Communicating The Cultural Values by Vloggers in Disruption Era

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Abstract
Introduction: In the age of digital transformation, the role of vloggers in shaping and communicating cultural values has become increasingly significant. This paper explores how vloggers navigate the complexities of cultural representation in the era of disruption, characterized by rapid technological advancements, shifting social dynamics, and global interconnectedness. It emphasizes the role of vloggers as both creators and influencers, who, through their personal stories and interactions with their audiences, contribute to the evolving discourse on cultural values, particularly in relation to issues such as authenticity, diversity, and social change.
Methods: The study utilized a constructivism paradigm with a phenomenological approach to popular vloggers in Indonesia. Data collection techniques: in-depth interviews, observation, literature studies, and triangulation of data sources. The validity of the qualitative research data was determined through credibility, transferability, dependability, and confirmability.
Findings: Communicating the cultural values play a crucial role in intercultural communication, as they are deeply connected to personal beliefs and ways of living. Understanding and acknowledging these personal values are essential for successful communication, especially when individuals come from different cultural backgrounds. Failure to recognize and respect these differences in values can lead to significant challenges in communication and understanding.
Originality: The study highlights the emerging role of vloggers as cultural architects, rather than merely content creators, they are not passive communicators but an active agent of social change. Many vloggers use their platforms to advocate for social justice, equality, demonstrating how vloggers contribute to societal shifts and cultural reimagination.
Keywords: Communicating, Cultural Values, Vloggers, Disruption Era.

Introduction

We may constantly expect change in our lives. But these days, a variety of new interactions are used to carry out numerous modifications in business, socializing, and truth-seekin (Chang, 2023). Everybody is attempting to follow, making deeper observations, trying harder, and some are even attempting to make the breakthrough. Many individuals believe that change is a scary process, which breeds feelings of uncertainty and anxiety. There are others who view change as the process of upending established norms via disruption, business model innovation, and invention. Arguments broke out because there were no longer any novel approaches or cutting-edge paradigms that were deemed superior. Rather of supporting one another and working through problems together, people began to doubt and question one another. Disruption in general, and digital disruption, is accompanied by profound social shifts in everyday interactions and consumption habit (Vial, 2019). Not surprisingly, it threatens the persistence not only of single path-dependent firms but even of entire world and far-reaching implications of social changes, therefore we need to gain a more nuanced understanding of how we can

respond to the disruptive impact.

Change and disruption are viewed differently by different generations and sectors. In the health sector, for instance, the disruption was seen as an opportunity because industry has a significant role to play in fostering equity in the context of growing global social and health inequities (Ashikali, 2020), therefore the disruption had viewed as the opportunity. In Indonesia, the number of vloggers has been steadily rising and the craze began in 2008 and has continued to grow ever since. Essentially, the vlogger uses the videos they post to social media to convey their expertise and experiences. As long as the vlogger has many followers (more than 1k), they can join in any interesting industry, and that's a kind of legal thing in this digital era. People easily become a celebrity or celebgram because their feed on Instagram (Rifqiningsih, 2021).

The most crucial component of a vlogger's persona is their social appeal, which is determined by how pleasant people find them to be. Extraversion was also discovered to be a significant factor. Social media interpersonal influence also considers how the vlogger is recognized for their duty and passion (Li & Feng, 2022). Before uploading any objects to Instagram, we must first capture the essence and significance of the platform. These days, lifestyle has evolved into a means of observing how people choose their look, which motivates them to impress others through their media output. Beauty vloggers are the most well-liked vloggers. Beauty in and of itself has values, and it's constantly being defined and socialized with new ideas. Usually, the perfect appearance grows rather (Wallace, 2020). Platforms like Instagram, Pinterest, Youtube and TikTok, favored by beauty influencers as the ideal channels for colorful posts, evidently have enormous leverage and can be expected to use it to extract revenues in the future.

Changes in the consumptive patterns of media have led companies to shift their focus from products to people and from information delivery to information exchange (Abdulrahman, 2024). Few studies, to our knowledge, exist that examine beauty brands and/or beauty companies' use of social media as a means of engaging with or interacting with their current and potential (Li & Feng, 2022). The social media is an interaction platform where people share or exchange information, thoughts and networks. Therefore, by doing so the knowledge of products will enabling business platform offer better services to their viewers and/ or customers is possible.

Since the vlogger phenomenon advanced, the question about the cultural dynamics also increased, especially about the vlogger in Indonesia, for Indonesia is the fourth highest with 59 million users- monthly from then countries as an social media users (especially Instagram) all over the world, therefore the purpose of this research were how to reveal the cultural values by vlogger' communication appearance through their messages in their content. The intension could reveal the cultural dynamic and background of the vlogger and the viewers and/ or followers.

