

## **Lifestyle of Student Celebrities (Phenomenology Study of Hedonistic Lifestyle and Public Relations of Celebrity Students of Universitas Brawijaya Malang and Factors Affecting)**

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**Abstract:** The phenomenon of Malang Brawijaya University students becoming many celebrity students, namely students whose duties besides studying at tertiary institutions also work as celebrities such as models, singers, endorsements, celebrities etc. This study aims to find out how the lifestyle of Malang University of Celebrity Students, the causes and impacts. This study uses a qualitative phenomenological approach that is described descriptively with data sources consisting of University of Brawijaya Malang celebrity students who have a Hedonist lifestyle and Public Relations. Data collection techniques in this study were observation, interviews, and documentation. The subject selection technique used was purposive sampling and snowball technique. The research subjects were 10 celebrity students from various faculties at Brawijaya University Malang. The validity of the data in this study uses source triangulation techniques, and data analysis uses Milles and Hubberman's interactive analysis. The results of this study indicate that the first celebrity students of Brawijaya University of Malang tend to behave in a hedonist lifestyle which is interpreted as a tendency for a luxurious lifestyle, full of fun for example by compulsively shopping with a high enough frequency. Malang University of Malang celebrity students who live in a hedonist lifestyle spend a lot of time shopping as a reliever of boredom, glamor, as a separate satisfaction and associate more with people who share the same hobby in many ways. Shopping becomes a picture of consumptive behavior that is difficult to change. Factors that cause the hedonic lifestyle of UB Malang Celebrity students include: (1) luxury lifestyle, (2) the influence of the family, (3) advertising, (4) following the trend, (5) the number of shopping centers, (6) the influence of social environment. The second lifestyle of public relations means cutting-edge thinking in the world of promotion to the conclusion that in celebrity-based, celebrities help in the formation of the identity of contemporary consumers. In consumer culture, identity is the backrest of the "fashion accessory". The face of the new generation is known as the new generation that is known as the children of the next generation. Which is more thought to be formed through the identity inspired by celebrities, the way they surf in cyberspace (the internet), the way they change clothes for the streets. This means that celebrities and their image are used for moments to help consumers in the identity parade.

**Keywords:** Hedonist Lifestyle, Public Relations Lifestyle, Celebrity Student.

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### **1. Introduction**

Change can be interpreted as a process of change in various social aspects in people's lives that occur within a certain period [1]. These changes actually also occur with the pattern of community life in the future. Modernization has changed many lives in this era. The development of the needs of human life which is triggered by the progress of science and technology continues to change from time to time. The more needs of human life, the more demanding an increase in lifestyle (lifestyle). Lifestyle is a characteristic of a modern world, or commonly called modernity.

Lifestyle is a person's behavior which is shown by their activity of interest and opinion especially related to self-image to reflect their social status. Lifestyle is a frame of reference that someone uses in their behavior and consequently will form certain behavioral patterns. Especially how he wants to be perceived by others, so that lifestyle is closely related to how he forms an image in the eyes of others relating to the social

status that he bears. To reflect this image, certain symbols are needed that are very influential in influencing consumption behavior. The phenomenon that appears is social stratification, a social structure consisting of layers, among others.

From the top layer to the bottom layer in the structure of modern society, Social status must be achieved (achieved), And not because it was given or based on lineage (ascribed).

As a person's social status is a community appreciation for the achievements achieved by someone. If someone has achieved a certain achievement, he deserves to be placed in a certain layer in his society. Everyone is expected to have the same opportunity to achieve achievements, and give birth to competitions to achieve it.

A person's lifestyle shows the image that he wants to be perceived by others to show someone's status in the community, in this case the internet has a big influence on urban society, especially in people who are using a lot of internet facilities such as students, workers, online merchants and others. Therefore, it will also influence the lifestyle of the person. Information technology plays a very important role in making things efficient, both in the present and in the future, with the aim of achieving maximum efficiency and productivity. Of course it cannot be denied anymore, that information technology does play a role in increasing efficiency.

