the diagonal axis (written thick) is AVE root . AVE root for *barnum effect* is (0.715) more big from the correlation with variable other , things This show that *discriminant validity* for variables *barnum effect* fulfilled . *Curiosity* 0.734 more big from the correlation with variable others , *discriminant validity* fulfilled .

Output Path Coefficient and P-Values

Output in the table below is the result of estimation coefficient path (path coefficient) and p- value in the column show latent predictor variables . Meanwhile , the p- value in the row shows latent variable criterion . The value of the path coefficient ranges from between 1 and -1, the more approach number 1 then the more strong relationship (Gozhali & Latan, 2015). P-values are useful for seeing probability of HO being accepted or rejected , with range values 0 to 1, and standard value used is 0.05. If the P-values are more small from 0.05 then HO is rejected and Ha is accepted .

Table 7
Path Coefficients and P-Values

The Curiosity Effect with Barnum Effect on the Tendency of Tarot Divination Addiction in Tarot Lovers in Semarang

Path Coeff	Trend addiction tarot divination	<i>Barnum effect</i>	<i>Curiosity</i>
CARD		0.251	-0.057
<i>Barnum Effect</i>			0.628
P-Values			
CARD		0.111	0.611
<i>Baenum Effect</i>			0,000

Based on the table above , namely the results of the research output This show that coefficient track influence *barnum effect* to trend addiction tarot predictions of 0.251 and the P- value is 0.111 (>0.01) this means no There is significant influence between *barnum effect* with trend addiction Tarot divination . Coefficient track influence *curiosity* to trend addiction tarot predictions of -0.057 and the P- value is 0.611 (>0.05) this means no There is significant influence between *curiosity* with trend addiction Tarot divination . Coefficient track influence *curiosity* to *barnum effect* of 0.628 and the P value is 0.000 (<0.01) this means there is very significant influence between *curiosity* to *barnum effect*.

Evaluation of Inner Structural Model (Inner Model)

R² Test

Correlation square (R²) is correlation between two or more variable independent to variable dependent , R value moves between 0 and 1, meaning is the more approach number 1 then connection between variable the more tightly , and if approaching 0 then the relationship the more weak , Structural model testing is carried out to see connection construct ,

Table 8 <i>Square Value</i>		
Construct / Variable	<i>R-Square</i>	<i>R-Square Adjusted</i>
Trend addiction tarot divination	0.738	0.725
<i>Barnum effect</i>	0.738	0.729

Based on the table above is known R-Square value for the variable trend addiction tarot prediction of 0.738, this It means influence / contribution variable *curiosity* and *barnum effect* to trend addiction tarot predictions 73.8% while the remaining 26.2% influenced by other variables outside study This . R-Square value for the variable *barnum effect* of 0.738 , this means that 73.8% is influenced by the variable *curiosity* while the remaining 26.2% influenced by variables outside study .

Hypothesis testing

Retrieval decision to accept or reject A Hypothesis in PLS is based on the value significance (P-value) and T- table value , to find out mark significance in application SmartPLS with see mark parameter coefficients and values significance of t statistic , Criteria reception or rejection hypothesis is If mark significance tvalue >1.96 , and or p-value <0.05 at the level significance of 5% then H_a is accepted and H_o is rejected , vice versa If t-value <1.96 and or p- value >0.05 at the level significance of 5% then H_a is rejected and H_o is accepted ,
Hypotheses proposed in the research This is :

Table 9
Path Coefficient direct

Track	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Results
<i>Barnum effect -></i> Tendency addiction tarot divination	0.251	0.251	0.158	1,585	0.113	Rejected
<i>Curiosity -> Barnum Effect</i>	0.628	0.634	0.069	9,131	0,000	Accepted
<i>Curiosity -> Tendency addiction tarot divination</i>	-0.057	-0.062	0.115	0.499	0.618	Rejected
<i>Curiosity -> Barnum effect -> trend addiction tarot divination</i>	0.157	0.161	0.107	1,467	0.142	Rejected

- i. *Barnum effect* have influence No significant to trend addiction forecast tarot of (0.251) with t statistic ($1.585 < 1.96$) or P-value ($0.113 > 0.05$).
- ii. *Curious* have influence significant to *Barnum effect* of (0.628) with t statistic ($9.131 > 1.96$) or P_value ($0.000 < 0.05$).
- iii. *Curiosity* has influence No significant to trend addiction tarot predictions , amounting to (-0.057) with t statistic ($0.499 < 1.96$) or P_value ($0.618 > 0.05$).
- iv. *Curiosity* has influence No significant in a way No direct to trend addiction tarot prediction of (0.157) with t statistic ($1.467 < 1.96$) or P value ($0.142 > 0.05$). *Barnum effect* No significant play a role as mediating variables influence No direct *curiosity* to trend addiction tarot divination .

