

Celebrity Fandom, and the Emerging Form of the Hospitality Industry Interwind with the Luxury Fashion Labels in Delivering Economic Competitiveness

Heni Krisnatalia
{heni.krisnatalia.dosen@gmail.com}

STIEPARI Semarang, Jl. Bendan Ngisor, Semarang 50233

Abstract. This contemporary study aims to reveal how brands need attention in boosting the company's uniqueness. Touching on fashion today, not just costumes, clothes, or equipment but lifestyle. The study found a significant positive bond between the top fashion industry and celebrity fandoms and the expansion of hospitality brand awareness. Therefore it is concluded, it is necessary to take planned steps or raise a strong brand awareness of the Hospitality Industry which can develop successfully in the Indonesian market in the future because hotels have become the largest contributor to the country's foreign exchange. Furthermore, this study applies qualitative research methods based on comprehensive literature studies.

Keywords: Celebrity fandom, brand image, brand awareness, luxury fashion, lifestyle, hospitality, economic competitiveness

1 Introduction

Whether viewed as a prime necessity or something complementary only to the unnecessary style fringe, clothes are essential it can drastically alter our appearance either to realize that bewitching impression of being renowned or just covering our strip body. it's why then the style industry gets tons of flack lately. The growing number of fashionistas and wannabe divas has made it continually brewing to foster all buzz, be it on the enterprise side of the artistic work side. love it or not, the planet of favor is often so captivated we're just fascinated by the witchcraft scene from it. Aren't we solely a naive guy, with great care hooked into a deceptive appearance? Celebrities and Fashion somehow to become a typical combination. Both of them are inseparable.

Because the new millennium approached, we surprised about how the longer term of fashion in Indonesia. The domestic market has begun to point out a growing interest in runway fashion. We'd notice one of Indonesian Pop Divas "Syahrini" who emerged as a fashion and elegance trendsetter by wearing elaborate outfits either on her television shows or certain daily activities. Syahrini has officially never been a spokesmodel for Dolce Gabbana, Gucci, or Fendi. Yet, She is that the one among Indonesian Celebrities endorsing international brand into the country. Every product she used immediately became a shocking iconic piece ever. The facility of fame and her public image directly persuade viewers to imitate and provoke them to be her

followers. In further, they'll thoroughly become potential costumers toward its product brands. So, this was doubtless that celebrities wield enormous power in fashion circles and highly influential in brand recognition. Fashion designers acknowledge and indulge them and brand managers recognize their crucial role to brands and effectively cash in of the potential benefits.

Today, Fashion has developed tremendously to satisfy the changing need of the people. The continued trend seems to be that fashion labels became the patrons of major artworks. Fashion has not about costume, outfit, or gear but the essential elements of shapes created to make a pattern or decoration. Coco Chanel assume that Fashion has never been about clothes only.

Fashion is within the sky, on the road, fashion has something to try to with ideas, the way of life, and something that comes into view. Fashion is "Lifestyle". They focus totally on the idea of the experience and practically immeasurable and can affect many aspects of our life. Recently, there has been a visible shift within the luxury industry towards "lifestyle" consumerism. it's becoming increasingly common for entrepreneurs from dissimilar fields adopting the trend to transpose brands from other businesses to hospitality and Indonesia seems to be considered as a profitable spot into which to enlarge the posh fashion designer's hotel concept. Bvlgari possibly was the primary enterprise which has been crossover the brand through the sting of the style boundary to hospitality to enter Bali with one-of-a-kind boutique hotels. Subsequently, PT. Busan International has launched the "Love F Hotel" by using the world's first Fashion TV Brand. In further, Biz F Hotel and FTV Hotel and Resort Jimbaran were opened under an equivalent name. In short, the maneuver to transfer lifestyle branding is becoming extended. The firm struggles to exceed each other through diverse strategies experienced that striking from the disarranged of selling messages directed at the consumers and winning their attention may be a marked way of achieving competitive advantage (Ateke, 2013). a strong brand image which stalks from the excellence of a firm's upshot and therefore the hardiness of the firm's positioning efforts isn't only capable of attracting new customers to a firm; it also can encourage customers' loyalty, since everybody wishes to identify with a reputable brand of image.