The pattern of life that is considered worrying is, the consumptive lifestyle that leaves a productive lifestyle. Consumptive is usually used to refer to consumer behavior that utilizes the value of money greater than the value of production for goods and services that are not a basic need [2]. Teenage girls spend more money on performance needs such as clothes, cosmetics, accessories, and shoes. More market conditions aimed at women and the tendency of women to be more easily influenced to encourage women to be more consumptive than men. Consumptive behavior mostly carried out by women. Women have a greater tendency to behave consumptively than men. This is because female consumers tend to be more emotional, while male consumers are more reasonable. Women often use their emotions in shopping. If emotions have become the king while so many desires, then what happens is they will become royal buyers.

Someone who has a pattern of excessive spending that is done continuously by spending so many ways, time and money just to buy or get items that are desired but are not always needed in principle by himself, commonly referred to as "shopaholic". Shopaholic is someone who is unable to resist his desire to shop and shop so that he spends so much time and money to shop even though the goods he buys are not always needed[3].

The number of celebrity students with a hedonic lifestyle and public relations can be seen in terms of appearance and way of getting along. Celebrity students who have a hedonist lifestyle and public relations lifestyle always look attractive, wear branded fashion, follow the development of the era very quickly, and have a standard of middle to upper life.

This research is considered important by researchers because researchers want to see how the lifestyle of celebrity students (hedonists and public relations), the factors that influence it, and how far the impact of the lifestyle of hedonic celebrity students and the lifestyle of public relations[4]. then in this study the researchers drew the title "Lifestyle of Student Celebrities (Phenomenology Study of Hedonic Lifestyle and Public Relations) Celebrity Students of Universitas Brawijaya Malang

## **2. Research Methods**

The location of this research was conducted in Malang Brawijaya University. Researchers were interested in knowing how the lifestyle of celebrity students of Brawijaya University Malang. This research uses a phenomenological qualitative research method with descriptive analysis. Qualitative research means a research procedure that produces descriptive data in the form of written or oral words from people and observed behavior. Data can be obtained through the process of observation and interview[5], then processed into words that are easy to understand. Research Data Sources, through observation, interviews, documentation, and so on. Primary Data Sources, researchers by exploring the original source of respondents. Data obtained through interviews and direct observations in the field. Primary data sources in this study are students of Malang University of Malang who have a hedonic lifestyle and public relations. and secondary data, this data in the form of books, journals, and photos of activities taken during the research. And Secondary Data Sources In this study, researchers used several data collection techniques namely, observation (observation), interviews (interviews), and documentation. In this study, researchers used participant observation because the researcher was in a state of the object being studied. Researchers are in that place, to obtain valid evidence in the submitted report. The interview technique is done by making interview guidelines that are in accordance with the problems that will be used for question and answer with respondents. The type of interview the researcher uses is an approach using general interview instructions.

The technique used in sampling in this study is purposive sampling which is a technique that aims to capture as much information from various sources [6]. The selection of respondents is done purposively and

snowball techniques, where respondents are chosen based on characteristics that meet the conditions set by the researcher, then the researcher obtains new respondents based on information from previous respondents. Initially the researchers chose 5 respondents to study, then 5 of the respondents suggested researchers to make friends who meet the requirements as the next respondent. Data validity in qualitative research is an attempt to increase the degree of data trust. In this study the validity of the data used is the triangulation method.

### **3. Result and Discussion**

10 informants can then give an idea to represent all celebrity students of Malang Brawijaya University. Lifestyle of celebrity students is students who behave and have a lifestyle like celebrities. In other words, royal behavior, fashionable behavior, and celebrating behavior or celebrating the transition of the life development of someone who is carrying out academic activities at the college level.

Based on the observations and analysis of researchers, it is known that the research informant building his image into a celebrity student is not instant. That is, by joining communities that support their talents and interests in becoming celebrity students. As stated by Chikal, "Yes, there used to be a school which now is an agency. So, if you go to an unfortunate agency, you must go to school first, then continue to be trained when you are new to the agency. But if Putri Kartini is not yet pro-modeled. so it's a trial for learning (Interview on 12 October 2018) "

The same thing happened to Revy who said that:

"At school, first I sang and theater first. First time participating in the competition, it continues to grow so that the community finally enters the group and is known (interview on October 9, 2018 " "

As experienced by Chikal, one of the celebrity students who said there was a change in her life that is behaving and having a lifestyle like a celebrity. Here are the results of the interview:

"At first I joined the model since high school class 2 wanted to go up to class 3, at that time each photo was old. That is to say my friend is short, I'm so tall that in the end why don't I join the model, there might be potential. It turned out that when I first joined the model, I just knew that there were a lot of aspects that needed to be maintained, starting from health, height, and weight had to be stable while I was not a typical person who cared about those things. Especially I used to be a sporty child like now I have to take care of the image too right. Because now it has titles (Interview on October 12, 2018)

From the results of the interview we got information on the lifestyle of celebrity students by guarding fashion, and body posture. In other words, he must protect his appearance because of the demands of his hobby and image as a model. This is consistent with the opinion of Esther (2015) that a celebrity must maintain their appearance or image in public. Maintaining the image and appearance can be proven several celebrity efforts before carrying out public activities. The form of a celebrity's efforts before appearing in public is always trying to look neat and make up, try to be in a stable emotion and ask for management's opinion for his appearance and image. Chikal also added "

"Oh no. If I might be the one who changed more to the way of sitting, I used to be cynical because the person isn't homey. Then my nails didn't have as good nails now. My nails were just an ugly box. So like things that I trivial so important now. If you have long nails, you just need to cut it, but after getting to know the model, you need to be lifted off your dead skin. If you only make your own hair, but if you keep nailing your face, go to the salon (Interview on October 12, 2018).

Changes in student lifestyles such as Chikal become celebrity lifestyles in line with changes in mindset, behavior and experience experienced by informants. So it can be said that the lifestyle of celebrity students has a significant impact on social life, both positive and negative. The development of social change in society indirectly changes the lifestyle of celebrity students. Lifestyle behavior of celebrity students is a phenomenon for Universitas Brawijaya students today. In the theory of changes in society is often questioned about the difference between social changes and cultural changes, as well as the lifestyle that is lived. Such differences, depending on the existence of a definition difference between the notion of lifestyle of celebrity students of each informant. The findings of research on the lifestyle of celebrity students refer to the dimensions of activity, interest and opinion (AIO) (Sunarto in Silvy (2009: 93). Activity dimensions are seen from work, hobbies, shopping, sports, and social activities. (interest) consists of food, media, fashion, family, recreation, opinion dimension consists of themselves, social issues, business, education, and products, I will explain one by one about the findings related to the findings. research in the field.

First, Activities (activities) are expressing what someone is doing, what products are bought or used, what activities are carried out to fill spare time. Although these activities can usually be observed, the reasons for these actions can rarely be measured directly. The majority of celebrity students of Universitas Brawijaya have activities like those done by celebrities in general such as products that are usually bought and activities

that are done in spare time. This is like the statement of Cindy Clarissa's informant that I interviewed, the following interview excerpt:

As a person who wants to be a popular artist, I realize that I have to get fit for it, and the earliest thing to do is dress. I like to wear clothes or dresses that are branded enough to have classes, such as H&M, Zara, Ada, Nevada, Polo, and their classmates. Including the bags that I used, including Les Castino and Miniso. I also like using Guess watches, and Maybelline and Emina's Make up support. Sorry, it might sound like that ... but for me, this is a career requirement that I must fulfill. (Interview on 18-18-2019)

"When I'm tired of routine, then I prefer to hang out at Labore, Bukit Delight and some cafes which for me are prestigious enough to just relax with my friends. Certainly not beautiful when I hang out in ordinary cafes that grow a lot on the roadside in general, because I am afraid to reduce the image of artistry that I am building (Interview on 12 October 2018 "

Student activities such as buying cosmetic products, clothes, bags and shoes and spending free time in prestige places identify that UB students have a lifestyle like celebrities. According to him, to support the water and appearance must also pay attention to clothing brands and classy places of activity as well. One form of lifestyle is Public Relations and Lifestyle (in Idi Subbandy, 1997: 56) which describes the formation of celebrity identities by the way they surf in cyberspace (the internet), the way they change clothes which means their image is used to attract consumers and the formation of a celebrity identity.

This activity is a characteristic of students in their daily lives. With the identification of student activities that were used as research informants, the researchers were able to classify Cindy Clarissa as a celebrity student lifestyle. Celebrity student activity can be measured also through indicators of hobbies, work, social events, holidays, entertainment, and membership of associations.

In the membership of the association, Cindy Clarissa also joined the community incorporated in the Universitas Brawijaya Ambassador. Like the following statement

"The campus ambassador is like focusing on the community, the representative form of the kids, bro. For example, the rector needs us to welcome high school students who study tours. It could also be the MC at campus events sometimes also get invitations from other groups so, for example the other campus ambassadors we are invited to continue to come. often sis, can coffee three times a week. In fact it actually brings us closer. Initially also one year, I happened to join the campus ambassador in 2018, well, this will end in 2019 (Interview on October 12, 2018).

Likewise Chikal experienced membership in associations at the events that followed, as follows

"When I first graduated from college, Ms. Yu was poor. Then Miss Batik, the last one is East Java Batik. The finalist stage, the last one at the Batik Ambassador can be representative of two (Runner Up). It depends. For example, Miss means that the solo doesn't have a partner. But if the new Putra / Putri Batik Ambassador is there or you, Kakang Ma'am. So, yes, we have a new community at the Duta Batik event with Kakang Mbak. (Interview on October 10, 2018).

Cindy Clarissa also added that activities carried out in her spare time were to participate in activities related to entertainment. The following interview excerpts.

"Because in FIA it has more green hours, Sis. So yeah fill in spare time and produce. Continue to add friendship relations. Get to know a lot of people, from MC, designer, MUA. They also need a model for arranging their clothes and make up. (Interview on the date (Interview on 11 October 2018)

The same thing was said by Cindy Clarissa:

"Oh, I set the schedule, sis. For example this week, next week may not necessarily be there. So if it's free, I can do it 3-4 times a week. If in UB, because the lecture is still full, so it's worth the time to take part in the show. Followed by talents on TV shows, so they were casting like Tell End on Trans TV and then ever filled up the laptop Unyil and had played movies to become a extras in the movie "Yowes Ben 2, then became his flight attendant. Most like that, if it's free time (Interview on October 11, 2018).

Second, Interest (interest) expresses what interests, likes, interests, and priorities in one's life. Related to this, one of the research informants, Revi Repong, a student of Communication Studies at the University of Brawijaya, stated:

"Because it is my interest to develop my potential since high school and as an effort to develop the potential that exists within me. Because I have that potential. It's a shame if it isn't developed. Indeed, interest in being an announcer is also instant. Was offered a friend for the broadcast then finally continued. On the radio, at first the first internship or school for four months continued to feel suitable, and finally continued until now. If the MC is also asked for please fill in the event nurusak yes because of the talent finally until now. I don't have a public speaking school or table manner school. Just flow. Back in high school I started singing to the theater (Interview on October 9, 2018).

Revi Repong focuses on preferences and priority. Interest is Revi's personal factor because the desire to become a celebrity student stems from his own desires. Lifestyle shows more how individuals run their lives,

how to spend money and how to use their time. In addition, priorities in Revy's life make celebrity the main job after graduating from college. The following interview excerpts:

"Yes. Very possible. That is my choice. Because for now it's quite profitable for me (Interview on October 9, 2018).

Similarly, Cindy Clarissa made a program into a job after graduating from college. The following interview excerpts:

"Maybe there is sis. The problem is that my lecturer is a former model. But yes, until now he is still a judge for modeling events, a jury of ambassadors, public speaking teacher. In my opinion, college increases our selling power. It could be hell sis, yes because it was profitable earlier. Besides, the work is not seen from the graduates, bro (Interview on 11 October 2018).

From the two informants above shows that the lifestyle of students of Universitas Brawijaya, Cindy Clarissa and Revy Repong is a lifestyle of celebrity students with a factor of interest arising from exploring their own interests and talents.

Third, Opinion (Opinion) is around the view and feeling of someone in responding to global, local moral, economic and social issues. Opinions are used to describe interpretations, expectations and evaluations, such as beliefs about the intentions of others, anticipation regarding future events and weighing the consequences that reward or punish alternative course of action. The opinion questions ask the views and feelings of informants on various topics of events that take place in the surrounding environment, both local and international, economic, social and moral issues. In addition, a person's lifestyle reflects the person's whole person in association with his environment. It is lifestyle that illustrates the whole pattern of acting in a pattern of interaction of someone who possesses psychological characteristics. However, it is different from Chikal, one of the Brawijaya University students who has activities outside of lectures as a model.

In the modern world, lifestyle always defines a person's attitudes, values, class and social stratification. Everything is seen outside. Because the image that is displayed or the image that is reflected is always considered to define our existence. Lifestyle and ownership of luxury and branded goods for now is a form of self-actualization in order to be considered to be able to improve their social status in social life. So when each celebrity student in a community has a different tendency to view an interest in lifestyle and consumption behavior patterns is a natural and human thing to happen. The same is true for celebrity students. There are some celebrity students who do not hesitate to take care, exercise to make it look more attractive. As stated by Chikal

"If facials, once a month / two months. If the nails every six months. Hmm, it's usually there, but if I don't think too much, because from me, my genes are thin, so if LD / LP is not worried. Only with a height of 167 I had to raise the weight so that it would be ideal. So I diet to raise the body. I do squad. The one who squats like that. Sports alone. Gym is a risk, sis. Must be continuous. If it's not routine, then return to your original weight (Interview on October 12, 2018) For sports, just jog once a week. "

Lifestyle is a set of practices and attitudes that make sense in a particular context. Lifestyle is defined as patterns of action that distinguish between one another. As happened to some celebrity students who feel that having the ideal height to become a model so that he has more prestige compared to others. Lifestyle can help understand, explain, but not justify what they do, why people do it, and what they do is meaningful for themselves and others. This does not mean that lifestyle is concerned with everyone's life. Lifestyle is a part of everyday social life of humans in the modern world. Lifestyle means interacting in ways that may not be understood by those who do not live in modern society. The above statement refers to an understanding where consumption and lifestyle only occur or are experienced by humans or people living in the modern world. Starting from consumption which is the most basic human activity carried out by humans, then consumption is made as a means of meeting needs, until consumption is made as a means of fulfilling desires and which is done repeatedly by several celebrity students, which then refers to a lifestyle that is displayed by celebrity students of Brawijaya University Malang. To meet their needs, modern society has certain criteria for consumption.

"As a person who wants to be a popular artist, I realize that I have to get fit for it, and the earliest thing to do is get dressed. I like to wear clothes or dresses that are branded enough to have classes, such as H&M, Zara, Ada, Nevada, Polo, and their classmates. Including the bags that I used, including Les Castino and Miniso. I also like using Guess watches, and Maybelline and Emina's Make up support. Sorry, it might sound like that ... but for me, this is a career requirement that I must fulfill. (Interview: 07-18-2019).

#### **4. Conclusion**

Celebrity Students of Universitas Brawijaya, where the choice of make up, fashion, hangout, shopping, leisure time use, etc. is important and needs to be considered and considered. So the value of meaning and self-esteem makes something consumed becomes increasingly important in personal experience and social life of the community. This indicates that with the existence of modern society can form a lifestyle in a society. Lifestyle is

very functioning in interactions with ways that may not be understood by those who do not live in modern society. lifestyle of celebrity students, where in the lifestyle of celebrity students there are classes to determine prestige in choosing daily activities on campus such as how to dress. The upper class for example celebrity students prefer to wear branded clothes

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