

REPRESENTATION OF CAPITALISM IN DIGITAL ADVERTISING AND ITS IMPACT ON LIFESTYLE

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Abstract : Research This aiming to study representation ideology capitalism in digital advertising as well the impact to formation style life consumptive society . Using approach qualitative with method studies literature , research This analyze various source For identify digital advertising delivers values capitalistic through narrative , visuals, and personalization data- based . Research results show that digital advertising no only promote products , but also in active construct style ideal life that is materialistic , individualistic , and oriented towards social status . Social media and algorithms play a role significant in strengthen effect psychological advertising , especially in the younger generation young , which leads to culture consumptive excessive and potential impact psychological negative . Research This conclude that critical media literacy is solution important For increase awareness and reduce influence negative digital advertising .

Keywords : Digital Advertising , Capitalism , Consumptive Lifestyle , Media Literacy , Representation

I. Introduction

Digital media has revolutionized the way advertising works by delivering real-time interactions and content tailored to individual preferences, allowing companies to target specific audiences more effectively. This development has increased audience participation and enabled more accurate measurement and optimization of advertising campaigns (Kumar and Smriti 2024) The development of digital media has transformed advertising by enabling highly targeted messages, empowering consumers with information, and facilitating personalized advertising. This shift has led to increased engagement, with 64.1% of respondents favoring personalized ads and 40.8% responding favorably (Bhavsar and Tiwari 2024), Digital media has revolutionized advertising by influencing the way consumers shop online and shape their perceptions of brands. The ease of accessing product information and reviews provides greater convenience, but the high intensity of digital advertising can also lead to “ad fatigue,” which makes consumers

more likely to ignore or even block ads. (S. Krishnammal 2024)

Digital advertising, largely dominated by platforms such as Google and Facebook, has shaken up traditional economic structures by leveraging real-time data collection to influence consumer behavior. Through highly targeted marketing strategies, this practice reinforces capitalist values and presents new challenges to theories and policies within the framework of monopoly capitalism (Bailey et al. 2022) Advertising plays a vital role in sustaining the capitalist system, not only as an economic driver but also as an ideological tool that helps maintain the stability and continuity of capitalist social structures. (Knoche 2023) Advertising acts as an intermediary in modern life, conveying the core values of a corporate-based consumer economy while also reflecting the anxiety and emotional emptiness often felt in the midst of such a system, the authors argue. (Ewen 2022)

The discussion does not directly highlight the representation of capitalism in digital advertising content, both in terms of

visuals and narratives. The main focus is on the disruption caused by digital advertising within the framework of monopoly capitalism and its impact on existing theories and policies. (Bailey et al. 2022), Digital advertising shapes capitalist power through visual and narrative elements, by presenting the screen as a tool capable of attracting public attention. Through the symbolization of myths and allegories, advertising reinforces the culture of consumption and influences people's perspectives on reality in the digital era (Michael and Michael 2022), The emergence of capitalism in digital advertising is reflected through the concept of "ecological surplus," where users indirectly produce content that is profitable for companies. This reflects a negative recurring pattern of self-image, which is further reinforced by the metaverse's ability to record and capture body representations. (Lizarazo Arias 2024)

Today's visual advertising in the media contributes greatly to maintaining the culture of consumerism and is an important foundation in strengthening the modern capitalist system. In addition to its function to promote materialism, advertising images also influence changes in values and culture, not only through direct product promotion, but also in forming deeper social structures. (Li and Ye 2022) Digital advertising is now a major component of marketing communication strategies, as consumers tend to make their choices based on how well a product or service can meet their needs or solve their problems (Baghdasaryan 2020) The ideological dimension in interactive communication in digital advertising design is reflected through the use of information ideology, cultural symbolism, and color and shape discourse. These elements play a role in strengthening communication messages, covering the cognitive, psychological, and social aspects of the audience. (ABBAS 2022)

Capitalism represented in digital advertising encourages a consumerist lifestyle by glorifying consumer behavior, forming unreal desires, and encouraging continuous consumption patterns. This then influences social norms and individual behavior, so that consumption is seen as something valuable and a marker of social status. (Wahyoedi 2022) Digital capitalism is connected to the logic of traditional capital, resulting in the phenomenon of excessive and distorted consumption. This causes consumer alienation, because advertising promotes false needs rather than real desires, forming a consumerist lifestyle driven by superficial pressures. (刘2025) Digital advertising in the era of digital capitalism shapes a consumerist lifestyle by using personal data to influence users' interests and emotions. This encourages individuals to adopt identities and desires that are in line with commercial goals, so that they become part of a culture driven by consumption. (Kılıç 2024)