1.1 Celebrity Fandom

Who are celebrities extremely? How celebrities can greatly influence public behavior? Why are they severely important and valuable to brands, especially within the luxury fashion? How these awesome characters are often incredibly affected by the brands they endorse? Celebrity is a name that is widely known by certain people and grabs the attention of the public and the media in their lifestyle [1], [2]. The term is equally synonymous with fame, fortune, wealthy, and successful implied with great allure, notable in a selected field, and is recognized to the community.

There's no argument for this. Famous figures such as Composers (ex. Erwin Gutawa, Purwatjaraka, Dwiki Darmawan, Addie MS) actors (ex. Fahri Ahmad, Tora Sudiro, Nicholas Saputra), actress (ex. Roro Fitria, Nagita Slavina, Titi Kamal), models (ex. Luna Maya, Christian Sugiono, Bunga Citra Lestari) Sports athletes (ex. Bambang Pamungkas, Meiliana Jauhari, Chris John) entertainers (Sule, Tukul Arwana) and Pop Stars (Syahrini, Krisdayanti, Gita Gutawa) but also for fewer obvious groups like businessmen (ex Sandiaga. S. Uno, BRA. Muryati Sudibyo, Chairil Tanjung, Martha Tilaar) or politicians (Joko Widodo, Yusuf Kalla, Aburizal Bakrie). Besides these, there are several fictional celebrities as Ika, Atung, and Bhin Bhin, the three mascots of the 18th Asian Games. Celebrities appear publicly in several ways. First, they seem public when fulfilling their profession ex. Chris John is loved by millions for

his amazing performance within the boxing fields. Furthermore, We will spot them when celebrities attending certain live events. Moreover, their appearance is straightaway visible in Billboard advertising and Videotron across the road or present in news, manga. Meanwhile, McCardle (2003) argues that "Fandom" is a "world" of fans and connoisseurs, especially fans of fantasy magazines and conventions." [3] Therefore, the authors assume that the fandom may be a group of psychedelians who have identical love or characteristics in terms of interest in something, such as: idolizing celebrities, or being defined more broadly, covering all leisure time, genres, lifestyle, and values. which is closely related to individual factors. Senses, attitudes, and behaviors in fandom are often varied from one to a different and may be considered as personal and intuitive. Soo-Jin Lee and David Scott provide us with the definition of celebrity fandom as "a state of profound attention and adulation toward a star that's expressed in feelings, attitudes, and behaviors." [4].

1.2 Brand Image

A brand is that the name, term, sign, symbol, design or the other feature that identifies one seller's products and distinguishes it from those of other sellers [5]–[8] it's an identifiable entity that creates specific promises of value; and is usually the foremost valuable asset a firm can own [8]. However, far beyond your company logo which underpins your company, usage, or commodities. The brand elements, such as the brand, signage, slogan, then on which portray the brand and reinforce consciousness of that brand as consumers encounter the brand that evolves in an incorporeal part of a brand is named a Brand Image. As we realize, possessing a virtuous initial presentiment is vital, extremely in commerce which then makes them targeting flourishing the eternal brand image as Keller (1993) spot that brand image is thus the consumer's perception of a brand and is measured because the brand associations held in consumers' memory [9]; it's the reasoned or emotional perception consumers attach to specific brands [10]. Herein we all know that brand image goes quite branding. "Branding is an effort to provide services and products with brand facilities" [11].