Vlogger is a person who has intention or idea and goal to carry out about beauty that they do. They use social media with a significant and engaged audiences through shareable digital content on their Instagram feeds and story (Haenlein, 2020). Many people were tempted to try their luck as vlogger because the prerequisite to be a is not complicated. All people can be a professional vlogger. The most important is the ability to have a best appearance, self-performance, and self-confidence. No need expensive cameras and expensive products. If the video image quality produced by the cellphone's camera is good, so it's good enough (Göring, Rao, & Raake, 2023). Sometimes they just be motivated to make a video because they want to share their priceless experience in

using some products to some occasion or special event. People in digital era are already saturated and tends to not believe in ordering the brand that has been so far delivered through social media advertisements (Heeks, 2022). Culture is dynamic, fluid, and complex; culture changes all the time, every day in both subtle and tangible ways; and usually taken for granted. (Kraus, et al., 2021) . Culture is always evolving, pushed, stretched, and change, in which communication include in every single step and/ or processes. The purpose of this study is show how cultural values are the core principles and ideals upon which an entire community exists. This is made up of several parts: customs, which are traditions and rituals; values, which are beliefs; and culture, which is all of a group's guiding values. Value denotes the degree of importance of some thing or action, with the aim of determining what actions are best to do or what way is best to live, or to describe the significance of different actions.

People adopt a system, with male and female descendants having equal importance. The society believes that individuals play a role as a harmonious part of the society. Harmonious is playing a very important role or should be characterized in the society and can be achieved with the belief that the person should put emphasis on the group interests instead of the interests of the individual (Ren, Wang, & Wengmin, 2022). All expression of the individual's interests leading to conflicts or disagreement should be avoided. Hierarchy ensures that every person in society knows both their place and obligation in the social structure. (Pang, Zhuo, & Chu, 2024). This is expressed in situations, such as cooperative harmony and decision by consensus. Conflicts or disagreement should be avoided, because it would lead to disharmony in relationships. The consensus required the person perceived as more senior than the rest of the participants, but nowadays, social media can help people to improve their individual sense of connectedness with real communities, offline communities, and can be effective communication tools for corporations, entrepreneur, and non-profit organization or so forth. It refers to those digital media that are interactive, incorporate two ways information and involve some form of computing. It is a communication technology that enable or facilitate user to user interactivity, or between user and information (Wong, Ho, Olusanya, Antonini,, & Lyness, 2021).

The novelty of this studies relies on how social media works like a human feelings media on communication and how it replaces one to many models of traditional or conventional communication with the possibility of many to many webs of communication. Instagram is a mobile application which have photo and facilitate to sharing social networking services. It is so good for engaging with audiences because it is direct, offering novelty, concise, simple, and light as possible.

The originality of the study lies in its innovative approach to examining the dynamic and evolving role of vloggers in the communication and dissemination of cultural values in an era of rapid technological and societal disruption. Unlike traditional studies that focus solely on media outlets or mass communication channels, this research uniquely highlights the influence of individual vloggers as key agents in the shaping of culture and identity as both cultural communicators and influencers in the disruption era. Vloggers not just as influencers or content creators, but as significant cultural mediators. It challenges the conventional view of culture being primarily communicated through traditional institutions, with cultural studies, exploring how these disruptions influence cultural communication. This perspective has not been extensively applied to the context of vloggers, making the study particularly original in its approach. The new contribution to the understanding of the global-local nexus in cultural communication showed by how

vloggers simultaneously cater to local identities while engaging with a global audience. They use their platforms to communicate and advocate for social change--whether through discussions of social justice, environmental issues, or political engagement--the study highlights their potential as modern-day cultural activists, expanding the boundaries of what cultural communication can achieve. It challenges existing models by suggesting that vloggers, empowered by digital platforms, are now key players in the construction of cultural narratives, enabling new modes of cultural engagement that are decentralized, interactive, and personalized.

Methods

This study employs a constructivist paradigm and a phenomenological approach to explore how vloggers communicate cultural values in the digital disruption era. These methods are chosen to understand the lived experiences of vloggers and viewers in relation to cultural representation and digital media. The constructivist paradigm posits that knowledge and meaning are socially constructed through human interactions (Burns, Bally, & Peacock, 2022). This study embraces the notion that cultural values are not fixed but are actively constructed and negotiated by vloggers and their audiences within digital platforms. Vloggers play an active role in shaping cultural narratives, and their personal experiences, values, and identities are integral to understanding how they communicate culture. The study uses this paradigm to understand how vloggers construct and communicate cultural values, how they negotiate their personal and professional identities, and how their interactions with their audiences shape the cultural content they produce (Natow, 2019). This study uses triangulation to cross-check and validate the results from different sources, such as content analysis, interviews, and audience surveys, ensuring a comprehensive understanding of how cultural values are communicated by vloggers in the disruption era, to enhance the depth and credibility of the research findings by comparing different data sources. Triangulation helps to mitigate potential biases and strengthens the interpretation of results by providing a more holistic view.