The social and cultural influences contained in advertising messages shape consumers' aspirations, values, and lifestyles. Although the psychological impact of a consumer lifestyle due to digital advertising is not discussed in detail, continued exposure to advertising can shape consumer awareness and influence preferences, potentially leading to post-purchase cognitive dissonance. This can strengthen satisfaction and loyalty, reflecting the complex relationship between consumer behavior and the psychological effects of advertising. (Shivam 2024) The social and psychological impact of a consumer lifestyle due to exposure to digital advertising is not discussed directly. However, attention is drawn to the influence of socio-cultural factors on behavior consumers and the importance of ethical consumption among Millennials and Gen Z. Both groups are increasingly driven by values such as environmental awareness and social responsibility, suggesting that digital advertising has the potential to shape their

preferences and behaviors towards more conscious and responsible consumption patterns. (Karunia 2024) The consumer lifestyle formed through digital advertising has significant social and psychological impacts, such as the tendency to impulsive shopping due to social pressure, emotional arousal, and cognitive bias. The use of strategies such as artificial scarcity and influencer promotions further reinforces the fear of missing out (FOMO), which ultimately leads to increased debt and changes in saving habits. This condition creates a pattern of ongoing instant gratification, disrupting personal financial stability and reinforcing a culture of overconsumption, which in turn can have broader economic impacts. (Shah 2024)

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Critical awareness of media becomes increasingly urgent as the internet usage and capital accumulation processes are linked. In an era of monopolistic dominance of digital platforms and automated hyperconsumption practices, it is important to understand how online interactions are controlled. This understanding is needed to distinguish between wage-based work and everyday life activities, as both are subject to different logics of value. Understanding these dynamics is key to confronting the pervasive influence of capitalism through digital advertising. (Bilić 2024), Critical awareness of media becomes important because digital

advertising influenced by capitalism subtly shapes people's ways of thinking and consumption behavior. Advertising acts as an ideological instrument that supports the capitalist system by encouraging consumption patterns that strengthen the structure of economic power.

Given that media is increasingly serving as a primary medium for advertising, it is important for society to have critical awareness to understand and critique the manipulative nature of advertising, as well as to evaluate the role of media in upholding capitalist values. (Knoche 2023) Critical media awareness becomes especially important due to the dominance of capitalism in digital advertising, particularly through the practice of surveillance capitalism that sacrifices individual privacy by exploiting personal data as a commodity. This situation demands the development of media literacy and critical thinking so that society is able to understand and navigate the complexity of information and expression in the digital age. With these skills, individuals can recognize and counter manipulative strategies in digital advertising, thereby encouraging the creation of a more aware, critical, and empowered society. (Baltezarević 2022)

This research has a high urgency considering that today's society lives in a digital era characterized by the rapid flow of information and the increasingly intensive commercialization of media. In this context, individuals not only become consumers of products, but also unconsciously absorb ideologies and values constructed through digital advertising. The representation of capitalism in advertising is no longer limited to efforts to encourage consumption, but also helps shape society's views on ideal life, self-identity, and the meaning of happiness and success. This phenomenon is very significant, especially among the younger generation who are massively exposed to social media and digital content, thus triggering a consumptive lifestyle that

has the potential to cause social pressure, impulsive behavior, identity crises, and social inequality. Therefore, it is important to critically explore how capitalism is represented in digital advertising and understand its implications for the social and cultural aspects of society. This research is also urgently needed to strengthen critical media literacy so that society is able to be more reflective, aware, and wise in facing the dominance of the culture of consumption formed by capitalist narratives in digital media. Based on this background, this study aims to examine and analyze the representation of capitalist ideology in digital advertising content and its impact on the formation of a consumer lifestyle in the digital era society. Specifically, this study explores the role of digital advertising as a means of conveying capitalist values such as materialism, individualism, and the search for social status, identifying visual, symbolic, and narrative strategies used to create artificial needs, and explores the role of algorithms and social media in strengthening psychological influences on consumers, especially the younger generation. In addition, this study aims to reveal the social and psychological impacts of the consumer lifestyle that is formed, including how people's perceptions of happiness and success are mediated by the construction of digital advertising. Finally, this study also assesses the role of media literacy as a potential solution to increase awareness and critical attitudes towards the influence of advertising in everyday life.

