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# INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



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## Exploring the Leadership Experience of Malaysian Celebrities Participating in Political Parties and Community-Based Organizations

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### Abstract

Recently, in Malaysia, celebrity participation as a leader has been depicted as a significant factor in boosting the sense of meaning and purpose within a leadership practice in political parties and community-based organizations. This study's primary objective is to investigate the leadership experiences of Malaysian celebrities, including their participation as leaders and their utilization of political parties and community organizations. These approaches have been deciphered as the most precise methods for studying a phenomenon of this sort; hence, qualitative research strategies were picked. Twelve actively involved celebrity leaders in political parties and community organizations were surveyed and provided data. The study found seventeen themes related to four main research questions. Mostly in-depth interviews with the informants were used to acquire data for the study's intended objective. Each interview lasted between one and two hours, was tape-recorded, transcribed word-for-word, and manually examined. This study has also made use of resources from libraries, newspapers, internet publications, journals, and magazines, among other sources. The reliability of the study was ensured by member verification, peer review, and the preservation of an audit trail.

**Keywords:** Celebrity, Celebrity Leader, Leadership, Experiences, Lived Exploring

### Introduction

There is a rising propensity for celebrities to take on duties beyond those of worldwide entertainers. Celebrities from all over the world participate in leadership and policy concerns, and societal challenges, and play a role in highlighting global and contemporary issues that have a regional, national, and worldwide influence due to their participation. In addition to focusing on leadership and representing the global community by caring about social and political issues, celebrities frequently view themselves as leaders in this field. The idea of "celebrity leadership" is not very old, but it has gotten a lot of critical attention in the late 20th and early 21<sup>st</sup> centuries.

Due to the expansion of mass media and the fact that entertainment and sports are now available to people all over the world, the notion that celebrities can achieve worldwide fame

is one of the most significant topics to discuss in the field of leadership right now. Because they are so well-known, many celebrities have become leaders and champions for many causes, and some have even gone into politics. Celebrities like Donald Trump and Vladimir Zelensky (Ukraine), who were both elected as presidents of their countries, have brought up old arguments about the role of celebrities in democratic politics (Archer et al., 2020).

The appearance of celebrities as politicians influence how conventional political actors present themselves. The resulting trend demonstrates the personalization of leadership by political actors to resemble celebrities; one could also call this a celebrity political effort. Political players employ platforms and communication models directly derived from pop culture and entertainment. There is no single individual credited with coining the term "celebrity leadership." Celebrities are becoming more well-known and prominent in society and politics, giving rise to a novel concept. It refers to leveraging celebrity status to gain leadership and control. In scholarly and popular discourse, the phrase is used to address the rise of celebrities as political figures and leaders, as well as their impact on culture and society at large. The branch of political science known as "celebrity politics" examines celebrities as leaders. Due to the novelty of celebrity politics as an academic field, there is a paucity of scholarly literature on the subject. This component is equally important to the issue, as the vast bulk of celebrity politics literature is found in the popular press and entertainment news. History shows that leaders can do their jobs well if they have a political vision and know how to run a country (Vachudova, 2020). Political institutions function because of leadership, and leaders cannot wait to get their dues. Political leadership is where everything began (Helms, 2012, p. 8). Celebrities participating in political parties have already enabled scholars to examine their engagement on a bigger scale spanning diverse periods, nations, and fields to determine their significance to society. Many theories, hypotheses, and suppositions have been advanced by past and present experts to explain this dilemma, which undermines democracy. Celebrities are underrepresented in politics, government, political organizations, community-based organizations, the civil service, the commercial sector, academia, and the capacity to assume leadership roles, although they have the same right as everyone else to participate in democratic government and some have demonstrated an interest in enhancing their leadership skills and seeing themselves as change agents.

According to Jin and Phua (2014), the rise of leadership celebrities is "based on the assumption that people can create an appealing social identity through media production." The initial participation of Malaysian celebrities in political parties and community-based organizations was as supporters, endorsers, or performers at rallies and concerts organized by political groups for humanitarian purposes. Thus, they became leaders in such groups. Due to the lack of systematic efforts in providing celebrity leadership concept input at the core of leadership for these competent and prominent celebrities, the most important leadership characteristic other than popularity is indirectly impacted.

The use of celebrities as political celebrities spark public discussion. For example, in the 1950s, Mills (1957) criticized the role that celebrities played in American culture, stating that it was necessary to enter the celebrity realm to gain power and reputation. The phenomenon of celebrities entering politics has also been criticized for transforming politics into a branch of the entertainment industry, elevating appearance and presentation over the capacity to govern (Khamis et al., 2017), and tipping the political balance in favor of the wealthy and powerful (Ribke, 2015). Archer et al (2020) have argued that celebrity involvement in democratic politics is problematic because celebrities possess high levels of epistemic power that are unrelated to relevant expertise. They suggest that this poses a challenge for

deliberative and epistemic conceptions of democratic legitimacy, as these theories do not account for this form of power. It is also an issue for any democracy that aspires to live up to the goals defined by these theories since it represents an additional obstacle that any society must overcome to realize these ideals.

Although there are conceptual or descriptive discourses about celebrity politicians by researchers (Furko, 2017), few empirical studies have been done on the role of celebrities as leaders, how celebrities perceive leadership, and how different things affect how voters feel about celebrity politicians. To cater to the changing needs of the current leadership, unqualified and unprepared celebrities to be leaders made these political celebrities lack the necessary apparatus and party members to carry out campaign work and other activities.