Normality test

Normality test obtained mark significance more big of 5% or 0.05, with thus can concluded that the data has been fulfilled assumption normally distributed . Assumptions

free symptom heteroscedasticity tested by using the Glejster test . If the sig value > 0.05 then stated No happen symptom heteroscedasticity . Multicollinearity can known based on value *variance inflation factor* (VIF); variable VIF value trend addiction tarot predictions for *Barnum effect* $3.712 < 10.00$ so the assumption is free symptom multicollinearity , VIF value *barnum effect to curiosity* $1,719 < 10.00$ so the assumption is free symptom multicollinearity , VIF value of variables trend addiction tarot predictions for *curiosity* $3,184 < 10.00$ so the assumption is free symptom multicollinearity .

Table 10
VIF

	<i>Barnum effect</i>	<i>Curiosity</i>	Trend addiction tarot divination
Barnum effect			3,712
Curiosity	1,719		3.184
Trend addiction tarot divination			

Discussion

Hypothesis the first to state There is connection *curiosity* to trend addiction tarot divination , hypothesis This rejected (not proven). This is can seen in table 17, that construct *curiosity* No have significant influence to trend addiction tarot predictions ($O = -0.057 < 1.96$ and p value (P value) $0.618 > 0.05$).

This research become No along with study previously conducted by Tianinda and friends in their journal entitled commercialization Tarot predictions by tarot readers in Surabaya city explained that objective customer come on tarot reader is Because want to knowing the meaning behind symbols tarot cards , wish know nature and habits couple , until want to know solution from the obstacles experienced by customers on site his work . If explained in a way theoretically using the theory put forward by Foucault who said that knowledge in the form of knowledge Tarot divination has been known to the public for quite some time Surabaya city . The power that was once used just to discipline his body itself is now also used to discipline others. Knowledge This cause effect power big finally able to control thought society (Kamahi 2017) if himself want to see the future then the answer is with come to a tarot reader.

Feeling of desire know push somebody decide to choose meet someone tarot fortune teller or *tarot reader* as compensation satisfaction . Good in search solution to the problem personal or just want to know only . The journey of human history , the desire know Keep going grow and develop and not Once satisfied , if One problem can solved , will arise Another problem awaits . Humans continue ask , and after know What is next is how and why . Humans in general always have a sense of desire very big and hard tofu for satisfied . When anything need that human has achieved , then humans are back to wanting to achieve other needs at different levels more tall (Valeza, 2017) .

Response data collection results subject being done researcher with scale *curiosity* Still not enough balanced between score low and high . Scores above 50% of moderate to very high . This means a sense of desire know or curiosity from majority respondents in terms of tarot divination still including high . But through the results of the acquisition response subject from scale trend addiction tarot divination shows higher score low low Because presentation is heading towards very low more tall .

So the hypothesis First This based on response data subjects and results of the original sample data and P-value are mutually exclusive support .

Based on the 95% confidence interval table in intervals 95% confidence in the influence of *curiosity* to trend addiction tarot divination lies between (-0.052) to with (0.566) percent .

Hypothesis both of which stated There is connection *barnum effect* to trend addiction tarot divination rejected (no proven). This is can seen in table 17, it is known that construct *barnum effect* have influence that is not significant to trend addiction tarot divination ($O=0.251$) with t statistic value on the relationship construct This is ($1.585 < 1.96$) or P-value ($0.113 > 0.05$).

Results of data collection carried out researcher obtained 2% of subjects score *barnum the effect* is in the very low category with score below 78, 18% of subjects score *barnum the effect* is in the category low with score 78 – 85, 55% of subjects score *barnum the effect* is in the category currently with score 86 – 95, 22% of subjects score *barnum the effect* is in the category tall with score 96 – 104, and 2% of subjects score *barnum the effect* is in the very high category with score above 104.