Research methods

Study This use approach qualitative with method studies literature For analyze representation capitalism in digital advertising as well the impact to style life community . Approach qualitative chosen For dig in a way deep the meaning and ideology contained in digital advertising , while studies literature used For collect , study , and interpret various source relevant

references , such as books , articles journals , and research previous . Research This will identify theories main related with capitalism , digital advertising , and style life consumptive , as well as analyze content advertisement For see How capitalism represented through narrative , visual, and symbols . Findings from literature will used For understand influence advertisement to behavior consumers , as well as the impact to formation identity social and style life consumerism in the digital era. With use analysis this , research This aiming give better understanding deep about role digital advertising in spread ideology capitalism and form style life public .

Results and Discussion

1. “Digital Advertising: Product Promotion Tool or Instrument of Capitalist Ideology?”

Digital advertising not only acts as a product promotion tool, but also conveys the ideology of capitalism, as seen in the Djarum 76 advertisement which contains a broad social message but remains oriented towards commercial goals and profit (Apreno and Noermanzah 2020) . In addition, digital advertising is not just a promotional medium, but also conveys the ideological message of capitalism that strengthens the structure of the relationship between capital and labor and helps maintain the stability of the capitalist economic and social system through the influence of its ideology (Knoche 2023) . Furthermore, digital advertising, especially that run by Big Tech companies, has disrupted conventional economic structures and reflects the values of capitalism through the use of real-time data and the delivery of specifically tailored messages, making it not only a promotional tool, but also a channel for the spread of capitalist ideology (Bailey et al. 2022). Thus , digital advertising has evolved beyond its basic function as a promotional medium. It has now become an ideological instrument that actively strengthens and reproduces the values of

capitalism in contemporary social and economic structures.

2. "Ideal Lifestyle Representation in Digital Advertising: Between Visual Imagination and Social Construction"

Digital advertising shapes the image of an ideal lifestyle through visual elements and celebrity representations, which influences the formation of personal identity, self-perception, and gender identity. This has an impact on consumer culture by creating new needs and shaping role expectations among consumers (Baghdasaryan 2020). Furthermore, digital advertising utilizes idealization through visual manipulation to shape a perfect public image and emphasize the pursuit of perfection. This strategy creates an image of an ideal lifestyle that is aspirational but often does not match reality, and encourages individuals to pursue an ideal version of themselves (Altintzoglou 2019). In addition, digital advertising often relies on multimodal conceptual metaphors by combining verbal and nonverbal elements to form an image of an ideal lifestyle. Such representations influence consumer perceptions by linking products to desired realities and aspirational experiences, thereby shaping their attitudes and behaviors (Annenkova 2024). Therefore, digital advertising not only promotes products but also plays an active role in shaping social and cultural identities through the construction of an ideal lifestyle. This process reinforces a culture of consumption centered on the search for an ideal identity often shaped by visual illusions and aspirational narratives.

3. "The Insertion of Capitalist Values in Digital Advertising: Materialism, Individualism, and Social Status Imaging"

Entertainment industry content drives continuous consumption patterns by embedding capitalist values such as materialism and individualism. Furthermore, digital platforms reinforce this drive through endless access to products, shaping people's

behavior and social status through the desires and needs they create (Kasper et al. 2024). Furthermore, digital advertising content reflects capitalist values by encouraging materialism through the promotion of consumer goods, highlighting individualism through an emphasis on personal choice and identity, and elevating social status through the depiction of a desired lifestyle—all integrated into a pay-per-click business model (Azhar 2021)ⁱ. On the other hand, modern advertising technology leverages behavioral principles to embed capitalist values such as materialism, individualism, and social status into digital content. Through the use of verbal and non-verbal symbols, advertising influences consumer desires and encourages the search for goods as a representation of personal identity and success (Goncharov 2020). Thus, it can be concluded that digital advertising in the modern entertainment ecosystem not only functions as a marketing tool, but also as a mechanism for disseminating capitalist values that shape people's identities, preferences, and consumer behavior systematically and sustainably.

4. "Real Needs or Self-Image?"