Furthermore, how political parties may make long-term use of the presence of political celebrities arises. Political parties embrace these celebrities and nominate them for office so that they can capitalize on their celebrity. Celebrity culture tends to garner more interest and a larger audience than party political broadcasts, and it may be manufactured to appeal to a larger audience (Wheeler, 2013). Some celebrities may face their artistic ability being undervalued and exploited for the interest of the political organization. However, Jensen (2021) say that the rise of celebrity politics has made traditional political skills like negotiating and compromising less important. They also say that celebrity politics could "short-circuit" representative democracy and weaken the accountability system.

The present study seeks to unveil the debate about whether celebrities belong in political or community-based organizations in the Malaysian context. Celebrities have been compared to being used by political and community-based organizations because of their commitment to their audience. Therefore, it is critical to understand how celebrities describe their participation in leadership, what influences them to participate, what strategies they employ, how they understand their role as leaders, the impact leadership has on their followers, and the challenges that celebrities face as leaders. This issue has arisen because of superficial celebrity knowledge, public engagement, and a lack of expertise as a celebrity leader. Frequent questions have been put to many celebrities if they possess the right skills, ability, aptitude, and knowledge of national issues because they appear less sensitive to current country events.

Studies have shown that there is a lack of studies conducted on celebrities who participate in leadership as leaders within the Malaysian context, as well as leaders in political, practices, and community-based organizations. Most of the studies conducted in Malaysia focus on celebrities' roles as endorsers and solely on marketing and business. With the current abundance of celebrities and the increased numbers of celebrities participating as leaders, celebrities without formal supervision training or extensive leadership exposure will be assigned as leaders in political parties and community-based organizations, and this could lead to leadership incompetence. The celebrities who are leading this organization must adapt quickly to the political scenario. Therefore, if the quality and concept of celebrity leadership are to be maintained, celebrity leaders must be as effective as they are perceived by the people. This study aims to provide a good review of celebrity leadership in Malaysia and contribute knowledge to celebrities looking to venture into the field of leadership. The primary objective of this research was to get a deeper understanding of the processes through which Malaysian celebrities assume leadership positions as leaders within political parties and community-based organizations.

## **Study Context**

Celebrities functioning as political leaders and participating as leaders of community-based organizations is not a novel idea in the West or Asia, but it has recently gained favor in Malaysia. Malaysia's political environment is affected by several elements that influence the country's political maneuverings. The impact of Western colonization and the racial variety that has contributed to the formation of the local political landscape is most significant. From Malaysia's pre-independence years until current unfolding events, many polemics have led to the formation of the several political parties that exist in the country today. This has resulted in Malaysia being increasingly varied, not just in terms of its racial but also its political components (Aziz, 2022). Malaysia is an interesting place to look at how political parties in the country are divided into different groups. According to Schedler (2013) electoral authoritarian system, it has both authoritarian and democratic traits. It also has a multi-party system and elections that are only partly competitive. Leadership by celebrities in Westminster Malaysia is not slipping behind other nations in terms of the participation of celebrities in political leadership and community-serving organizations. At the thirteenth general election, a few prominent celebrities decided to run for office under the banner of the opposite party. This boosted the general public's interest in the race for the national leadership role.

Starting as supporters and members of community-based organizations, Malaysian celebrities progressed by attempting to run for office and establishing their community-based organizations. This group of celebrities has successfully become a member of parliament and a member of the state legislative assembly by presenting voters and political parties with a new image and a coherent policy. The political parties that decided on it were able to offer the public a fresh image and a unified policy.

## **Method**

### ***Research Design***

The research approach has to be determined according to the objectives of this finding and the corresponding research questions (Creswell, 2014). The design of this study is qualitative. Qualitative research seeks to comprehend the perceptions or experiences of individuals (Merriam, 1998). The qualitative strategy for this study presented detailed descriptions of the leadership experiences of Malaysian celebrities and how they convey participation as leaders in political parties and community-based organizations within their daily practices, accurately describing the phenomenon.

The leadership experience of Malaysian celebrities remains a complex phenomenon, with numerous pertinent elements interacting with each other in ways that cannot be identified with certainty. In this condition, it is necessary to examine the leadership experience of Malaysian celebrities as leaders in political parties and community-based organizations through qualitative research methods. The method gives insightful and rich descriptions to clarify the complexity, underlying intrigues, and paradoxes inherent in social phenomena based on a holistic perspective.

### ***Location of the Study***

This investigation was carried out in Kuala Lumpur and Selangor. The researcher targeted celebrities who traveled to the Klang Valley for professional activity. The Klang Valley acts as a satellite town for the great bulk of the capital city's workforce. RTM (Angkasapuri), TV3

(Bandar Utama), Plaza Alam Sentral (Shah Alam), TV9, and NTV7 (Glenmarie, Shah Alam, and Astro) host the majority of events (Bukit Jalil).

### ***Participants and Procedure***

This study focused on the participation of celebrities as leaders to elucidate their meanings and experiences with political parties and community organizations. A purposefully selected group of individuals or study sites share similar characteristics (Creswell, 2014). This study used purposive sampling to select participants from those who actively participated and their credentials. Based on the selection criteria identified in the subsequent section, the selected celebrities were considered knowledgeable about the phenomenon. In qualitative research, all participants may share similar characteristics. But each person is seen as a separate case, and each case is looked at separately in terms of the research questions.

This study has utilized purposeful sampling by selecting twelve celebrities participating as leaders in political parties and community-based organizations in Malaysia. Twelve celebrities provided valuable information because of their positions and participation in political and community-based organizations. In a qualitative study, there is no one way to figure out the right size of the sample. Instead, the study focuses on the depth, richness, and complexity of the data.

According to Creswell (2014), a sample of four to ten participants is deemed appropriate for a qualitative study. The crucial component, according to Merriam (1998), is not the actual number of participants, but rather the capacity of each respondent to contribute to the growth of insight and comprehension of the phenomenon. However, each participating celebrity had to be a member, ambassador, or founder of a political party or community-based organization for this study.

In this study, twelve celebrities were interviewed and provided relevant data about leadership in political and community-based organizations. Due to the homogeneity of the participants, the selection criteria, and the data collection process, twelve participants were accessed and provided adequate information that made it possible for data saturation. Because the same things were being said over and over, the twelve people decided that nothing new could come out of the conversations.

### ***Data Collection Procedure***

This study collected, analyzed, and interpreted data on the participation of celebrities as leaders in political parties and community organizations using a variety of methods and methodologies. The purpose was to understand the participation of celebrities as leaders' insights and generate themes from the data collected. To get phenomenological data, the researcher had to go through three steps before interviewing celebrities. The first step was to find the celebrities by going to recordings, shows, or movie premieres. From these things, the researcher was able to find out who was on the team of celebrities and recognize them. The second step consisted of obtaining permission from selected celebrities to study and approaching these celebrities via email. The third step was to make a date with celebrities and determine the target audience.

### ***Starting the Interview Process***

The interviews were conducted based on purposeful conversations at the celebrities' offices in their respective areas. Before the interview took place, permission to interview the participants was sought from every respondent. It has been agreed that no video recording

only records the voice. Each interview lasted approximately one to two hours. The participants usually had a busy schedule and limited time to spare.

The researcher establishes rapport with the subjects and gatekeepers. In addition, they were asked follow-up questions to explain key parts of their experience. During phenomenology interviews, pauses silence, and reflective moments are typically encouraged. The researcher must be able to listen to what is essential while also keeping the study's research questions in mind.

During the interviews, field notes were used to write down extra information like feelings, impressions, and other interesting things that happened, as well as questions for follow-up. The interviewee's job is to tell the story, while the researcher's job is to get the interviewee to tell the story from a certain point of view.

### ***Preliminary Transcriptions***

The preliminary study assisted in improving interview questions helped the researcher interview questions and helped the researcher decide possible errors that would have happened in actual data collection. There were minor changes in terms of language in the interview protocol that were made for meaningful clarification. The data was transcribed word for word and scrutinized to determine and categorize themes consistent with the research questions. Preliminary issues raised at this stage were constraints on disbursements, extended procedures, and participatory decisions. The transcription of the preliminary study provided information and valuable insights for further interviews in the current study. In general, concepts and ideas that emerged from the preliminary study assisted the researcher to reflect and become focused on actual data collection related to the phenomenon.

### ***Interviews***

This study used a set of semi-structured interview questions that guided the researcher to gather information and probed to gain more insights while placing the participation of celebrities as leaders in political parties and community-based organizations at the core of the study. Concerning research questions, an interview protocol was developed consistent with the research problem. In this regard, Merkle and Redmond maintain that interviews in any qualitative research, particularly phenomenological investigation, are not meant to predict behavior and generate theory. This is done by giving a detailed description of the context that shapes respondents' experiences, which provides and defines the simple narratives.

### ***Data Analysis***

From the study topic and approach, the researcher should grasp the phenomenon from the informant's (who, in this situation, is the celebrity) varied perspectives to comprehend its significance. Data analysis begins with the preparation and organization of data to be studied, followed by the reduction of data into themes by coding and categorization, and ultimately, data representation in many forms, including diagrams, tables, and dialogues (Creswell, 2014).

The main goal of analyzing data is to figure out what it means so that research questions can be answered. The interviews were audio-recorded and transcribed. To avoid confusion, the audio recordings of the voices were labeled with the participant's name. The data analysis was based on emerging issues consistent with the research questions. The transcription included emotional content such as laughter and facial expressions (non-observant

participation) to get the real gist of the conveyed message during the interviews. The researcher began data analysis immediately after the first interview session. Primarily, the researcher adopted Colaizzi's descriptive data analysis. Using the descriptive approach, the researcher strategized, dwelt on, and became immersed in the data collected. From the leadership experiences of celebrities and their participation in political parties and community-based organizations.

### ***Analyzing the Data***

There are numerous techniques and programs available for analyzing qualitative research data. For this investigation, the data were manually analyzed. Manual analysis has been selected due to the researcher's inability to get the most recent software and the high purchase rate. Therefore, manual analysis is a priority since the researcher wishes to understand and expand upon the process of producing discoveries. When the database is modest (less than 500 pages of transcription and the researcher can track the files) or when the researcher wants to be close to the data and analyze it by hand without using a computer (Creswell, 2014). A Microsoft Word processor was used for data management. According to Creswell (2014), all data should be organized based on their respective classifications.

### ***Coding Process***

Before analyzing the data, each interview session's audio recording was categorized, transcribed, and stored aptly. After gaining familiarity with the data, the researcher will begin coding, which is the heart of qualitative analysis. It is somewhat complex and seeks to construct concepts from raw data. In Huberman and Miles's (1996) theme analysis, coding is one of the steps. In this step, all of the datasets are put into groups based on codes that will be used in the next step.

To address the first question of this study, codes are defined as statements—words, sentences, or phrases—that describe any concept or meaning that leadership participation, such as unrealistic thoughts, or negative feelings related to the respondent's dependent pattern. Next, to unravel the second research question, the code is defined as a statement that shows any change or transformation that can influence positive participation in the respondent's attitude, feelings, or behavior that can be linked to the process. Further unraveling the third research question, which is a code defined as a statement that shows the strategy used in gaining experience and participation. And finally, to unravel the fourth research question, which is described as a statement of challenges experienced and overcome in the participation of one or both organizations. The researcher examined the data multiple times, considered its patterns and context, and attempted to decrease and integrate it following Creswell (2014) recommendation that the final code list has no more than 25–30 codes and 5–6 themes.

### ***Saturation***

Twelve informants participated in a semi-structured audiotaped conversation to narrate their personal experiences in this study. The interview was regarded as adequate when no new information was acquired that contributed to the understanding of the phenomenon. This means that the study has interviewed as many people as it can, and any more interviews won't add much new information (Creswell, 2014).

### ***Validity and Reliability***

The strategies for figuring out how trustworthy a qualitative study is are based on philosophical assumptions that are in line with this worldview. Internal validity, reliability, and external validity are three important parts of trustworthiness in qualitative research. Reliability means that the results are the same every time and that you can get the same results by following the same steps. The validity, on the other hand, looks at how close the results are to reality. This shows if the study looks at the environment that was intended.

### ***Trustworthiness***

The researcher used triangulation, member check, researcher's position or reflexivity, and peer review to see if the study's conclusions were true.

### ***Ethical Consideration***

Researchers have to be aware of the ethical issues that come up during the research process and think about where it's going philosophically. The researcher needs to respect the demands and requests of informants since informants are public figures.

A thorough explanation of the study methodology was provided, and a briefing was held before the interview. Before the informants participated in the study, written consent was sought from them. The person who gave the information was also told to avoid answering sensitive questions or talking about things that made them feel uncomfortable. Privacy and secrecy remain essential components of the study. To keep the data private, both the researchers and the people who give the data must know how it will be used in full. The informants were advised that confidentiality would be maintained at all times and that both the study and their anonymity would be protected. Notably, the study's results were made available to the informants. Malaysian celebrities were also told before the study that they could leave the interview session if they didn't want to take part in the study.

## **Results**

### **Biographical Profile of the Participants**

This study includes twelve celebrities from the mainstream of the entertainment business as informants. The Malaysian entertainment industry is divided into three categories: mainstream celebrities, social media celebrities, and independent celebrities. For this study, only mainstream celebrities with varying backgrounds, ages, levels of education, and experience are considered.

There are ten male and two female celebrity figures. The majority of the informants who have been interviewed are between 38 and 74 years old. The informants have substantial entertainment business experience and hold positions of authority. Five of them were born in KL, and four of the others were from Malacca, Selangor, Penang, and Negeri Sembilan. To preserve the confidentiality of the participants, the original names of the participants were substituted with pseudonyms.

The level of education of the informants ranged from holders of a Malaysian education certificate, i.e., high school graduates, to holders of a doctor of philosophy degree. During the interviews, all the informants turned out to have impressive experience, held jobs and were confirmed to be active in their respective parties and organizations. Except for four, they are all ambassadors for political parties but play an important role in the organization involved. The biographical profiles of the participants are shown in Table 7. The following table summarizes the biographical details of informants who use pseudonyms:

Table 1

*Biographical Profile of Informants.*

No.	Informants	Age	Craft	Educational Standing	Experience in organization
1	IC 1	51	Producer, Director, Actor-Singer, Comedian, Songwriter, TV Host, Screenwriter	Bachelor	20
2	IC 2	74	Singer, Composer, and Actor	MCE	20
3	IC 3	44	Actor, Singer, Songwriter, Chef, Motivational Consultant, Lyricist, Entrepreneur	PhD	10
4	IC 4	51	Producer, Director, Actor	Diploma	20
5	IC 5	44	Singer, TV Presenter, and Executive Director	MBA	10
6	IC 6	38	Producer, Director, Actor, TV Presenter, Screenwriter, Politician	Bachelor	10
7	IC 7	38	TV Presenter, Freelance Religious Speaker, Lecturer	Bachelor	10
8	IC 8	41	Actor, Politician	Bachelor	10
9	IC 9	48	Actor, TV Presenter, Comedian	Diploma	10
10	IC 10	47	Singer, Composer, and Actor	Bachelor	10
11	IC 11	40	TV Presenter, Coach	Pursuing Master	10
12	IC 12	42	Singer, Actor, TV Presenter	Pursuing Master	10

**Themes**

For this study, the themes that are developed or revealed via the process of recognizing every significant statement made by each celebrity correspond to the research topic. Each significant statement that passes the subsequent screening procedure is compiled into a unit that conveys the meaning or output of the theme area. When the screening process is complete, the developed themes will be compiled and assembled into each of four sections, such as the concept of celebrity leadership; what influences celebrity leadership; the

strategies used by celebrities; and what are the challenges of celebrity involvement as a political party and community-based organization leaders.

Table 2

*Themes of Study.*

Research Questions	Themes
RQ 1: How do Malaysian celebrities perceive leadership in political parties and community-based organizations?	<ol style="list-style-type: none"> <li>1. Charisma</li> <li>2. Empowerment</li> <li>3. Family Connection</li> <li>4. Knowledge and Exposure</li> </ol>
RQ2: What has influenced celebrities to participate in a political party?	<ol style="list-style-type: none"> <li>1. Political Socialization</li> <li>2. Popularity and Influence</li> <li>3. Career Transformation</li> </ol>
RQ2: What has influenced celebrities to participate in the community-based organization?	<ol style="list-style-type: none"> <li>1. Religion and Spiritual</li> <li>2. Social Responsibility (CSR)</li> <li>3. Role Model</li> </ol>
RQ3: How do Malaysian celebrities strategize to lead political parties and community-based organizations?	<ol style="list-style-type: none"> <li>1. Communication and Teamwork</li> <li>2. Reviving the Brand and Image</li> <li>3. Engaging through Social Media Platforms</li> <li>4. Creating a Partnership</li> </ol>
RQ4: How do Malaysian celebrities face challenges as leaders in political parties and community-based organizations?	<ol style="list-style-type: none"> <li>1. Public Acceptance and Perceptions</li> <li>2. Overshadowed by past events</li> <li>3. Funding</li> </ol>

**Charisma**

When leadership is discussed, the term "charismatic" will always be mentioned. Leadership and charisma are closely intertwined. This is the case in this study when charismatic leadership is limited to a dyadic follower, which is when a leader or head can connect emotionally and intellectually with subordinates or followers.

First, celebrities said that they conceptualize their leadership participation in political parties and community-based organizations, always reflecting on how a celebrity leader should participate with his leadership routine and his response. Celebrity one said, *"He has charisma that is willing to do anything for him just like Rasulullah s.a.w, which is why people follow Rasulullah s.a.w."*

First, celebrities have described the significance of celebrity leadership participation. As a leader, he must possess charisma and follow the example of our Prophet Muhammad. He was a prophet, an entrepreneur, a warlord, a state leader, and an Imam. He is capable of successfully implementing all of his positions. As a celebrity, the individual believes he has transformed himself into a prophet through his leadership participation.

Third, who also stressed charisma in his explanation, he said:

*—A lot of leaders are well-versed and have charisma when it comes to managing and communicating especially simply because these days we are managing through social media."*

In his argument, he mentioned being well-informed and charismatic. In this manner, a celebrity might serve as a leader. In this era of social media, many individuals self-identify as public figures or celebrities due to their high numbers of followers and supporters. Numerous Malaysian celebrities believe that their charisma is reliant on the number of followers and the number of likes or views on their social media accounts.

**Empowerment**

Empowerment is a complex notion that can be experienced differently by various individuals based on their backgrounds and level of support. Empowerment is defined as "the perspective in which a person wants and feels able to change his job and work surroundings". However, the celebrities were somewhat concerned about their civic participation and how to facilitate programs that were needed for empowerment. The concerns about increasing citizen participation are essential, besides their political influence in political parties. As one celebrity put it,

*—Leadership is caring about people, very strong with communication and celebrity they were popular to show a good example to the audience. it doesn't matter in political or community-based organizations celebrities can empower people with their motivation."*

**Family Connection**

Some celebrities have also indicated that they believe the concept is inherited. As a celebrity, one believes that talent is inherited. Consequently, celebrities represent the view that leadership may also be transmitted. A theme is established, which includes both political and artistic connections.

Four prominent figures have cited political dynasties in their leadership activities. 'Celebrity' has highlighted this since they consider celebrities to be leaders.

*— yes not everyone has this but some celebrities can say like because coming from a family always politically involved and family politics right.||*

**Exposure and Knowledge**

Celebrity leaders must use the opportunity to learn directly from other leaders and investigate leadership information swiftly.

The first excerpts:

*—For, from my opinion, personal opinion. A leader is someone who can lead full stop. 3 things celebrities as a leader must have Experience Knowledge Patience"*

A leader who needs experience must be able to find or be given a wide range of relevant work experiences to learn.

**Political Socialization**

In Malaysia, community and political socialization begins early in school and continues and grows as students become community members.

This socialization encompasses all facets of the community's culture and is interconnected. Sapiro (2004) say that adolescence is the time when attitudes and beliefs about politics, authority, and political control start to form. There isn't much difference between the ways celebrities act as real leaders and how Malaysian celebrities act as their process matures. They can learn more about political leaders and political domains.

The celebrities stated that politics has influenced them, which an excerpt:

*—I found that celebrities who participated in political organizations because they love politics, probably learned from school like civics and history you know"*

**Popularity and Influence**

Influencing others is an essential management skill. Others' behaviors, attitudes, critiques, and alternatives are influenced via persuasion. The celebrity world is regular and full of drama,

and there are moments when the debate is so sour that it is difficult to digest the impact of matters that are not continuously burdened with power or authority.

The first celebrity has said that they influence to participate in politics:

*“Their (celebrity) popularity and influence to help cbo or political parties so they join.”*

### **Career Transformation**

There are essentially two views to consider: the first is the aim of political parties to attract more votes in their chosen society, and the second is the tried-and-true approach of installing celebrities and allowing them to target the desired elegance of society. The first celebrity has said that they influence politics.

*—To sustain a career (their name/brand), most or some celebrities after art want to be more to society as a public figure so politics and charity is the way to make us busy and new job ”*

### **Religion and Spiritual**

In debates about charitable work and good deeds, many individuals, particularly celebrities, may confidently reference their faith or beliefs. They feel that by doing good, they have truly shared sustenance and that this is part of their religious duty. Although a small number of celebrities use religion as a publicity technique to achieve popularity, obtain sponsorship, or launch a business, this is not the norm. Spiritual networks consist of rituals, conduct, practices, symbols, and ideas.

The third celebrity has clearly stated:

*“Our religion is Islam and as Muslims, we must participate, participate for a good cause is very spiritual indeed we have to devote a lot because God asks so my duty”.*

### **Social Responsibility (CSR)**

In reality, the goal of every charity in the world is to bring together people with advantages and those with disadvantages to speed up the process of transforming the economy as a whole.

The first celebrity has clearly stated:

*“So, these are all for communities and charities purpose and celebrity is also part of societies they appreciate us buying our arts...keja amal you have to help society for society.”*

### **Role Model**

The public is always captivated by the lives of celebrities, who appear to effortlessly acquire money and live a lavish lifestyle, such as vacations and international shopping. This occurs because the majority of celebrities display their lifestyles to the public.

The first celebrity stated that being a role model was the primary motivation for his participation in community-based groups.

*— Celebrities play major role as a role model for community, be an example for the community in music, movies and so on, the most important when doing charity is the best role model.”*

### **Strengthening Communication and Emphasizing Teamwork**

Every time a selebriti is elected as a leader or a member of an organization, whether it is a political party or a non-profit organization, the strategy that is used is the same as it is in any other organization.

The ixth celebrity was enlightened by a comprehensive explanation.

*—I want to disseminate, disseminate the right kind of values through education, and I will get a team of my people.so in entertainment, we have teamwork. The spirit non-stop so the leader has to be sure to slow talk with people and team”*

### **Reviving the brand and image**

Branding and image are crucial aspects of a prominent figure's existence. Celebrities are frequently affiliated with brands for both marketing and lifestyle purposes. What distinguishes the lives of celebrities from those of other leaders is their reliance on the power of their brand to raise the product's profile.

The initial celebrity informant described the description as follows:

*“We need to know to the people and people to know about us so we must have one brand as our identity so as celebrity we have this strategy”.*

### **Engaging through social media platforms**

For many celebrities who are still new, unseasoned, and have only recently witnessed the movements of bureaucracy and the function of authority in society, this issue provides a broad perspective for attempting to mold and anticipate the future sociopolitical landscape of the country.

The first celebrity source has elaborated on their wise opinion.

*“social media is very important it is the best platform for me to stay connected to execute my plan and activities as a leader in the organization”.*

### **Creating Partnership**

The celebrity informants discussed their leadership experiences, such as how their participation as leaders in political parties and community organizations when they use partnership practices increases their resiliency in terms of their desire to sustain their decisions, blend with leadership patterns, and empower their position beyond their brand and image in the entertainment industry.

The first celebrity informant explains by speaking:

*“sometimes let's say for example as an ambassador of a certain product but my interest in social work to help animals so as the ambassadorship to sponsor event or charity course to work with the celebrities as everything gain so it must be translated into marketing so same as politics so this partnership is good”*

### **Public Acceptance and Perceptions**

Celebrities express their dissatisfaction since their participation as leaders are perceived as a gimmick and not as genuine leaders who can safeguard the fate of the people. By supporting particular parties or leaders without knowledge of the party's goals, these celebrities are viewed as providing glamour and making a thin appearance. This party is well-established and creates offensive social media postings that go viral to boost their social media following or with the help of celebrities to increase their fame.

This first celebrity expresses his thoughts and feelings in the form of an opinion.

*“It's hard for me to gain knowledge because people have high respect for us while we need knowledge to; we have to be humble to want to get knowledge.)”*

### ***Overshadowed by the past events***

There is one thing that is undeniable in this world: parents and family are the most influential influences on an individual's psychological development. This is the case with celebrities who come from creative or political families or businessmen from corporate worlds that produce new leaders. They must confront the criticism that is perpetually obscured by their relatives. The first celebrity has explained this through his statement.

*—yes the challenge is my family always overshadows me. many people think meaning many people think I ride their successful. All these bring hype to my career and boost my name for publicity but I don't like this publicity”*

### **Funding**

The main reason celebrities help out community-based organizations is to raise money for a project. People think that the ability of celebrities to get people to donate money is a good way for community-based groups to get the attention of the community and its leaders. Celebrities view their participation as an opportunity to learn the fundamentals of leadership and to engage with a new team at an unpopular organization, which provides fundraising and sponsorship prospects.

The initial celebrity to express in his statement:

*“Opportunities or you have to create opportunities and find strong funding and sponsorship to run the program because funds are talked about a lot, I mean celebrity needs to find because we are the source if in party or organization. I don't have many resources but I can lead”*

### **Discussion**

In this study, the researchers tried to connect a once-reserved term for a person with an edge in healing, a prophetic nature, or extraordinary power (Conger, 1992). Weber (1948) established charisma as a descriptive term for attributes that can be refined in all elements of leadership, including military, religious, and political leadership, and which serve as a stepping stone for governing. This charisma may be measured and identified. Other researchers and scholars also continue to define the behavior and associate its characteristics with this style, asserting that charismatic leadership emerges from a form of adversity and further inspires, motivates, and energizes followers in an organizational context.

Through this study, the researcher found the second leadership concept after charisma, which is empowerment, which can contribute to the concept of leadership, practiced and understood based on the experience of Malaysian celebrities who state that empowerment can empower a celebrity's leadership as a broad spectrum leader. This is based on the experience of interacting, promoting, and approaching fans, which is applied in celebrity leadership. The notion of leadership with empowerment offers celebrities the confidence to stand as leaders because the influence they have is capable of forming great personalities as a result of their capacity to create meaning and purpose through the experience of making decisions, being involved in charity programs, and dealing with authority at various levels. Understanding the concept of celebrity participation as a leader by way of empowerment builds meaning and purpose and will contribute to providing a clear picture of how celebrity empowerment as leaders will be able to use this concept in their practice and leadership and how this perspective of empowerment provides a different point of view in leadership over the years. This is because being a leader in Malaysia means being a leader who can not only

lead but also take care of the people and solve the problems faced by ordinary people as a whole and the interests of celebrities in general.

In terms of Malaysian family ideals, phenomena such as educators' families, business families, and engineer families are not novel. In reality, phenomena such as schoolteacher families, business families, and engineer families are not new to Malaysian family ideals. This kind of family has lived there for quite some time. In Malaysia, it is common for families to have members who all work as professionals in the same industry. On the other hand, celebrity families and the families of political figures are frequently the topics of cameras and the interest of fans and followers.

The majority of Malaysian celebrities who participated in the interview believe that family dynasties should be used as a model for leadership because they have observed the current political climate in Malaysia and overseas. Celebrities emphasize political socialization as the primary factor influencing their ability to lead in the sphere of leadership. Although the world of entertainment is more filled with them due to their talent and desire to become famous, they have also developed a political socialization tendency while in the entertainment industry. Early education makes children aware of their engagement as political party leaders and puts them directly closer to political parties. This is also backed by Kezar and Eckel (2002), who assert that educational disciplines such as economics and history, which include social studies, play a crucial role in fostering political socialization in the community.

Leadership can be a personality trait or a social activity; in either case, it necessitates the ability to persuade and influence others (Yukl, 2002). Celebrities, who frequently have the upper hand when it comes to popularity, are well aware of the fact that those who are well-liked within a community are typically the ones who rise to leadership positions in community-based groups and political parties. This inspires them to participate more actively as leaders.

Celebrities in Malaysia come from a wide variety of artistic, religious, and athletic fields. Nevertheless, the people who tend to stick out in Malaysia are singers, actors, models, musicians, preachers, chefs, sportsmen, businesspeople, and Instagram famous people. The fields of singing, acting, and directing are all part of their professional lives, manufacturing, as well as offering public relations and marketing services for food and beverage items.

There are three main themes influencing Malaysian celebrities as leaders in political parties. These are political socialization, popularity and influence, and career transformation. If a person is actively participating in the political sphere, the fact that they have the designation of "celebrity" or "well-known person" does not guarantee that there will be an easy path for them to acquire support from the public.

There is no doubt that the participation of notable public figures in the election campaign for both the general election (GE) and the Malaysian state election (MSE) can serve as an attraction that draws in the audience. Even so, there is no guarantee that the people will vote for the party, and the number of people in the audience is not a good way to predict whether or not the party will win the election.

The vast majorities of international celebrities engage in humanitarian endeavors and frequently offer assistance to those struggling to make ends meet. Celebrities in Malaysia are identical to celebrities anywhere else on the globe. Interviewed and analyzed, celebrities offer three primary components to their participation in community-based organizations as leaders: religion and spirituality; socially responsible (csr); and serving as a role model for others to actively move in this way. These three primary reasons motivate them to fight for a

worthy cause and serve their country in their unique way. Through these topics, additional descriptions can be clarified and the experiences of Malaysian celebrities can be uncovered. The people of Malaysia cannot be separated from their religious and spiritual practices. This is written in the Rukun Negara, which is Malaysia's National Constitution. When discussing individuals that support the values of Rukun Negara, it is impracticable to deny the reality that many celebrities are involved in community-based organizations. The fact that religion and spirituality cannot be split up is demonstrated by one's faith in God.

In actuality, society is continuously monitoring renowned celebrities. Some people follow celebrities because they aspire to be identical to them so they can copy their moves. When people believe that the aims of their nation, country, or religion are not being accomplished by the actions of those celebrities, they look to prominent celebrities to act as "change agents." Because being a flawless "role model" is challenging and has a significant impact on Malaysian society, which is rich in traditions, customs, and religion, Malaysian celebrities must collaborate to provide a good example for everyone. This is because traditions, rituals, and religious beliefs are a big part of life in Malaysia.

There are several factors, including religion and spirituality, social duty, and being a role model, which influence the participation of celebrities as leaders in community-based organizations. These three aspects have more to do with one's sense of obligation toward one's religion, the community of society, and individual people. A name, word, sign, symbol, design, or any combination of these things, that is meant to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors is considered to be a brand (Kotler, 1991, p. 442).

Due to the widespread usage of social media, there is now a de facto omnipresence of content that has been produced, disseminated, and consumed by users (Ho & Ito, 2019). This has led to the emergence of new communication dynamics (Melumad et al., 2019; Peng et al., 2018). Malaysian celebrities have stated that the primary motivation behind their participation in political parties and community-based organizations is the generation of financial support. These funds are obtained from sponsors or celebrities who are required to come to the field and collaborate in talks and campaigns that can reward political parties and community-based organizations that are members and then give space for them to participate in leadership as leaders. These funds are used to reward political parties and community-based organizations that are members. On the one hand, restrictions regarding political funding are just one more item on the "menu of manipulation" that entrenched administrations use to keep their grip on power (Schedler, 2013).

Despite the fervor of Malaysian celebrities who want to be leaders and present new leadership in political parties and community-based organizations, they need to be aware of the shrewdness of existing political party members who want to use them as fundraisers. This is especially important given the fact that existing political party members want to use them. They need to exercise caution when selecting community-based organizations or political parties to join to avoid giving the voters who chose them for altering the political landscape in Malaysia the impression that they have made a mistake in their decision.

## **Conclusions**

Malaysian celebrities can convey the current leadership style, and voters comprehend their leadership aspirations and their leadership ambitions. Existing political parties and community organizations must groom these celebrities for positions as respected leaders. They can accomplish this by providing them with the type of leadership training that will bring

out their latent leadership abilities and hone those they already possess. This allows celebrities to serve society in a manner that is clean, honest, efficient, and reliable.

## **Implications of the Study**

### ***Practical Implications***

The leadership experience of Malaysian celebrities serving as leaders in political parties and community organizations, as well as the meaning and experience that celebrities who are also practitioners may have, can be evaluated from various angles. This study reveals that the experience and participation of Malaysian celebrities as leaders vary from country to country depending on the model of political parties and community organizations. This study looks at the meaning of the concept of leadership that is realized by Malaysian celebrities when they become leaders in political parties and community groups in Malaysia and how their leadership style is presented. The implications and recommendations of this section reflect the four main topics that emerged from this study. Although the findings cannot be generalized to other celebrities in different circumstances, these Malaysian celebrities provide ample insight into the general implications of leadership participation from a celebrity perspective. So, this study can be used as a starting point for discussions about the effects and consequences when Malaysian celebrities become leaders in political parties and community-based groups.

### **Theoretical Implications**

From the perspective of celebrity participation in leadership, the participation of Malaysian celebrities in leadership supports previously developed concepts and theories, and the inclusion of Malaysian celebrities in the study as leaders can provide a greater understanding of the approach to manifesting the talents of celebrities as leaders by placing meaning and factors into their leadership practices. The concept of celebrity leadership allows Malaysian celebrities who occupy leadership positions in community-based organizations and political parties to ask themselves, "Is it ideal for me to be a part of a political party or community-based organization?" How exactly can celebrities in Malaysia contribute to the achievement of goals set by community-based organizations and political parties? What's the most beneficial thing a celebrity can do for their followers if they get involved? Are celebrities in Malaysia ready to assume leadership roles? As a result, having an understanding of the participation of Malaysian celebrities as leaders in the practice of Malaysian celebrity leadership encourages the increase of leadership literature that combines theory, practice, and application in the process of leading and developing political parties and community-based organizations.

### **Limitations**

Research does have some limitations regardless of the research design (Creswell, 2014); hence potential weaknesses were also identified for the present study. The study aimed to find out how celebrities became leaders in Malaysia and analyze the contributing elements that may have influenced their experiences. Since the participants' age varies, the question of reliability may be subjective due to social scenario differences depending on each individual's participation. Another limitation of this research was that it addressed individuals' political support in the requirement to share their preferences and orientations, which may be extra sensitive to individuals who may not be ready to communicate without the right approach and environment. It is also hard to ensure that all the chosen participants have had

similar experiences and can communicate well. The point of view from which the celebrity leaders look at the world affects their perception and information, including historical and political context that impact the view about the mobilization of race and religion (Lee, 2018). Based on their responses, the study discovered that their self-perceptions influenced celebrities as leaders and leadership practices. Therefore, other people, like their fans, voters, staff who worked with them, or the top leaders of political parties and members of political parties, could not verify. So, it is challenging to acknowledge if they saw themselves as leaders the way other people perceive them. Therefore, this study focused on those celebrities who are actively involved in political parties and community-based organizations as a statesman, members of parliament, leader, member or holding positions, and are actively involved in the organizations they represent.

This research uses qualitative research to study the phenomenon of celebrities as leaders. This research will add to what is known about celebrities as leaders in political parties and community-based organizations by showing how these celebrities experienced participation and worked it into their leadership practices. The findings' generalizability is another limitation. As a result, the findings cannot be generalized because the objective of a qualitative study is to interpret each event individually, not to generalize the findings.

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