Likewise , the results of the data collection carried out researchers on a scale trend addiction Tarot predictions were obtained by 7% of subjects score trend addiction forecast tarot is in the very low category with score below 87, 22% of subjects score trend addiction forecast tarot in the category low with score 87 – 99, 50% of subjects score trend addiction forecast tarot in the category currently with score 100 – 113, 15% of subjects score trend addiction forecast tarot in the category tall with score 114 – 127, and 7% of subjects score trend addiction forecast tarot is in the very high category with score above 127.

Based on these results the scale created researcher Still Far from perfect Because response subject Still be on the score in progress , thing This it is possible subject not enough truly do or statements made in scale items *Barnum effect* and trends addiction tarot reading less perfect and ambiguous .

When an individual is in a condition happy , body will emit hormone dopamine related with behavior compulsive and impulsive. The hormone dopamine has a big influence on mood. heart somebody become more happy and joyful . Activities tarot predictions for individuals who like it can influence duration the time that has passed spent . As in the interview results subject at the beginning research that states his experience when follow tarot online on social media tiktok , subject will mens *roll* Keep going If online predictions that are currently discussed not in accordance with the

description himself . But the final result from research This No prove that *barnum effect* No cause trend addiction tarot divination .

According to research conducted by Goodman in his journal titled *neurobiology of addiction* discuss about dependence forecast is the result of *barnum effect* . Change of style life and relationships social create new behavior , which in practice can be excessive or even refers to the form dependency . Dependence on predictions is the result of *barnum effect* , where somebody look for validation subjective from predictions that could be aimed at a community or group . Effect barnum like someone who reads forecast daily zodiac certain , and feel The prediction is specific to individuals . With thus individual the will feel anxious if forecast the bad and vice versa , happy If the prediction is good .

In the journal state existence synchronization between *barnum effect* with trend addiction tarot divination that goes against behind with research results This . Possibility other factors outside study this is more dominate related to it *barnum effect* with trend addiction tarot divination , because Goodman's research was conducted outside Indonesia . Based on the 95% confidence interval table , in the interval 95% confidence influence baarnum effect on trend addiction tarot divination lies between (-0.052) to with (0.566) percent .

Hypothesis the third one stated There is connection *curiosity* to *barnum effect* accepted (proven). This is can seen in table 17, it is known that construct *curiosity* have significant influence to *barnum effect* ($O=0.628$). With with t statistic value on the relationship construct This is ($9.131 > 1.96$) and the P value is ($0.000 < 0.05$).

In the research previously done by Widiastuti et al in his journal influence trust zodiac on spirituality child young (2023) explained about forecast zodiac . Same function with divination using tarot cards , namely A prediction . Conclusion of study the is zodiac present with predict A incident life daily human , so that they will feel more *chemistry* when reading it and its meaning depends on the angle the view of the writer , or if the tarot predictions match corner view *tarot reader* However his character Still similar each other so that will different information or the results of reading /writing predictions the from one to another , so that forecast zodiac classified as as too much prediction general and some can feel rationate (suitable) with forecast That is it . So that is it . term *barnum effect* . Young people who follow zodiac (prediction) is motivated by curiosity high curiosity , pattern open mindedness , and a willingness to try new things .

Reason many people are obsessed with predictions like tarot is Because want to pay thirst will feel the desire know from situation somebody or the future. Basically the feeling of wanting know human beings who do not will Once dead so that Lots make people like with reading predictions . According to psychologist clinical and hypnotherapist Alexandra Gabriella, M.Psi , Psi. C. Ht , in her explanation to kumparan WOMAN (2019) said those who like with forecast are very anxious people when face uncertainty . So looking for something that is made handle or predictions about the future, while in fact Contents forecast usually nature general or aimed at the crowd , but interpreted personal .

Results of data collection carried out researcher obtained 38% score *curiosity* is in the category low with score 100 – 115, 32% of subjects category currently with score 115 – 131, 21% category tall with score 132 – 147 and only 10% of subjects score His *curiosity* is very high . However thus for subjects who have very low score No there is (0%).