Consumptive Motivation in the Influence of Digital Advertising"

Consumers now tend to make product choices based on brand image and social media trends rather than real needs, reflecting the major influence of advertising on purchasing decisions and the formation of self-identity, which ultimately leads to changes in consumer behavior patterns (Li 2024). Furthermore, research reveals that advertising has a strong influence on consumer behavior, often driving purchasing decisions based on emotions and self-image, rather than real needs. Through the messages it carries, advertising shapes consumers' perspectives and attitudes, encouraging them to buy products to build and strengthen their personal identity (Upadhyay 2024). In addition, this study indicates that advertising plays a role in

shaping consumer shopping behavior by building brand perceptions and evoking emotional responses, often driving consumers to buy to achieve self-image, rather than actual needs. By creating awareness and emphasizing product advantages, advertising influences consumer choices and decisions (Shivam 2024) . Therefore , advertising not only encourages consumers to buy, but also actively shapes their identity, perceptions, and motivations. This process shows that consumer behavior is often triggered by social and psychological constructions formed by advertising narratives, rather than real needs.

5. "Symbols and Narratives in Digital Advertising: Strategies for Creating Artificial Needs in the Age of Consumerism "

Digital advertising uses iconic symbols, signs, and narratives to create constructed needs, conveying the imagination and myths that shape consumer behavior. This strategy often involves the use of stereotypes and influencer figures, which reinforce consumer culture in the global information landscape (Zotova 2022) . Furthermore, digital advertising uses symbols and stories with convincing visuals and mental simulations to create attractive images, which influence the formation of consumer identity. Through this approach, artificial needs are developed by depicting consumption as the main means of self-expression and a marker of social status, thus causing a distortion between self-perception and reality (CIUREL 2022) . On the other hand, digital advertising uses symbols and storylines to influence consumer views, constructing unreal needs by linking products to lifestyles and desired identities. This strategy encourages the development of a consumer culture, shifts the values and priorities of society, and shapes social behavior through ideal images and attractive narratives (Kniazieva and Orokhovska 2024) . In other words , digital advertising not only functions as a product promotion tool, but also as a major force in

the formation of a consumer culture that shapes consumer perceptions, identities, and behaviors. Through the use of symbols and narratives, this advertising creates artificial needs and shifts social priorities, making consumption an expression of personal identity and social status.

6. "Personalizing Consumption: The Role of Algorithms and User Data in Digital Advertising"

Algorithms process vast amounts of data on user behavior and preferences to create personalized customer profiles, allowing marketers to deliver highly targeted messages. This level of personalization is crucial, considering that 72% of consumers only respond to marketing content that is relevant to their interests (Kniazieva and Orokhovska 2024) . Furthermore, in digital advertising, algorithms and user data are intensively used to recognize consumer behavior patterns, customize advertising offers, predict future actions, and design personalized promotions, effectively increasing user engagement and driving sales through targeted marketing approaches (Kunekar et al. 2024) . In addition, digital advertising widely uses algorithms and user data to understand consumer interests and needs, enabling tailored recommendations. Machine learning technologies enhance this process by recognizing patterns from large amounts of data, resulting in more accurate targeting and more relevant advertising experiences for users (Ji et al. 2024) . As a result , digital advertising has become highly efficient at tailoring ads based on individual preferences, making each advertising experience more relevant and personalized. This not only increases marketing effectiveness, but also strengthens the relationship between brands and consumers through a more targeted and data-driven approach.

7. "The Role of Social Media in Strengthening the Psychological Effects of Advertising: Its Impact on the Young Generation's Consumptive Lifestyle"

Social media own impact big to pattern consumption teenager with strengthen impact emotional from advertisements , as well as influence the sense of trust self and views culture they . In one side , this platform support connectivity and access knowledge , but on the other hand it also has the potential cause addiction and disorders mental health , so that important for parents and educators For increase vigilance . (Amalia 2024) In addition , Media social deepen impact emotional advertisement with enlarge influence social and interaction among consumer young . Interactive features like knob likes and options share create response instant that strengthens encouragement For buy as well as speed up the retrieval process decision , which is in the end contribute to the pattern life consumptive . (Xu 2024) Besides that,Media social enlarge impact emotional advertisement to pattern consumption with depend on promotion directed , the role of influencers, and engaging visual content . This is in a way real influence decision shopping circles teenagers and related with habit under consumption healthy , so that required role active family and institutions education in give guide as well as proper understanding . (Nanang Hunaifi et al. 2024) Thus , social media plays a significant role in shaping adolescent consumption patterns, not only through personalized advertising, but also through social interactions and the influence of influencers. Therefore, it is important to create deeper awareness and education regarding the impact of consumer behavior triggered by these digital platforms.

8. "Consumer Lifestyle in Digital Advertising: Its Influence on People's Perceptions of Happiness and Success"

Consumption growth - induced overload economy and flow globalization can lower welfare as well as happiness subjective individual . Lifestyle consumerism formed by the influence of digital advertising tends to create mistaken view about the meaning of happiness and

success in life . (Baptista et al. 2023) Furthermore, the signal materialistic in consumer - centric culture — often reinforced through digital advertising — contributing to the decline welfare individual and social . Meta- analysis show that matter This impact negative in a way significant to happiness and perception to success , with more influence big to interpersonal relationships compared with evaluation self personal . (Moldes and Ku 2020) . More continued,Happiness that is based on materialism —which often influenced by values consumptive in digital advertising— correlated negative with meaning alive . Identify ownership with success can reduce well-being and satisfaction true . (Lo, Cheung, and Lai 2025) As a result , digital advertising that promotes materialistic values and a consumerist lifestyle not only shapes shopping behavior, but also has an impact on the psychological dimensions of individuals. Dependence on consumption as a measure of success and happiness creates social pressure that erodes the deeper meaning of life and weakens the quality of interpersonal relationships.

9. "Social and Psychological Impacts of Consumptive Lifestyle: The Influence of Capitalism in Digital Advertising"

Lifestyle consumerism formed by the influence of capitalism in digital advertising drives creation relation social that depends on ownership goods , blurring moral values , and trigger dependence to consumption . This is to form reality social that commodifies life , where identity personal and sense of worth self the more determined by pattern consumption individual . (Goncharov 2020) , Furthermore, digital consumerism drives creation need illusion and desire excessively , in fine to soak in to in life social and potential disrupt the socialization process . This is participate change understanding about rational consumption , so that impact on conditions social and psychological individuals in the digital age. (Tang 2021)

More far, digital capitalism makes individual as commodity with to form identity and passion they through practice Data collection . Lifestyle born consumer from influence digital advertising also change pattern interaction social and dynamics emotional , encouraging increasing dependency strong to technology as means get recognition and involvement social . (Kılıç 2024) Therefore , the influence of capitalism in digital advertising not only creates new needs and consumption patterns, but also shifts social values and weakens the integrity of personal identity. In this context, consumption becomes a tool for gaining social recognition, while human relations increasingly depend on market logic and digital existence.

10. "Media Literacy as a Solution: Reducing the Negative Influence of Digital Advertising on the Formation of People's Lifestyles"

Ability media literacy , especially in understand advertising , holding role important in help individuals — especially children and adolescents — identifying as well as reduce impact bad from digital advertising . Literacy This push development pattern think critical and awareness to media content and its influence to decision style life . (Erdem 2020) Next, The Importance of media literacy lies in the ability For identify as well as reduce potential the dangers posed by the media , esp in matter formation behavior that is normalized by influence digital advertising . Therefore that , improvement understanding of media can become step effective For press impact negative from advertisement (Avci, Misirli , and Tekbaş 2024) Besides That, the importance strengthening media literacy is emphasized as step For dampen impact negative from digital advertising . With give education to consumer about practice digital advertising , individual can empowered For take more decisions wise and aware , so that minimize influence negative to pattern life they . (Meral 2024) As a consequence , media literacy becomes

the main key in equipping individuals with the ability to recognize digital advertising strategies and their impacts, and helping them form more rational and responsible consumption attitudes. Continuous educational efforts are needed so that society does not only become passive consumers, but also active participants who are critical of media content.

I. Conclusion

Study This to reveal that digital advertising has experience transformation fundamental , developing from just tool promotion product become a medium for dissemination ideology sophisticated capitalism . Through combination narrative persuasive , strong visual symbolism , and personalization based on sophisticated user data , digital advertising is systematic build construction style artificial ideal life . Construction This with dodgy to hook draft happiness , success , and identity self with pattern consumption materialistic . The role of social media in strengthen effect This very significant , where the algorithm precise targeting and influence of influencers creates circle demon consumption , especially among generation vulnerable youth . Phenomenon This No only trigger culture excessive consumption , but also causes various consequence Serious like disturbance psychological , pressure increasing social , as well as widen gap economy . In the middle challenge this , strengthening media literacy emerges as solution strategic that can empowering public with ability analysis critical For sort and evaluate content advertisement in a way objective . This is expected can push creation pattern more consumption rational , ethical and sustainable . Findings study This highlight urgency approach comprehensive involving aspect policy public , reform education , and improvement awareness public For create balance between benefit economy digital marketing and protection to welfare psycho-social society in the era of

increasingly digital capitalism complex This

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