As has been stated within the previous, the image of a brand is predicated on associations that will be drawn thereto, and such associations are often created by the endorsers. The role of the endorser is to be framed in several from that of a presenter, who solely publicize product figure. Customary, a endorser presents the merchandise or service during a supportive worthwhile to a broad audience. it's believed that they (celebrities) "draw attention to the endorsed products" and they're ready to "transfer image values to those products by their celebrity profile and interesting attributes." [12]. Since the buyer tries to consume a brand that has the utmost suitable with his/ her own character/ resemblance. Endorsements also may increase the consumer's expectation for a product. this is often acquired by reflecting that some celebrities are successful, talented, and attractive partly due to the merchandise. Thus, the attribute of the endorser should be just like those of the brand, because the endorser should help in manifesting the credibility and trust of the brand. Positive brand image enhances the goodwill and brand value of a corporation, i.e. Indonesian professional boxer Chris John and Indonesian's male champion bodybuilder Ade Rai has endorsed Kuku Bima Ener-G drink. A top model and actress Tamara Bleszynski, who has endorsed for a broad range of brands, including Pond's Age Miracle, Lux Beauty Shower, Guess, KIA, Mazda, Samsung, Sogo, Kopi Luwak, Bio Fibra, Tamara Bank, Vaseline, Visine, Nivea, Altex, King Halim Jewelry, Tupperware, and icon of Glamorous and stylish Woman for Arantxa Adi Designer. A young multi-talented Celebrity who has brought his charm as a singer, actress, dancer, and model through several brands she endorses, such as New Era, Zinc Shampoo,

Greebel, LG KG 300 dan LG Livia, Honda Vario, Mobile CSL Blueberry, Clear Shampoo, Olay Natural White, and lots of more. If a firm fails to supply a positive and powerful brand image, it's going to directly or indirectly affect the consumers' decision making; as consumers may shift to competitors that provide a better experience.

1.3 Brand Awareness

Brand awareness has two defining aspects that are brand recognition and brand recall. Brand recognition is thus essential for a replacement brand; while brand recall is crucial for a well-known brand [8], [13].



Figure 1. brand awareness

Brand recognition reflects the proficiency of consumers to verify foregoing exposure to a brand, or the power of consumers to remember the brand when given the merchandise category, the requirements actualized by the category, or another sort of appraisal as a gesture [14]. a superb example is Lux beauty soap – the world's most iconic beauty soap ever which has had the widest brand recognition of any modern body skincare products in Indonesia. Lux design arrangements include logo, color, illustration, and even celebrity advertising on its product has established an easy bridge between novelty and inconspicuous also as consumer acknowledgment since the launched.

On the other hand, the consumer's' capability to memorize a brand is named brand recall [9]. it's a brand that directly getting to crop up in your mind once you believe something. In prior, once we discussed body soap then the primary word which will come along instantaneously is "Lux". This seems to be fairly reasonable because Unilever has become the leading company and therefore the only major producer in Indonesia before new products of other producers have entered the mass skincare market aisles at the time.

However, without brand recognition, there won't be any brand recall. Hence, the Lux brand has ensured that only the high-rank celebrities should certainly endorse their products. This is often because it allows marketers to market awareness for his or her brands and leverage on the recognition and fans following celebrities in keen on their brands. It can thus be stated that brand awareness is that the degree to which consumers remember the brand or are ready to recall the

brand from memory; and is measured through brand recall and brand recognition.

1.4 Fashion, luxury consumersm, and Indonesian Market

Market Kratz et al (1998) defined fashion as a cultural phenomenon because it associated with meanings and symbols thus is an expeditious mode of direct, communication [15]. "Fashion also adequate to that hairdo, cosmetics, accessories... and may encompass items which are completely haven't any reference to outfit" [15]. In short, the fashioned body may be a literalization of the wearers' personality, flavor, sexual preference, economic status, educational level, etc [16]. Status wont to be about the will of certain objects. Therefore, when the search for status is ever-more about "who I am" then the assignment becomes easier: improving your appearance otherwise you should just disappear. Within the mean solar time, the posh goods and apparel industry has rapidly expanded in recent years, driven by rising worldwide consumption, growing middle classes in emerging markets, and major strides in online retail sales and marketing. The implications for luxury consumerism are vast, as premium consumers intensify their quest to measure out and personify these ideals. A luxury brand or prestige brand may be a brand that a majority of its products are luxury goods. it's going to also include certain brands whose names are related to luxury, high price, or top quality, though few, if any, of their goods are currently considered luxury goods. Nowadays, luxury consumers are continuously moving forward, and that they tend to run after brands that are ready to accommodate their needs where and whenever they're willing to. it's not enough for a luxury brand to be purchase in its retail brand got to be good at thinking and skills to succeed in their customers globally. Wealth Report 2015 (WWR) released by Capgemini and RBC quote that the recent decrease of BRICs economy has made luxury goods brands and retailers progressively trying to find new standpoint and potential markets [17]. One such market in Indonesia, which forms a part of the new MINT countries, and is showing advantageous demographics, features a valuable geographical location also an as interesting economic opportunity for the posh goods industry. Worth at IDR 8.5 trillion (US\$707 million fixed exchange rates) at the top of 2014, the posh goods market in Indonesia ranked 29th out of the 32 countries covered by Euromonitor International's luxury goods research and accounts for fewer than 1% of the worldwide market. Awareness has been established during a slow entry pace but moving at a quick pace afterward that Indonesia is that the suitable spot where investment could enter and reside in the country. There has been an almost complete reversal of sentiment within the span of just a couple of years. Since Harvey Nichols abruptly abandoned the market in late 2010. Most of the main luxury brands have a presence in Jakarta: Hermès, Fendi, Mont Blanc, Max Mara, Gucci, Chanel, Dior, and Louis Vuitton, with the latter two, notably, operating directly in the country instead of through franchises.

1.5 Creative Talents Drive Fashion Brand Transformation into Hospitality Industry

Today, Fashion has developed tremendously to satisfy the changing need of the people. The continued trend seems to be that fashion labels became the patrons of major artworks. Fashion has not about costume, outfit, or gear but the essential elements of shapes created to make a pattern or decoration. Coco Chanel, assume that Fashion has never been about clothes only. Fashion is within the sky, on the road, fashion has something to try to with ideas, the way of life, and something comes into view. Fashion is "Lifestyle". They focus totally on the idea of the experience and practically immeasurable and can affect many aspects of our life. Recently, there has been a visible shift within the luxury industry towards "lifestyle"

consumerism. it's becoming increasingly common for entrepreneurs from dissimilar fields adopting the trend to transpose brands from other businesses to hospitality and Indonesia seems to be considered as a profitable spot into which to enlarge the posh fashion designer's hotel concept. Examples are various include the suites of Dior, Tiffany, and Bottega Veneta which are located in various St. Hotels.Regis; as well as Diane Von Furstenberg's rooms and suites at Claridge's in London; The 26 Le Notre Dame Paris hotel suites by Christian Lacroix; Imperial Badgley Mischka DesignerSuite in The Breakers, Palm Beach; Tortuga Bay Resort in Punta Cana by Oscar de la Renta and suites at the Baronial Schlosshotel im Grunewald in Berlin by Karl Lagerfeld which was a phenomenal 2005 venture with Emaar Properties based in Dubai. Armani agreed that Emaar could develop and operate the Armani branded hotel. Bvlgari possibly was the primary enterprise which has been crossover the brand through the sting of the style boundary to hospitality to enter Bali with one-of-a-kind boutique hotels.



Figure 2. Love F Hotel

Subsequently, PT. Busan International has launched the "Love F Hotel" by using the world's first Fashion TV Brand. In further, Biz F Hotel and FTV Hotel and Resort Jimbaran were opened under an equivalent name. In short, the maneuver to transfer lifestyle branding is becoming extended. The firm struggle to exceed each other through diverse strategies experienced that striking from the disarranged of selling messages directed at the consumers and winning their attention may be a marked way of achieving competitive advantage [18]. a strong brand image which stalks from the excellence of a firm's upshot and therefore the hardiness of the firm's positioning efforts isn't only capable of attracting new customers to a firm; it also can encourage customers' loyalty, since everybody wishes to identify with a reputable brand of image.

1.6 The Impact of Tourism, Especially Hotel Companies as an Essential Segment On the National Economy

Based on the information UNWTO (2015), international tourist arrivals have increased from 25 million globally in 1950 to 278 million in 1980, rising to 527 million in 1995, and 1,133 million in 2014. Similarly, international tourism revenue received by the tourism destination worldwide have jumped from US\$ 2 billion in 1950 to US\$ 104 billion in 1980, US\$ 415 billion in 1995 and US\$ 1,245 billion in 2014.

2 Discussion

Celebrities are name who are widely renowned during a given society and assigned a better degree of public and media attention in lifestyle [1], [2]. The term is equally synonymous with fame, fortune, wealthy, and successful implied with great allure, notable in a selected field, and is recognized to the community. Celebrities' culture is alluring. We as a society are hooked into celebrities. they need to make it within the worldview we are so entrenched in. I feel that when people follow celebrities, they're vicariously living through their idols, imagining what it might desire to be universally adored. The accessibility of mass media (written press such as "newspaper, magazine), audiovisual (such as: television, recorded videos), social media platforms (such as: Facebook, Twitter, and youtube), mobile devices (such as: iPad, iPhone, all Android and Smartphones) has made it easier for people to attach and socialize with their favorite celebrities with tongue planted firmly in cheek. It allows the fandom of the celebrities to attach each other and bond over their love and respect for his or her dearest star. We've got a robust bond to those celebrities' masterpieces and knowledge of emotional intimacy and deep connection to those individuals. We wish to know what they're performing on and when we'll be ready to buy their latest material. The word "Fandom" has defined as "the world of fans and enthusiasts, especially of fans of fantasy magazines and conventions." [3] Hence, the author assumes that fandom may be a group of psychedelia people that share common interests or characteristics towards something like a private celebrity, or more widely defined, encompassing entire leisure, genres, lifestyles, and values as a part of the individual factors. Senses, attitudes, and behaviors in fandom are often varied from one to a different and may be considered as personal and intuitive. Similarly, Soo-Jin Lee and David Scott provide us with the definition of celebrity fandom as "a state of profound attention and adulation toward a star that's expressed in feelings, attitudes, and behaviors." [4]. Meanwhile, Celebrities and Fashion somehow to become a typical combination. Both of them are inseparable. Kratz et al (1998) defined fashion as a cultural phenomenon because it related to meanings and symbols, this is an expeditious mode of direct, communication [15]. "Fashion also adequate to that hairdo, cosmetics, accessories and may encompass items that completely have no reference to outfit" [15]. In short, the fashioned body may be a literalization of the wearers' personality, flavor, sexual preference, economic status, educational level, etc [16]. Status won't to be about the will of certain objects. Therefore, when the search for status seems to be more about "who I am" than "what I have" then the assignment becomes easier: improving your appearance or disappear altogether. Yet, Fashion has developed tremendously to satisfy the changing need of the people. The continued trend seems to be that fashion labels became the patrons of major artworks. Fashion has not about costume, outfit, or gear but the essential elements of shapes created to make a pattern or decoration. Coco Chanel, assume that Fashion has never been about clothes only. Fashion is within the sky, on the road, fashion has something to try to to with ideas, the way of life, and something comes into view. Fashion is "Lifestyle". They focus totally on the idea of the experience and practically immeasurable and can affect many aspects of our life. within the mean solar time, the posh goods and apparel industry has rapidly expanded in recent years, driven by rising worldwide consumption, growing middle classes in emerging markets, and major strides in online retail sales and marketing. The implications for luxury consumerism are vast, as premium consumers intensify their quest to measure out and personify these ideals. A luxury brand or prestige brand may be a brand that a majority of its products are luxury goods. It's going to also include certain brands whose names are related to luxury, high price, or top quality, though few, if any, of their goods are currently considered luxury goods. Nowadays, luxury consumers are continuously moving forward, and that they tend to run after

brands that are ready to accommodate their needs where and whenever they're willing to. it's not enough for a luxury brand to be purchase in its retail. Brand got to be good at thinking and skills to succeed in their customers globally. Wealth Report 2015 (WWR) released by Capgemini and RBC quote that the recent decrease of BRICs economy has made luxury goods brands and retailers progressively trying to find new standpoint and potential markets. One such market in Indonesia, which forms a part of the new MINT countries, and is showing advantageous demographics, features a valuable geographical location also an interesting economic opportunity for the posh goods industry. Worth at IDR 8.5 trillion (US\$707 million fixed exchange rates) at the top of 2014, the posh goods market in Indonesia ranked 29th out of the 32 countries covered by Euromonitor International's luxury goods research and accounts for fewer than 1% of the worldwide market. There has been an almost complete reversal of sentiment within the span of just a couple of years. Since Harvey Nichols abruptly abandoned the market in late 2010, awareness has been building slowly initially, then during a mad rush that Indonesia is that the place to be, and investments are flowing in. Most of the main luxury brands have a presence in Jakarta: Hermès, Fendi, Mont Blanc, Max Mara, Gucci, Chanel, Dior, and Louis Vuitton, with the latter two, notably, operating directly within the country instead of through franchises. Recently, there has been a visible shift within the luxury industry towards "lifestyle" consumerism. Preiholt and Hagg (2006) acknowledged there's a similarity between luxury goods and therefore the land industry, and it's thought that this similarity enables the style designers and designers to launch new projects at the proper time [19]. Therefore, it's becoming increasingly common for entrepreneurs from dissimilar fields adopting the trend to transpose brands from other businesses to hospitality and Indonesia seems to be considered as a profitable spot into which to enlarge the posh fashion designer's hotel concept. Bvlgari possibly was the primary enterprise which has been crossover the brand through the sting of the style boundary to hospitality to enter Bali with one-of-a-kind boutique hotels. Subsequently, PT. Busan International has launched the "Love F Hotel" by using the world's first Fashion TV Brand. In further, Biz F Hotel and FTV Hotel and Resort Jimbaran were opened under an equivalent name. In short, the maneuver to transfer lifestyle branding is becoming extended. consistent with Sheila Khoeler, author and instructor at Princeton University, one among the explanations people are fascinated by a celebrity is an inborn curiosity to find out what makes celebrities famous, and our desire for fortune and fame. Due to this reason, the products that celebrities use, wear, or talk about always attract consumers's attention. Every product they used immediately became a shocking iconic piece ever. the facility of fame and their public image directly persuade viewers to imitate and provoke them to be their followers. In further, They'll thoroughly become potential costumers toward its product brands. So, this was doubtless that celebrities wield enormous power in fashion circles and highly influential in brand recognition. Fashion designers acknowledge and indulge them and brand managers recognize their crucial role to brands and effectively cash in of the potential benefits. Meanwhile, tourism has become a primary issue sector for Indonesia's economic growth along with the weakening role of oil and gas. Based on Passenger exit survey (PES) statistics, the number of foreign tourist arrivals always shows a fairly high progress. In 2017 there were more than 14 million foreign tourists, growing 16.7% from 2016 with the total amount 12 million tourists. This, as explained before will increase the country's foreign exchange earnings, by 15,240 million USD in 2017. This figure grew by 22.51% from the previous year. The average visitor expenditure per visit is USD 1201 per-visit as shows in the table 1.

Table 1. Number of Foreign Tourist Visits, Foreign Exchange Revenue, and Expenditures per-person, 2012-2017

Year	Foreign Tourist		Average Length of Stay (Days)	Exchange Revenue		Foreign Exchange Revenue per-person	
	Total	Growth (%)		Total (million USD)	Growth (%)	Per-day (USD)	Per-visit (USD)
2012	8,004.462	5.16	7.7	9,121	6.62	147.22	1.134
2013	8,802.129	9.97	7.65	10,054	10.23	149.31	1.142
2014	9,435.41	7.19	7.66	11,166	11.06	154.42	1.183
2015	10,406.75	10.29	8.53	12,226	9.49	141.65	1.209
2016	12,023.97	15.54	8.39	12,440	1.75	131.64	1.104
2017*	14,039.79	16.77	n/a	15,240	22.51	n/a	1.201

As we seen from the expenditure structure below, most of the revenue undergo from hotels and accommodation (42%), followed by restaurants (20%), then domestic transportation (13%), and the rest is for tourism services and souvenirs.

Table 2. Foreign Tourist Expenditure Structure 2015

No	Product Type	Value (Billion rupiah)	Proportion
1.	Hotels and other accommodations	68,093.4	42%
2.	Restaurants and the like	33,390.8	20%
3.	Domestic Transportation	21,967.8	13%
4.	Travel agents, operators and guides	3,681.1	2%
5.	Arts, culture, recreation and entertainment services	6,173.3	4%
6.	Other tourism services	1,211.3	1%
7.	Souvenir	7,407.5	5%
8.	Health and beauty	2,940.7	2%
9.	Non-food products	16,273.3	10%
10.	Agricultural products	2,589.3	2%
	Total	163,728.7	100%
	International transportation	11,986.0	
	Total Expenditures	175,714.8	

Source: Ministry of Tourism, 2015 (PES) [20]

This means hotels have become the biggest contributor to the country's foreign exchange earnings. It is clear that the emerging phenomena where the hospitality industry intertwined with luxury fashion labels will surely bring benefit for our economic balance. Many economic activities related either directly or indirectly, and ultimately lead to tourism services is mainly shown in the performance of hotel accommodation activities. Furthermore, it increases not only the demand for economic output but also expand the workforce extensively.

3 Conclusion

The firm struggles to exceed each other through diverse strategies experienced that striking from the disarranged of selling messages directed at the consumers and winning their attention may be a marked way of achieving competitive advantage [18]. a strong brand image which stalks from the excellence of a firm's upshot and therefore the hardiness of the firm's positioning

efforts isn't only capable of attracting new customers to a firm; it also can encourage customers' loyalty, since everybody wishes to identify with a reputable brand of image. Van der Veen pointed out: it's believed that they (celebrities) "draw attention to the endorsed products" and they're ready to "transfer image values to those products by their celebrity profile and interesting attributes." Therefore, when a star or a widely loved person uses a product or promotes a product then it can create product awareness and positive impact through a broad audience. Celebrities' culture is alluring. We as a society are hooked into celebrities. they need to make it within the worldview we are so entrenched in. I feel that when people follow celebrities, they're vicariously living through their idols, imagining what it might desire to be universally adored. The accessibility of mass media (written press such as: newspaper, magazine), audiovisual (such as: television, recorded videos), social media platforms (such as: Facebook, Twitter, and youtube), mobile devices (such as: iPad, iPhone, all Android and Smartphones) has made it easier for people to attach and socialize with their favorite celebrities with tongue planted firmly in cheek. It allows the fandom of the celebrities to attach each other and bond over their love and respect for his or her dearest star. We've got a robust bond to those celebrities' masterpieces and knowledge of emotional intimacy and deep connection to those individuals. We wish to know what they're performing on and when we'll be ready to buy their latest material. Meanwhile, the existence of celebrity and fashion is somehow to become a typical combination. Both of them are inseparable. Today, Fashion has developed tremendously to satisfy the changing need of the people. the continued trend seems to be that fashion labels became the patrons of major artworks. Fashion has not about costume, outfit, or gear but the essential elements of shapes created to make a pattern or decoration. Coco Chanel, assume that Fashion has never been about clothes only. Fashion is within the sky, on the road, fashion has something to try to with ideas, the way of life, and something comes into view. Fashion is "Lifestyle". They focus totally on the idea of the experience and practically immeasurable and can affect many aspects of our life. Recently, there has been a visible shift within the luxury industry towards "lifestyle" consumerism. it's becoming increasingly common for entrepreneurs from dissimilar fields adopting the trend to transpose brands from other businesses to hospitality and Indonesia seems to be considered as a profitable spot into which to enlarge the posh fashion designer's hotel concept. additionally, the emotional attachment of the admirers or the fans of the celebrities is going to be a beautiful thanks to persuading customers and influence the purchasing behaviors while boosting brand awareness. In addition, the importance of tourism for Indonesia itself has been clearly revealed in the Outlines of State Policy (1998) which states that, "The progress of tourism is directed at tourism growth as an important and larger sector in a broader sense capable of becoming a contributor to foreign exchange, spurring economic expansion, increasing local revenue, empowering the economy, expanding employment, offering businesses, and increasing the introduction and marketing of national products while maintaining the welfare of the community, national identity, religious values and upholds the function and quality of the environment ". It is clear that the Strong Impact of Popular Figures and Luxury people as well as the Indonesian market that triggers brand awareness is able to boost more tourist visits considering that tourism performance is mainly represented by hotel accommodation performance.

References

- [1] Silvera, D. H. en Austad, B.: Factors Predicting The Effectiveness Of Celebrity

- Endorsement Advertisements, *Eur. J. Mark.*, (2004).
- [2] Schlecht, C.: Celebrities' Impact On Branding, *Cent. Glob. Brand Leadership, Columbia Columbia Bus. Sch.*, (2003).
- [3] McCardle, M.: Fan Fiction, Fandom, And Fanfare: What's All The Fuss, *BUJ Sci. Tech. L.*, vol 9, bl 433, (2003).
- [4] Lee, S.Scott, D.en Kim, H.: Celebrity Fan Involvement And Destination Perceptions, *Ann. Tour. Res.*, vol 35, no 3, bl 809–832, (2008).
- [5] Watkins, T.:*The Economics of the Brand*. London: McGraw-Hill Book Company, (2006).
- [6] Kotler, P.Armstrong, G.Saunders, J.en Wong, V.: *Marketing. The European Edition*. Prentice Hall, London New York Madrid Mexico City Munich, (1996).
- [7] Doyle, P. en Stern, P.:*Marketing management and strategy*. Pearson Education, (2006).
- [8] Aaker, D. A. en Equity, M. B.:*Managing Brand Equity*, vol 206. New York: Free Press, (1991).
- [9] Keller, K. L.: *Conceptualizing, Measuring, And Managing Customer-Based Brand Equity*, *J. Mark.*, vol 57, no 1, bl 1–22, (1993).
- [10] Dobni, D. en Zinkhan, G. .: *In Search Of Brand Image A Foundation Analysis.*, *Adv. Consum. Res.*, vol 17, bl 110–119, (1990).
- [11] Kotler, P. en Keller, K. L.:*Manajemen {Pemasaran}*, 13th ed. Jakarta: Erlangga, (2008).
- [12] van der Veen, R.: *Analysis Of The Implementation Of Celebrity Endorsement As A Destination Marketing Instrument*, *J. Travel Tour. Mark.*, vol 24, no 2–3, bl 213–222, (2008).
- [13] Aaker, D. A.: *Building Strong Brands* The Free Press, New York, (1996).
- [14] Kim: *Mesuarng Customer-Based Restaurant Brand Equity*”,*Cornell Hotel And Restaurant Administration Quaterly*, *Cornell Hotel Restaur. Adm. Quaterly*, vol 45, bl 115–131, (2004).
- [15] Kratz, C. en Reimer, B.: *Fashion In The Face Of Postmodernity*, *Postmod. presence Readings postmodernism Am. Cult. Soc.*, bl 193–211, (1998).
- [16] Bennett, A.:*Culture and everyday life*. Sage, (2005).
- [17] Credit Suisse:*World Wealth Report 2015*. (2015).
- [18] Ateke, B. W.: *Marketing Message Effectiveness: The Relevance Of Celebrity Endorsement*, *Univ. Adv. Res. J.*, vol 11, bl 14–22, (2013).
- [19] Preiholt, H. en Hägg, C.: *Growth Opportunities In Luxury Goods And Real Estate*, *J. Fash. Mark. Manag. An Int. J.*, (2006).
- [20] Tourism, M. of:Ministry of Tourism's Pocket Book. (2016).