Based on the score data respon subject and opinion from the expert above then of course There is connection between *curiosity* and *Barnum effect* in the confidence interval table with hose 95% confidence , the influence of *curiosity* on *barnum effect* lies between (0.494) to with (0.763) messages.

The fourth hypothesis states that There is connection *curiosity* about trend addiction tarot divination through *barnum effect* as a mediator rejected (not proven). This is can seen in table 17, it is known *curiosity* have influence that is not significant to trend addiction tarot divination through *barnum effect* as a mediator ($O=0.157$) with t statistic value on the relationship construct This is ($1.467 < 1.96$) or P value ($0.142 > 0.05$).

On the hypothesis First There is influence No significant between *curiosity* to trend addiction tarot divination , but There is influence significant between *curiosity* to *barnum effect*. It means There is influence No direct between *curiosity* to trend addiction tarot divination through *barnum effect*

Conclusion

Based on the problems and objectives from study as well as connected with research results , and data analysis , then can withdrawn conclusion that *barnum effect* No own connection with trend addiction tarot divination . However There is connection *curiosity* with *Barnum effect* on tarot lovers in Semarang, increasingly increase *curiosity* or a sense of desire know tarot lovers against tarot divination then the more increase *Barnum effect* experienced by lovers tarot divination in Semarang. So there is also connection between *curiosity* to trend addiction tarot divination , the more tall *curiosity* so will the more high tendency addiction tarot predictions that will experienced by lovers tarot divination in Semarang. There is no connection in a way No direct between *curiosity* to trend addiction tarot divination through *barnum effect*.

There is a tendency addiction tarot predictions for tarot lovers in Semarang because the influence of *curiosity* or a sense of desire know fundamental individual where is the desire don't know yet stop throughout humans have not yet received satisfaction answers to questions previously . The role of the *barnum effect* as a mediator not so significant in influencing individual in taking the decision is predicted through Tarot Cards . Relationships No direct between *curiosity* to trend addiction tarot divination with mediation *barnum effect* No proven each other support . But there is connection significant between *curiosity* y towards *barnum effect* . *barnum effect* own influence towards *curiosity* individual .

References

- Agustina, Kharisma. (2023). *Analisis strategi promosi Ruang Belajar Alex Tilaar (RBAT) dalam menyebarluaskan pemikiran Prof. Alex Tilaar*. Universitas Islam Negeri Maulana Malik Ibrahim.
- Beins, Bernard C. (2001). Using the Barnum Effect to Teach About Ethics and Deception in Research. *Handbook for Teaching Introductory Psychology: With an Emphasis on Assessment*, 189.
- Cohen, Louis, Manion, Lawrence, & Morrison, Keith. (2017). Questionnaires. In *Research methods in education* (pp. 471–505). Routledge.
- Hyman, Ray. (2017). The psychic reading. In *Parapsychology* (pp. 185–197). Routledge.
- Lesthia, Kertopati. (2016). Efek Negatif Candu Ramalan.
- Mauldi, Kaisar Rendra, & Hernawati, Riza. (2015). REPRESENTASI SIFAT MANUSIA DI DALAM KARTU TAROT NUSANTARA. *Prosiding Hubungan Masyarakat*, 265–272.
- Rahmatullah, Asif. (2016). *Dinamika psikologis Tarot Reader*. Universitas Islam Negeri Maulana Malik Ibrahim.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Tiananda, Novena Clarissa, Alie, Azizah, & Elanda, Yelly. (2022). Komersialisasi Ramalan Tarot oleh Tarot Reader di Kota Surabaya. *Jurnal Penelitian Mahasiswa Ilmu Sosial Ekonomi Dan Bisnis Islam (SOSEBI)*, 2(1), 68–81.
- Tschannen-Moran, Megan. (2014). *Trust matters: Leadership for successful schools*. John Wiley & Sons.
- Valeza, Alsi Rizka. (2017). *Peran orang tua dalam meningkatkan Prestasi anak di perum tanjung raya permai kelurahan pematang wangi kecamatan tanjung senang bandar lampung*. UIN Raden Intan Lampung.

Copyright holder:

Puji Astuti, Mulya Virgonita (2024)

First publication right:

Advances in Social Humanities Research

This article is licensed under:

