

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

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Abstract

Celebrity leadership has been demonstrated to enhance the significance and guidance of leadership in political parties and community-based organizations. There are regulations in Malaysia pertaining to celebrity leadership and the cultivation of leadership skills inside political parties and community organizations. These methods involve philanthropy and providing support to community-based organizations that tackle diverse social challenges. The aforementioned circumstances have resulted in notable deficiencies in understanding the perceptions of leadership among Malaysian celebrities, their extent of influence in engaging in such roles, strategies for fostering an environment conducive to celebrity leadership, and the obstacles that hinder celebrities from fully realizing their personal and professional potential as leaders within political parties and community organizations. Additionally, it is imperative to analyze the potential of celebrities to promote consciousness regarding community concerns such as poverty, education, healthcare, and the environment. There exist knowledge gaps pertaining to the perspectives of Malaysian celebrities regarding leadership and engagement. This study investigated the leadership roles of Malaysian celebrities in political parties and community groups, with a specific focus on transformational leadership tactics. The aim was to address the existing research gap in this area. This study focuses on the leadership experiences and strategies employed by Malaysian celebrities to establish connections with political parties and community organizations. A total of 12 renowned figures from political parties and community organizations were interviewed by the researcher. The research investigates the leadership positions of Malaysian celebrities, the reasons that impact their engagement, strategies for incorporating leadership

participation in political parties and community-based organizations, and the obstacles they encounter.

Keywords: Celebrity, Celebrity Leader, Leadership Experiences, Political Parties, Community Based Organizations.

Introduction

Contemporary celebrities have significantly influenced the perspective of the international world by emphasizing the role of talent as leaders, transforming the paradigm of leadership from mere entertainers to individuals of exceptional caliber. This tendency is observed not just globally but also in Malaysia, representing a recent development. Celebrities, through their participation in politics, humanitarianism, human rights, and social critique, raise awareness about global and current issues at regional, national, and global levels. Presently, celebrities prioritize leadership duties and assume the role of advocates for the global community in addressing social, community, and political matters, thereby establishing themselves as leaders on the agenda. Celebrities often perceive themselves as leaders in the realm of leadership as well as in their role of representing the international community through their commitment to social and political matters (Aziz, 2022). The concept of "celebrity leadership" is not a novel notion; however, it emerged and garnered societal acceptance and critical recognition throughout the latter part of the 20th century and the early years of the 21st century.

The advent of mass media and social media has facilitated global access to the realms of entertainment and sports, creating the perception that celebrities can attain global renown and play a role in driving transformative change, as explored in the realm of leadership. As a result of their widespread recognition, numerous celebrities have attained prominent positions as influential figures in support of diverse causes, with a subset even participating in political and community leadership endeavors. The election of well-known individuals like Donald Trump and Vladimir Zelensky (Ukraine), who were both elected as presidents of their respective countries, has sparked the resurgence of a long-running discussion on the participation of celebrities in democratic politics (Archer & Cawston, 2020).

The effect of celebrities as political leaders and community-based organizations as leaders has a significant impact on the self-presentation of traditional political actors. The observed pattern indicates that political actors are adopting a leadership style that resembles that of celebrities, which can be referred to as a celebrity political endeavor (Berenson & Giloi, 2022). According to Maja (2016), popular culture and entertainment have a direct influence on the platforms and communication strategies used by political actors. The increasing fame and prominence of celebrities in both community and political spheres have led to the emergence of novel conceptual frameworks. It denotes the act of utilizing one's celebrity position to acquire leadership and authority. The phrase in question pertains to the emergence of celebrities as political personalities and leaders and their consequential influence on culture and society at large (Berenson & Giloi, 2022). Celebrity leadership in Asia pertains to the ascension of prominent individuals such as film stars, recording artists, musicians, or athletes to positions of political office or public governance. This issue is not limited to the West, and its prevalence is increasing in several Asian nations, including India, Philippines, Indonesia and Pakistan.

When examining this issue from a historical perspective, it becomes evident that a leader's effectiveness in executing their responsibilities is contingent upon their possession of political acumen and comprehension of effective leadership within a nation (Awamleh & Gardner, 1999). The primary purpose of a political institution is rooted in leadership, and leaders must possess strong statesmanship skills and should not delay their actions until they receive their rightful rewards. It is imperative to acknowledge the significance of leadership, as it serves as the foundation for political leadership (Helms, 2012, p. 8). In order to understand the importance of influential celebrities in society, scholars scrutinize their participation in political and community-based organizations. Nevertheless, they frequently experience marginalization and exclusion from diverse domains, such as politics, governance, and academics. Despite their equal rights, they are unable to assume leadership positions. Certain celebrities demonstrate a natural ability and strong inclination to enhance their skills in leadership, perceiving themselves as agents of change for society's improvement.

The utilization of celebrities as political campaign agents serves to incite public debate. During the 1950s, celebrities in American culture declared their desire to engage in politics as a means to acquire power and status. Mills (1957) offered a critique of the role that celebrities played in this context. The emergence of this phenomenon has been subject to criticism due to the involvement of a cohort of celebrities in politics. These individuals have been accused of integrating politics into the entertainment industry, prioritizing appearance and performance over the ability to govern (Meyer, 2002). This approach has been argued to result in political leadership that lacks balance and favors the affluent and influential (West & Orman, 2002). According to Archer et al. (2020), the participation of celebrities in democratic politics is perceived as problematic due to their possession of a significant degree of epistemic authority, which is not necessarily linked to their relevant expertise. The authors highlight that this presents a difficulty for deliberative and epistemic understandings of democratic legitimacy, as both theories fail to consider this particular type of authority. This issue poses a challenge for any democratic system that aims to achieve the objectives outlined in these theories, since it presents an extra barrier that societies must surmount in order to actualize these values.

While there exists a theoretical or descriptive conversation regarding celebrity politicians (Wheeler, 2013), numerous empirical studies have examined the role of celebrities as leaders, their interpretation of leadership, and the impact of various factors on voters' attitudes towards celebrity political leaders. The presence of inexperienced and unprepared celebrities as leaders has resulted in a lack of necessary abilities among political celebrities to effectively carry out campaign work and other activities, hence contributing to the present dynamic leadership changes.

One of the inquiries is about the strategies that a political party can employ to leverage the influence of political celebrities over an extended period of time. These celebrities have been adopted by political parties and subsequently nominated for elected office in order to maximize their celebrity power. According to Wheeler (2013), celebrity culture has a tendency to attract a larger number of admirers and elicit admiration from audiences compared to partisan political broadcasts. Additionally, it has the potential to develop captivating content that can capture the attention of a wider audience. Certain celebrities may possess creative abilities that are often undervalued and susceptible to exploitation for the enduring benefit

of a political entity. However, according to West and Orman (2003), the emergence of celebrity leaders in politics has diminished the significance of conventional political abilities like negotiation and compromise. Additionally, it has been argued that the involvement of celebrities in politics has the potential to undermine representative democracy and simultaneously undermine the accountability framework.

In Malaysia, celebrity leadership extends beyond political party leadership and encompasses involvement in community-based organizations. Celebrities in Malaysia often form foundations or serve in non-governmental roles to contribute to the community.

A significant number of Malaysian celebrities participate in volunteer work and community service on a regular basis. This phenomenon occurs due to the participation of celebrities in volunteer and community service activities, driven by their personal interest in a particular subject and their desire to serve as role models for their fan base (Sern, 2018). Celebrities frequently engage in partnerships with non-governmental organizations (NGOs) in order to provide assistance to particular causes and initiatives that seek to raise awareness within the community and among young individuals, as well as influence event attendance. According to Abdullah Sahimi et al. (2018), collaborations with celebrities frequently elicit favorable reactions and draw attention to the endeavors of these entities, facilitating the attainment of their goals. One example of a community-based organization is IKRAM Malaysia, which is a renowned humanitarian institution committed to delivering aid, education, and empowerment to individuals who are economically disadvantaged and marginalized (Malik et al., 2018). According to Sern (2018), the aforementioned organization diligently endeavors to enhance marginalized communities through the implementation of several educational and social empowerment projects. These initiatives aim to unlock the preexisting capabilities of these communities and disrupt the perpetuation of poverty.

Community-based organizations (CBOs) have a crucial role in shaping and enhancing the general well-being of Malaysian society (Ming, 2023). According to Chinnappan (2021), these institutions often exhibit a strong commitment to advancing community development and addressing certain social issues. Community-based organizations (CBOs) function at the local level, offering assistance and resources to empower communities via the identification and resolution of their distinct needs and challenges. This empowerment contributes to the general socioeconomic advancement of the nation. A considerable proportion of Civil Society Organizations (CBOs) place a high importance on promoting the rights and well-being of marginalized groups in Malaysian society (Chinnappan, 2021). The aforementioned areas encompass addressing poverty, education, healthcare, and other pertinent domains. According to Chinnappan (2021), community-based organizations (CBOs) play a vital role in fostering civic engagement through the facilitation of community events, awareness campaigns, and initiatives aimed at encouraging active participation in social issues.

Communities often serve as intermediaries, promoting the exchange of information and participation between local residents and governmental entities (Sern, 2018). They have the ability to facilitate communication, articulate the community's issues, and advocate for the adoption of policies that have a beneficial effect on society at large. Celebrities, including Datuk DJ Dave, demonstrate a commitment to the preservation and promotion of cultural heritage, cultivating a sense of identity and cohesion throughout the Malaysian community (Sern, 2018). Their objective is to foster a knowledgeable, participatory, and resilient society in Malaysia.

This study investigates the participation of Malaysian celebrities in political parties and community-based organizations. It specifically examines their level of involvement, reasons for engagement, strategies employed, perception of leadership, influence on their followers, and the obstacles they encounter. Debates develop as a result of celebrities' low comprehension of the public, lack of sensitivity towards current events, insufficient public involvement, and their lack of skill as leaders in the celebrity realm. The research seeks to evaluate their aptitude for assuming leadership positions.

This study examines the role of Malaysian celebrities in leadership positions across political, practical, and community-based organizations, with a specific focus on their impact on participation and understanding. Its objective is to offer guidance to celebrities aspiring for leadership roles and to promote public understanding about the significance of celebrity participation in leadership. The study aims to understand Malaysian celebrities' perceptions and experiences of leadership roles in both political and community-based organizations.

Study Context

Celebrities have the ability to competently guide political parties and community-based organizations in democratic societies, effectively advocating for important issues and facilitating substantial societal change. Nevertheless, the effectiveness of these measures relies on the level of commitment, authenticity, and congruence with established institutions. A variety of events have influenced Malaysia's government. Malaysia experiences a growing level of diversity, encompassing both racial and political aspects (Aziz, 2022). Malaysia presents an intriguing context for observing the fragmentation of political parties inside the country, which are organised into several factions and rooted in community-based organisations characterised by dynamic leadership. Schedler (2013) posits that the electoral authoritarian system exhibits characteristics of both authoritarianism and democracy. Additionally, it possesses a multi-party system and conducts elections that are only marginally competitive. Schedler (2013) posits that the electoral authoritarian system exhibits characteristics of both authoritarianism and democracy. Malaysia operates under a multi-party system and holds competitive elections. It is characterised by a significant presence of celebrities in political leadership roles and community-based organisations. In the thirteenth general election, prominent celebrities affiliated with different political parties, which increased popular interest in national leadership roles. Community-based organisations have a distinctive leadership approach that encompasses both humanitarian challenges and proactive fundraising efforts.

Method

Research Design

The qualitative methodology is appropriate for comprehending the leadership experiences of Malaysian celebrities in political parties and community-based organizations. This approach takes into account the intricacies, motives, and difficulties involved while also addressing the socio-cultural milieu. The selection of the research approach must be based on the specific goals of this study and the associated research inquiries (Creswell, 2014). This study employs a qualitative research design. According to Merriam (1998), qualitative research aims to gain an understanding of the perspectives or experiences of people. This study uses qualitative research methods, such as interviews and focus groups, to examine the leadership experiences of Malaysian celebrities. The study specifically focuses on the socio-cultural, political, and organizational aspects that influence celebrity roles and the obstacles they face.

By adopting a contextual viewpoint, this study aims to provide a comprehensive understanding of celebrity responsibilities and the difficulties they encounter.

Qualitative techniques enable researchers to adjust to evolving themes and discoveries, making them well-suited for examining dynamic phenomena such as celebrity participation in political organisations and community-based organisations. This method encompasses subjective elements of leadership and enables the formulation of intricate leadership theories that are applicable to specific local circumstances. It offers thorough elucidations of social processes, unveiling inherent intricacies and contradictions.

Location of the Study

Malaysia's diverse nations, faiths, and civilisations shape its leadership experiences and responsibilities. The diversity in political dynamics, community structures, and socio-cultural norms between regions impacts the role of celebrity leadership within political parties and community-based organisations. Gaining an understanding of these dynamics helps place celebrity leadership within the appropriate framework of these organizations. The study seeks to examine the local leadership practices and perspectives in Kuala Lumpur and Selangor, uncovering differences in leadership styles, membership dynamics, and cultural attributes. The study examined celebrities who are professionals who travelled to the Klang Valley region. The Klang Valley functions as a supplementary urban hub for the majority of the main city's workforce. RTM (Angkasapuri), Kota Media, TV3 (Bandar Utama), Plaza Alam Sentral (Shah Alam), TV9, Studio Awesome TV, Unifi TV, NTV7 (Glenmarie, Shah Alam), Istana Budaya, Arena of Spice, Axiata Arena, Pavilion, Bukit Bintang, Mid Valley, Bangsar, Damansara Bandar Utama, Kota Media, and Astro host the majority of events in Bukit Jalil. Understanding Malaysian celebrities' leadership experiences necessitates contextual knowledge, enhancing the precision and practicality of research outcomes, and providing a nuanced understanding of leadership in diverse situations.

Participants and procedure

This study examines the influence of celebrities in leadership positions inside political parties and community-based organisations in Malaysia. It specifically focuses on how these celebrities interpret and participate with these groups, including actors, singers, athletes, and television personalities. Purposive sampling, usually referred to as purposely picked cohort of persons, demonstrates similar characteristics (Creswell, 2014). This study employed a deliberate sampling method to select highly knowledgeable celebrities who were actively involved in a specific phenomenon. The researcher used qualitative research to analyse and compare each celebrity individually. The study examined the perspectives of twelve Malaysian celebrities as political party and community-based organisation leaders, with a particular focus on their active participation in political and community-based organisations. Creswell (2014) suggests that a qualitative study should have a sample size ranging from four to ten people. According to Merriam (1998), the primary factor of significance lies not in the mere quantity of participants but rather in the ability of each respondent to actively contribute to the advancement of understanding and awareness of the phenomenon. This study conducted interviews with twelve prominent Malaysian celebrities who are affiliated with political parties or community-based organisations, either as members, ambassadors, or founders. The aim was to gain insights into their experiences in leadership roles. The researcher conducted the interviews because the celebrities shared similar characteristics, enabling a comprehensive understanding of their roles, contributions, and challenges.

Data Collection Procedure

This study used a variety of approaches to analyse and evaluate data on prominent figures who are celebrities and leaders in political parties and community-based organizations. The study consisted of a series of interviews conducted in three stages, including the identification of influential celebrities, the acquisition of consent from specific celebrities, and the selection of celebrities that would resonate with the target audience.

Starting the Interview Process

The researcher conducted interviews in celebrities' offices using purposeful dialogue, explicit permission, and audio recordings. The duration of the interviews was approximately one to two hours, during which the majority of participants remained occupied. The researcher fostered a strong rapport with the subjects and gatekeepers, inquiring further about follow-up questions. The researcher used field notes to capture ideas and impressions during the interviews.

Preliminary Transcriptions

The researcher conducted interviews at the workplaces of celebrities using purposeful dialogue, explicit permission, and audio recordings. The duration of the interviews was approximately one to two hours, during which the majority of participants remained occupied. The researcher fostered a strong rapport with the subjects and gatekeepers, inquiring further about follow-up questions. Throughout the interviews, the researcher recorded thoughts and observations using field notes.

Interviews

The researcher employs interview methodologies to investigate the motives, experiences, and perspectives of Malaysian celebrities occupying leadership roles. The researcher engages in individual conversations to delve into the intricacies of their cognitive processes and the difficulties they encounter inside community-based organisations and political parties. The semi-structured interview method provides a comprehensive understanding of leadership styles within political parties and community-based organisations. According to Sorrell, J. M., & Redmond, G. M. (1995), qualitative interviews, particularly phenomenological ones, should not be used to forecast behaviour or formulate theories. Comprehensive explanations of the interviewees' backgrounds provide fundamental accounts. The researcher uses inquiry and open-ended questioning approaches to examine the participation of celebrities in political parties and community-based organisations. This qualitative research enhances a comprehensive understanding of leadership phenomena. Interviews offer a range of viewpoints on the political affiliations of Malaysian celebrities and their experiences in community-based leadership. Theories, practices, and policies can benefit from this rich data.

Data Analysis

The researcher employs qualitative data analysis as a systematic approach to identify consistent themes, patterns, and trends in the leadership encounters of Malaysian celebrities. This technique entails the classification and encoding of data into distinct themes, enabling researchers to gain a deeper understanding of the underlying factors influencing leadership practices, celebrity perspectives, and their effects on an organisation's dynamics. The researcher can improve their interpretations and gain a more profound understanding of the

phenomenon by taking into account the informant's varied perspectives. Ultimately, the data is represented in various formats, such as diagrams, tables, and dialogues (Creswell, 2014). To address the research questions, the researcher conducted a data analysis. The researcher documented the interviews, converted them into written form, and marked the names of the participants. The researcher employed Colaizzi's descriptive data analysis methodology to investigate the leadership experiences of Malaysian celebrities inside political parties and community-based organisations. This qualitative study lays the groundwork for scholarly exploration and theoretical frameworks in leadership and organisational studies. To effectively convey their essence, the researcher enhanced the interviews by using emotional elements like laughter and non-observant facial expressions.

Analyzing the Data

This study employed manual analysis for qualitative research data as a result of the unavailability and high expense of acquiring the latest software. The researcher prioritized manual analysis to improve the process of obtaining findings and make them sound authentic. In cases where the database size is limited, often consisting of fewer than 500 pages of transcription, and the researcher possesses the ability to monitor the files, or when the researcher desires to physically approach the data and do manual analysis without reliance on computer technology (Creswell, 2014), data administration was conducted using a Microsoft Word processor. Creswell (2014) asserts that it is imperative to arrange all data in accordance with their appropriate classifications. Data analysis requires a process of continuous improvement and validation employing rigorous techniques such as triangulation, member checking, and peer debriefing to improve the reliability, validity, correctness, and consistency of study results.

Coding Process

The coding method is an essential component of qualitative data analysis used to comprehend the leadership experiences of Malaysian celebrities in political parties and community-based organisations. The process entails the systematic arrangement and categorization of qualitative data into cohesive units, as well as safeguarding audio recordings and subsequently examining them to extract underlying concepts. Coding is a crucial stage in Huberman and Miles's (1996) theme analysis. During this phase, the datasets are categorised into groups according to codes that will be utilised in the subsequent stage. The study investigates leadership participation using codes, which are precise descriptions of sentences that express ideas or significance. The codes describe how the participants' thoughts, feelings, or actions changed for the better. Celebrities also explain how they gained experience and participated. Finally, the researcher focuses on finding good solutions to problems by closely examining data patterns and other contextual factors. In accordance with Creswell's (2014) suggestion, the researcher endeavoured to reduce and consolidate the data, resulting in a final code list consisting of no more than twenty-five to thirty codes and five to six themes.

Saturation

Saturation in qualitative research occurs when the data reaches a point where it no longer offers any new insights. This implies that the data has undergone extensive exploration and collection to the extent of repetition, thereby reducing the likelihood of yielding any novel discoveries. A total of twelve individuals participated in a semi-structured audio recording session for the purpose of this research. However, the absence of new or original material led

to the assessment of the interview's effectiveness. This implies that the study has conducted interviews with a maximum number of individuals, and conducting additional interviews would not yield significant novel insights (Creswell, 2014). The researcher achieves saturation by analysing data related to the leadership experiences of Malaysian celebrities. This process allows for the acquisition of valuable insights and the development of meaningful interpretations. This ensures that ethical obligations are fulfilled, high-quality research is produced, and ethical benchmarks are maintained. Saturation plays a vital role in qualitative research as it enables thorough inquiry, enhances credibility, ensures rigorous analysis, promotes theoretical growth, and upholds ethical norms.

Validity and Reliability

Utilising qualitative techniques to examine the leadership experiences of Malaysian celebrities is essential to establishing credibility and reliability. Validity and reliability are fundamental principles in research, with internal validity, dependability, and external validity serving as crucial elements. By following these principles, researchers can enhance the validity and reliability of their research, therefore increasing the credibility and trustworthiness of their findings.

Trustworthiness

Trustworthiness is an essential factor in qualitative research since it directly impacts the validity, reliability, and authenticity of the study's findings. In order to assure the accuracy and consistency of the study, the researcher employed techniques such as triangulation, member checks, reflexivity, and peer review. The constant gathering and interpretation of data confirms these approaches, ensuring the findings accurately represent the experiences and viewpoints of the participants. To maximise the credibility and influence of the findings, one should adhere to these criteria.

Ethical Consideration

The researcher must possess a comprehensive comprehension of ethical quandaries and strictly adhere to the study's philosophical direction while upholding notable public standing. The researcher delivered a comprehensive elucidation of the research technique, acquired consent, and directed the celebrities to refrain from engaging in sensitive discussions. Privacy and secrecy are essential, and it is imperative that both researchers, celebrities, and data sources understand their intended use. The researcher communicated the study's results to the participants and notified Malaysian celebrities that they had the choice to withdraw from the interview session.

Results

Biographical Profile of the Participants

The study centres on twelve Malaysian celebrities from the entertainment and sports industries. The researcher classifies the industries into three categories: mainstream, social media, and independent. The research only included celebrities from the mainstream category. The majority of celebrities are between the ages of 38 and 74 and have extensive leadership knowledge and experience in the industry. For research purposes, the researcher substituted their real identities with pseudonyms, and the informants came from Kuala Lumpur, Malacca, Selangor, Penang, and Negeri Sembilan.

The informants had a wide range of educational backgrounds, spanning from high school graduates to celebrities with doctorates. All of them held positions and actively participated in their respective political parties and community-based organizations. All four individuals had experience as ambassadors, and each of them fulfilled the roles of a political party ambassador and a community-based organization ambassador. Most of the celebrities started as members and spokespeople, giving them chances to go for serious and prominent positions in political parties and community-based organisations. Table 1 exhibits the biographical profiles of the participants. The following table presents a succinct summary of the biographical details concerning informants who use pseudonyms.

Table 1
Biographical Profile of Informants

Informants	Gender	Age	Craft	Educational Standing	Experience in organization
IC 1	M	52	Producer, Director, Actor Singer, Comedian, Songwriter, TV Host, Screenwriter	Bachelor	21
IC 2	M	76	Singer, Composer and Actor	MCE	25
IC 3	M	46	Actor, Singer, Songwriter, Chef, Motivational Consultant, Lyricist, Entrepreneur	PhD	10
IC 4	M	53	Producer, Director, Actor	Diploma	20
IC 5	F	45	Singer, TV Presenter and Executive Director, Politician	MBA	10
IC 6	F	42	Producer, Director, Actor, TV Presenter, Screenwriter, Politician	Bachelor	10
IC 7	M	42	TV Presenter, Freelance Religious Speaker, Lecturer	Bachelor	10
IC 8	M	43	Actor, Politician	Bachelor	10
IC 9	M	50	Actor, TV Presenter, Comedian	Diploma	10
IC 10	M	49	Singer, Composer and Actor	Bachelor	10
IC 11	M	42	TV Presenter, Coach	Pursuing Master	10

Themes

The study identifies prominent celebrity utterances that are in line with the research topic. The researcher categorizes the themes into four sections: celebrity leadership, influencing factors, employed strategies, and challenges faced by celebrities in political parties and community-based organizations. Table 2 below provides a comprehensive understanding of the study's themes.

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

Charisma

This study investigates the concept of charismatic leadership among Malaysian celebrities, which entails integrating charm and leadership principles. Celebrities establish deep emotional and intellectual connections with their following, frequently participating in political parties and community-based organisations. Celebrities comprehend their assigned task and respond appropriately. According to a celebrity,

“As a celebrity, I am aware that celebrities possess charisma, which refers to their inherent ability to captivate attention and generate interest in the cause or political party or community-based organization they endorse. This can be extremely valuable for a political campaign or community event. Therefore, our messenger serves as an exemplary example of a celebrity. He possesses a charismatic quality that compels anyone to do whatever for him, much like Rasulullah s.a.w., which is why people choose to follow him. Rasul’s charm and charisma have the potential to motivate individuals to engage in volunteer work, donations, or grassroots initiatives. As a celebrity, I aspire to contribute as a leader, enhancing the influence of the organisation or party affiliated with them...”

The first of the celebrity informants elucidated the significance of their participation in positions of leadership. Effective leadership necessitates possessing charismatic attributes and emulating Prophet Muhammad as an exemplary leader. Understanding this renowned individual is crucial. The Prophet possesses distinctive attributes as a prophet, entrepreneur, warrior, national leader, and imam, akin to contemporary celebrities who bear numerous tasks and serve as community icons. These celebrities hold the belief that His prophet, the Messenger, possesses the capacity to efficiently execute all of its responsibilities. Being a celebrity, the individual firmly believes that his role in leadership is to assume the role of a caliph, which is the inherent goal of humanity on Earth.

Furthermore, the third informant, celebrity, emphasised the importance of charisma in his answer.

“Numerous celebrity leaders possess adeptness and charisma in the realms of management and communication, particularly in the contemporary era of social media. Through the sharing of personal anecdotes, behind-the-scenes insights into their lives, and instances of triumph, celebrities enable their audience to perceive them as relatable individuals rather than mere figures of entertainment. Celebrities establish stronger connections with followers who have similar interests by disseminating content that aligns with their interests and views in an organisation. Charismatic celebrities leverage their social media power to endorse philanthropic endeavours and contribute to their own communities. As celebrities, we use our influence to generate financial resources, advertise volunteer prospects, and showcase organisations that are effecting great change in the world, motivating our followers to actively participate and create a beneficial influence...”

Celebrities frequently take on the role of leaders in the age of social media because of their large number of followers and backing. Malaysian celebrities assert that their charm is influenced by the number of followers and likes they receive. They exhibit empathy, compassion, and endorse causes that are in line with their personal beliefs. They use their position to raise public awareness and advocate for change, forging strong bonds with their followers.

Empowerment

Empowering celebrities within political parties and community-based groups entails equipping them with essential tools, resources, and platforms to actively engage and make meaningful contributions to causes, campaigns, and projects. This requires collaborating with activists, politicians, and community leaders. According to a prominent celebrity,

“As celebrities, we can demonstrate leadership by exhibiting genuine concern for others and displaying exceptional diligence in communication. We are prominent celebrities who can serve as role models, setting a positive example for their audience. Irrespective of political or community affiliations, celebrities have the ability to inspire and motivate individuals through their drive. Empowerment through our actions and community projects serves as catalysts for the conversion of celebrities into effective political parties and influential figures within their communities. Celebrities have the opportunity to be empowered in several areas, such as public speaking, advocacy, media relations, and community organising, in order to facilitate significant and meaningful change...”

Empowering celebrities in political parties and community-based organisations allows them to actively contribute to the promotion of social, political, and humanitarian causes. They may utilise their platform, popularity and influence to create a significant impact on the world.

Family Connection

A political dynasty within political parties or community-based organizations refers to a collective of influential family members who wield authority or exert influence. Celebrity families have the ability to attract media attention, encourage political participation, and efficiently disseminate their message to followers convincingly. Four notable celebrities have referenced political dynasties in their endeavours as leaders. The concept of 'family connection' has brought attention to the notion that celebrities are regarded as leaders.

“In my opinion, familial ties can influence a celebrity's legacy and reputation, especially if they have a history of political participation or community advocacy. Familial ties can influence a celebrity's legacy and reputation, especially if their family has a history of political participation or community advocacy. Of course, while not universally present, certain celebrities may express their affinity for politics due to their familial involvement in the realm of politics and community-based organisations run by their families. Yes, the aforementioned legacy has the potential to enhance the credibility and prestige of the celebrity's endeavours, thereby garnering respect and recognition from both supporters and stakeholders...”

The families of celebrities frequently possess large networks and social connections, which can serve as important assets within political and societal domains. Family connections can offer celebrities a significant support system, opportunities to access resources, and a sense of collective purpose and identity within political parties or community-based organisations. These factors can augment their capacity to effectively contribute to the causes they are passionate about.

Exposure and Knowledge

In order to entice followers and earn their peers' respect, celebrity leaders must learn from other leaders by emulating and imitating them, conducting research on leadership principles, and understanding community concerns. Malaysian celebrities are aware of their knowledge, and exposure is the key element in capturing voters and followers besides their influential family members. Success relies heavily on the ability to make strategic decisions and have a comprehensive understanding of political processes. The first excerpts:

“In light of the fact that, it is my personal opinion. One who is capable of leading is, without a doubt, a leader. As a leader and celebrities are required to possess three things: experience, knowledge, and patience.”

To acquire knowledge, an inexperienced leader must be able to locate or receive a diverse array of pertinent work experiences. Celebrities who participate in political parties and community-based organisations must possess exposure and knowledge to effectively champion their beliefs, establish credibility and trust among their followers, and navigate the intricate socio-political environment in which they function.

Political Socialization

In Malaysia, the process of community and political socialization starts at an early stage in school and becomes more intense as students actively participate in the community. This process encompasses different cultural aspects and demonstrates a strong interconnection. According to Sapiro (2004), the period of adolescence is characterised by the emergence of attitudes and beliefs pertaining to politics, authority, and political control. There is minimal disparity between the manner in which celebrities assume leadership roles and the evolving behaviour of Malaysian celebrities as their leadership development progresses. One can have a deeper understanding of political leaders and many political spheres together with community-based organisations. The celebrities stated that politics has influenced them, which an excerpt:

“As a celebrity, I believe that celebrities who join political organizations due to their interest in politics may acquire knowledge about the complexities and issues of society through educational institutions such as civics and history. Celebrities' political identity and values are shaped by the process of political socialization, which has an impact on their viewpoints on various political topics and institutions. Therefore, I interpret this as the process of identification enabling individuals to provide support for causes that are in accordance with their internal values.”

Celebrities acquire the necessary information and abilities to effectively advocate for political parties and community organizations through political socialization. Political socialization is a crucial factor in facilitating the empowerment of celebrities, enabling them to assume effective roles as advocates and leaders within political parties and community-based organizations. This empowerment empowers them to make significant contributions to society and promote collective welfare.

Popularity and Influence

The popularity and influence of celebrities propel the progress of political parties and community-based organizations through the dissemination of messages, raising public awareness, and forging coalitions, thereby validating cooperative activities and amplifying their impact. The first celebrity has said that they influence to participate in politics:

“For celebrities, what I can say we can use our popularity and influence, as I can say, to sway voters to join a certain political party, or community-based organization. Additionally, popular people can use their influence and notoriety to raise money for good causes. Popular, influential and powerful celebrities can also influence the public's perception of political parties, politicians, and social concerns. Influential and well-known people can motivate their fans to get involved in their communities...”

Celebrities participate in political parties, and community-based organisations greatly benefit from their popularity and influence. These assets allow them to effectively utilise their platform to bring about positive change, gather support, shape public opinion, and take decisive action on significant social and political matters.

Career Transformation

Celebrity careers can be shifted towards politics or community engagement, offering a platform for advocating for preferred causes. Being a member of political parties or groups increases influence and has the potential to bring about significant changes. There are two viewpoints: the goals of political parties and the selection of celebrities to improve society.. The first celebrity has said that they influence politics.

“For celebrities, it is crucial to uphold their professional trajectory, particularly in terms of their name and brand. Establishing a reputation based on talent, popularity, and influence is a challenging endeavour, akin to the trajectory of a politician's career. However, celebrities possess two essential attributes: popularity and influence. Consequently, many celebrities, particularly those in the realm of art, aspire to become community icons and influential figures. Consequently, engaging in politics and philanthropy serves as a means to occupy ourselves as we progress in our careers, seeking greater significance and influence beyond our entertainment or professional achievements. Participating as leaders in politics or community work enables celebrities to exert direct influence on policy-making, social issues, and the advancement of their community. This also opens up new employment career or transforming whatsoever, opportunities for us as public figures...”

The choice of a celebrity to become a leader in political parties or community-based organizations is typically complex, influenced by a blend of personal motivations, ideals, and a commitment to effecting constructive transformation in society.

Religion and Spiritual

Celebrities frequently participate in philanthropic endeavours and benevolent deeds, as it corresponds with their religious duties and the promotion of communal well-being. While certain celebrities exploit religion for the sake of gaining popularity, others utilize it as a means to achieve their business objectives. Personal values and beliefs are influenced by spiritual networks, which encompass rituals, actions, and symbols. Adhering to these values enables the pursuit of common goals and advocating for specific causes. The third celebrity has clearly stated:

“As adherents of Islam and Muslim celebrities, it is imperative for us to actively engage in activities that promote a noble cause. This spiritual endeavor requires a profound level of dedication, as celebrities are also creations of Allah. Engage in community service by effectively conveying a positive message and utilizing their platform to advocate for religious harmony, tolerance, and understanding. By integrating religious or spiritual components into our positions of leadership, celebrities may attempt to cultivate enhanced societal unity and cohesiveness.”.

Celebrities often possess a sincere personal commitment to engage in community service and advocate for constructive transformation, driven by their religious or spiritual convictions. By becoming members of political parties or community organizations, individuals are able to effectively translate their beliefs into concrete activities and projects. The utilization of religion and spirituality as foundational elements for assuming leadership positions among Malaysian celebrities belonging to political parties or community-based organizations

exemplifies the intricate dynamics of culture, society, values, and individual motives within the Malaysian milieu.

Social Responsibility (CSR)

Celebrities have the ability to exert a constructive influence on society by participating in and advocating for corporate social responsibility (CSR) initiatives that aim to address social, environmental, and economic issues. Charitable organizations strive to promote economic development by uniting those with privileges and individuals facing disadvantages. The first celebrity has clearly stated:

“Many instances of celebrity leadership may be observed in various areas, such as CSR, Palestine projects, aiding the Rohingya, and boycotting specific items. Banyaklah dengan celebrity. actually, these initiatives serve communal and charitable objectives, with celebrities also being integral members of society. Our followers and admirers value our purchases of art. Your charity should prioritise supporting the community for the betterment of the community. Engaging in corporate social responsibility (CSR) initiatives has the potential to bolster a celebrity's brand and personal reputation. This demonstrates their dedication to social responsibility and has the potential to enhance their public perception by highlighting their commitment to effecting positive change on a global scale.”

Malaysian celebrities within political parties or community-based organizations utilize corporate social responsibility as a foundation for their leadership roles. This demonstrates their aspiration to utilize their influence for the betterment of society and make positive contributions to social change in their communities and beyond.

Role Model

Celebrities are highly intrigued by their fashion, lifestyle choices, and vocations, frequently linking themselves with commendable beliefs. Young people regard them as sources of inspiration, especially among teenagers, as they publicly display their lifestyles with the goal of imitating and influencing current trends. The initial celebrity expressed that his desire to serve as a role model primarily drove his involvement in community-based groups.

“For your information, celebrities have a significant role as societal role models, serving as exemplars or what we call role models, and it happens in several domains, such as music and film and fashion. In the context of charitable endeavours, the paramount consideration lies in the selection of an exemplary role model. You know about the power of Celebrities can leverage their influence to increase public consciousness on significant matters, galvanise backing for certain initiatives, and motivate others to engage in proactive measures. Celebrities who associate themselves with political parties or community organisations contribute to the credibility and visibility of those causes, enhancing their influence in the process...”

Celebrities frequently possess advantageous resources, like financial capital, influential networks, and extensive media platforms, which can prove advantageous for community-based organisations. Celebrities might allocate their resources to provide financial support to these organisations or to enhance the reach of their message through different means.

Strengthening Communication and Emphasizing Teamwork

Celebrities undergo script training to enhance the development of their characters and personalities, thereby bolstering their communication skills and ability to work well in a team. They are frequently selected as leaders, members of political parties, or community-based organizations. Participating in political and social affairs can earn respect and credibility, resulting in invitations to events or initiatives. Celebrities possess a captivating charm and exceptional leadership skills, which render them highly influential individuals. The sixth celebrity was enlightened by a comprehensive explanation.

“Seriously, when considering welfare and community-based organisations, my objective is to disseminate the appropriate ideals through educational means, thereby mobilising a team of individuals. In the realm of entertainment, collaboration is vital. On a serious note, without a team of celebrities, it becomes challenging to make progress. The essence of the entertainment industry and the corresponding expertise will seamlessly integrate with an unwavering determination. Therefore, the leader must ensure that they communicate at a deliberate pace with both the public and the team.”

Reviving the brand and image

Celebrities place a high value on establishing and promoting their own brand, leveraging their brand's power to increase the visibility of the products they endorse. Their prestige stems from their ability to uphold and safeguard their reputation, which distinguishes them from other forms of leadership. Frequently, celebrities engage in partnerships with brands to endorse their professions and ways of life. The primary celebrity source provided the following description:

“Let me tell you something...the branding and image of a celebrity possess the potential to allure voters, sponsors, and target demographics into engaging in charitable endeavours. The strength of a celebrity lies in their clean image and branding, which complement their track record, awards, and fan base, which can significantly contribute to their political and communal influence. We must establish a distinct brand identity to effectively communicate our image and brand to the public. This will enable us, as celebrities, to devise a strategic plan and prevent any potential forgetfulness.”

Engaging through social media platforms

The relationship between celebrities and social media is intertwined, providing influencers with the ability to impact geopolitical landscapes. Celebrities have the ability to draw attention to community issues, produce educational content, and serve as government spokespersons for initiatives such as security campaigns and economic issues. This can help them attract sponsors and gain a larger following. The first celebrity source has provided further elaboration on their astute viewpoint.

“Social media has always been crucial for people like myself, who are celebrities, to remain in touch and share information about our organization’s plans and activities with the public and our team. Our followers and fans will be my witnesses for our activities and will care to join me and my team.”

Creating Partnership

The leadership experiences of celebrity informants in political parties and community-based organizations show that the act of sharing techniques enhanced their resilience, dedication, and integration with leadership patterns. In addition, they established strategic alliances with influential individuals and NGOs, which involved significant commitments. The initial celebrity informant elucidates through verbal communication:

“Profit is the ultimate goal, necessitating its translation into marketing strategies. This partnership is good, and charity work must go hand in hand with the needs of the community that requires help. I can share my experience, for example, as an ambassador of a certain product, but my interest is in social work, specifically helping animals. So, as an ambassador, I can sponsor events or charity courses and work with celebrities.”

Public Acceptance and Perceptions

Celebrities express discontent with their leadership roles, perceiving them as mere gimmicks rather than authentic leadership positions. They often support political parties or politicians without understanding their goals. Celebrities assist community-based organisations in increasing public consciousness and securing financial support for charitable initiatives. This initial public figure articulates his thoughts and emotions through the medium of an opinion.

“It's challenging for me to become knowledgeable as a celebrity since people hold us in high esteem, but we need information to help us navigate our careers. Even though I am a famous preacher, I still need to expand my knowledge. However, people have a biased impression of me since they see that I am always studying and seeking out new information. It was not an easy task for me...”

Overshadowed by the past events

Celebrities with influential family backgrounds encounter difficulties in how society perceives them as a result of the impact their families have had on their psychological growth. Their families suppress criticism, compelling them to confront it directly. It is essential to ensure that their depiction is in line with the goals and values of their political party and community-based organisations. The first celebrity has explained this through his statement.

“The fact that my family is constantly more prominent than myself is, of course, a challenge. I find it challenging to assume a new identity. Our trademark is the family. A lot of people assume that I am riding on their coattails when they succeed, which is a big deal. Everything that happened boosted my career and made me a household name, which is both a blessing and a curse for someone like me who comes from an aristocratic family.”

Funding

Celebrities help community-based organisations raise funding for projects by using persuasive techniques to encourage people to contribute, attract community attention, and impart valuable leadership values. In addition, they engage with new employees, providing them with fundraising and sponsorship prospects. The initial celebrity to express in his statement: *“You know what to do to me. Financing is a significant obstacle. The celebrities put forth a lot of time and effort to locate sponsors and donors. Because money talks a lot—I mean, celebrities need to find it—because we are a source if we're in a group or party—or you need*

to generate opportunities and locate strong funding and sponsorship to operate programmes. As a leader, I am limited in resources, but I am capable."

Discussion

In a study done by Conger (1992), researchers aimed to establish a correlation between a phrase often associated with those who possess healing abilities, prophetic qualities, or exceptional skills. Weber's (1948) work provided a comprehensive definition of charisma as a descriptive term encompassing qualities that can be cultivated in several domains of leadership, such as military, religious, and political leadership. These qualities act as a foundation for effective governance. Weber's research was published in the scholarly journal *Leadership and Management*. One's charm can be assessed and acknowledged. Additional academics and experts persist in recognising the behaviour and associating its characteristics with this approach, asserting that charismatic leadership emerges from adversity and then stimulates, encourages, and invigorates followers in an organisational context. In this study, empowerment was recognised as the second leadership concept, following charisma. Empowerment significantly influences the concept of leadership, as demonstrated by Malaysian celebrities' experiences. These celebrities claim that empowerment can improve their leadership skills as versatile leaders. This is derived from the experiential knowledge gained through active participation, endorsement, and interaction with followers, which is then applied in the domain of celebrity leadership. Celebrities are able to assume leadership roles because they have the power to build outstanding personalities through decision-making, involvement in humanitarian activities, and engagement with authorities at many levels. This is made possible by the concept of leadership with empowerment. Understanding the concept of celebrity participation as leaders through empowerment enhances its importance and purpose and clarifies how celebrity leaders can effectively incorporate this concept into their practice and leadership style. Moreover, this notion of empowerment provides a unique outlook on leadership across time. The rationale behind this is that leadership in Malaysia involves not just taking on a leadership position but also taking responsibility for the welfare of individuals and resolving the difficulties faced by the general population, as well as the concerns of celebrities. Within Malaysian family principles, the coexistence of agriculture families, educators' families, business families, musician families, art families, politicians' families, and engineer families is a longstanding occurrence. Malaysian family ideals have always been linked to a variety of phenomena, including families with schoolteachers, families involved in business, and families with engineers. This specific family has resided in that location for a significant period of time. In Malaysia, it is customary for families to have experts working together at the same firm. Families of celebrities and political officials, on the other hand, frequently draw the attention of media cameras and pique the interest of their dedicated fan bases.

According to interviews with Malaysian celebrities, the dominant opinion is that family dynasties should be seen as a model for leadership. This belief is based on their observations of the current political climate in Malaysia and other countries. Celebrities prioritise political socialisation as the primary factor influencing their ability to take on leadership positions in government. The entertainment industry is marked by a notable prevalence of individuals who possess extraordinary talent and a strong desire for recognition. Nevertheless, it is important to mention that these individuals have also demonstrated a tendency for political socialisation. Early-stage education cultivates children's understanding of their responsibilities as leaders of political parties and enables their active participation in political

party activities and community-based organisations. Kezar and Eckel (2002) support this notion, stating that educational fields like economics and history, which encompass social sciences, have a vital function in promoting political socialisation within the community.

Leadership can manifest as either a personal characteristic or a communal endeavour; nevertheless, it requires the capacity to convince and exert influence over others (Yukl, 2002). Celebrities, who typically have a notable edge in terms of popularity, are well aware that individuals who have widespread praise within a community often rise to leadership positions within community-oriented groups and political factions. This encourages greater leadership participation.

Malaysia is home to a wide range of celebrities from various creative, religious, and athletic fields. Notable personalities in Malaysia encompass singers, actors, models, musicians, preachers, chefs, sportspeople, entrepreneurs, and influential figures on Instagram. Individuals' professional lives span diverse fields such as singing, acting, and directing. In addition, they participate in manufacturing operations and offer public relations and marketing services for food and beverage items.

Malaysian celebrities, as political party leaders, are influenced by three main themes. Three important aspects to take into account are job change, popularity and influence, and political socialisation. A person's reputation as a "celebrity" or "well-known person" may not ensure an easy route to winning over the public, even if they actively participate in politics. Certainly, the participation of well-known public personalities, such as celebrities, in the election campaign for the Malaysian state election (MSE) as well as the general election (GE), can serve as a captivating element that draws in viewers. However, there is no guarantee that the public will vote for the party, and the number of attendees is not a trustworthy predictor of the party's electoral success. The vast majority of international celebrities routinely assist those in need of financial support and actively engage in charitable endeavours. Malaysian celebrities share similarities with celebrities around the world. Three primary reasons explain celebrities' involvement as leaders in community-based organisations: their strong religious and spiritual convictions, their dedication to social responsibility, and their capacity to serve as role models for others. These three key considerations underpin their impulse to support a worthy cause and make a personal contribution to their country. These themes reveal the experiences of Malaysian celebrities and offer more clarification.

The Malaysian people's spiritual and religious practices are intrinsically linked to their cultural legacy. This text is contained in Malaysia's national constitution, the Rukun Negara. Taking into account those who support Rukun Negara, it is indisputable that a great number of celebrities are involved in community-focused initiatives. A person's steadfast faith in a higher power is an example of how religion and spirituality are inseparable. In reality, society constantly watches popular personalities. Some people decide to follow celebrities because they want to imitate their habits and acts. When people feel that famous people are not doing enough to advance the goals of their country, religion, or nation, they frequently refer to them as "change agents." Because Malaysian culture is so complicated and has such a strong hold on people due to its own traditions, rituals, and religion, it is essential that Malaysian celebrities work together to be role models for everyone. This is because religious beliefs, customs, and rituals play a big role in Malaysian society.

Celebrities' participation as leaders in community-based groups is impacted by a variety of factors, including religion and spirituality, social responsibility, and the desire to serve as role models. These three components mostly relate to an individual's obligation towards their faith, the societal community, and other humans. A brand can be defined as a distinctive

entity, such as a name, word, sign, symbol, design, or a combination thereof, that serves the purpose of identifying the products and services offered by a particular seller or group of sellers while also distinguishing them from those provided by competitors (Kotler, 1991, p. 442).

The proliferation of social media platforms has resulted in a pervasive presence of user-generated, distributed, and consumed material (Ho & Ito, 2019). The aforementioned phenomenon has given rise to novel patterns of communication (Melumad et al., 2019; Peng et al., 2018).

Malaysian celebrities claim in the study that their participation in political parties and community-based organizations is mostly motivated by the desire to obtain financial backing. These funds are obtained from sponsors or celebrities who are required to participate in debates and campaigns, thereby offering incentives to political parties and community-based organizations associated with them. As a result, these celebrities who represent these organizations have the chance to take on leadership positions. This funding is granted to provide incentives to political parties and community-based organizations that are associated with them. One perspective suggests that limitations on political funding serve as an additional tool employed by entrenched regimes to maintain their control over power (Schedler, 2013).

Malaysian celebrities should exercise caution when selecting political parties or community-based organisations to associate with, as members of the ruling party may use their fame to generate funds. This is particularly crucial for individuals aiming to assume leadership positions in Malaysia, as it has the potential to generate an unfavourable reputation among voters.

Conclusions

Malaysian celebrities have the capacity to effectively communicate various leadership styles, but they need guidance and training from established political parties and community organisations to achieve accepted leadership positions. This study evaluates the leadership involvement of celebrities in political parties and community groups, illustrating that the degree of participation and engagement varies among participants. Gaining an understanding of how celebrities view leadership and style provides significant insights into broader societal implications. This study investigates the leadership positions held by Malaysian celebrities in community-based organisations and political parties. The aim is to augment the current reservoir of knowledge on leadership by integrating theoretical frameworks and applying them in real-world contexts. This study looks at the factors that influence celebrities' leadership experiences and self-perceptions. However, the evaluation of reliability could be impacted by subjective criteria such as the ages of participants and variances in social circumstances. The study utilises qualitative research methodologies, but its capacity for generalisation is limited due to the subjective character of human interpretation.

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