There are five (5) popular vloggers in Indonesia as informants of this study who have their own experiences and perspectives as a communicator and agent of cultural dynamics. The combination of constructivism, phenomenology, triangulation, and in-depth interviews is used to explore how vloggers communicate cultural values in the disruption era (Huttayavilaiphan, 2024). The use of multiple data sources and qualitative analysis ensures the richness and depth of the findings, providing valuable insights into the evolving role of vloggers in cultural communication.

Results

Communicating about manners and cultural values supposed to be started from the family as the first fundament of a person. Peoples' belief that a harmonious family is a building block for constructing a harmonious society. Parents begin teaching their children about the concepts of manners and respectful politeness as a crucial thing in building social relationships outside the family. The emphasis is in controlling natural expressions of feeling and emotion. Being expressive is a highway to cruelty and rude to be exposed amongst people. In general, children have to learn to control any expressive behaviour, even leading to displaying a passive attitude, because they not allowed to express any disagreement with others, especially older persons.

In brief, these explanations can shape a contextual understanding of society by focusing on three points which this investigation benefits from. *First*, there exists firm

loyalty to the hierarchical relationships within society. *Second*, the leadership criterion puts emphasis on the importance of seniority. *Third*, the attitude of controlling individual expressive behaviour in social relationships, in particular behaviour leading to any disagreement with the senior persons is also given emphasis in society to facilitate harmony. There is no a shortcut or a kind of secret recipe to balancing the social media and your real life, at the end of the day we have to behold our self before the other people. Giving the meaning of self-actualization is done through a process of production of meaning that is managed and organized based on the relationship with the management of information or experience as a beauty vlogger. With this phenomenological view, called the process a stock of knowledge, namely the process of gathering experiences that influence the meaning constructed in mindset, movement, attitude, behavior and can be applied and implemented in real life.

The informants interpreted that pursuing a profession as a beauty vlogger is a means to actualize themselves through uploading videos that they make around the world of beauty, such as makeup, skin care, beauty tips, and dressing up. Not only through video uploading, the experience of cooperation with many parties, especially brand makeup, also influenced the meaning given in pursuing the profession as a beauty vlogger. self-actualization pays attention to humans, especially to the values of dignity in full. This can be achieved through the use of all potential, talents, and abilities possessed by working as well as possible so that an ideal state of existence is achieved for growth and self-development. Rogers says that self-actualization is a process of being yourself and developing unique psychological traits and potentials. Self-actualization will be helped or even hindered by learning experiences, especially in childhood. Actualization will change with the development of one's life when it reaches a certain age, and will experience a shift from physiological to psychological stages. Rogers stated that everyone has a need for self-actualization to develop all of their potential. An image of our self is self-concept. It consists of feelings and thoughts about the strength and weakness, abilities and limitations, aspirations and worldview. Self-concept develops from at least four sources: 1. The image of you that others have and that they reveal to you. 2. The comparisons you make between yourself and others. 3. The culture. 4. The way you interpret and evaluate your own thoughts and behaviors.

Another way to develop self-concept is by comparing our self with others. Through parents, teachers, and media, culture constructing variety of beliefs, values, and attitudes--about: success (how you define it and how you should to achieve it); about your religion, race, and nationality; about the ethical principles you should follow in business and in your personal life. These teachings provide benchmarks against ho we measured our self. According to the stream of existentialist feminist--to be exists--women had to change from being other to self. In our society we face the rules and border of almost everything and must be obey of it, meanwhile societies is cruel and mean, there were an arena or battlefield that representing the limits and coherence of any good and bad or right and wrong

The social importance of having a good wholesome self-concept and perfect self-esteem is leading to the concern which will allow women to facing the world simultaneously (Nwagwu & Akintoye, 2023). The basic idea behind the self-esteem is when you feel good about yourself, about who you are, your competencies and capability, you will perform better. By believing this concept, constructing what she knew about knowledge, women should realize that she has to be change into self. Her skills make her stands out. She feels good about herself, thus she performing better. Women experience

the feeling of being beautiful and safe, whether at the same time; she also reaches the feelings that can change destiny and knowledge of her life before.

The perfect self-concept and self-esteem will make people (especially women) experience more appreciation (Dewantara, Jin, & Gardiner, 2023), more important position, and more advantageous to prosperous; therefore, because self-concept and self-esteem are not only the smart weapons or letters of recommendation, but also the transformation from otherness into itself. In essence humans have the potential to grow and develop in a better direction. So, self-actualization can be interpreted as the innate desire of individuals to develop their potential and achieve achievements in accordance with their respective fields.

Socialization is preceded by the formation of their mother in rearing them. How do you define what should be done and what is not worth doing, is precisely desired by the environment. Supposedly the distinguished formation which separated gender was not formed since people were in their childhood, because naturally the children will understand what is right and what is wrong, what is good and what is bad; not about what men supposed to do and vice versa. The cultural dynamic has changed by the definition that the vloggers made. Appearance is identity. They make a new standard to the life itself. Beauty is what lies beneath us. The expertise of beauty vlogger is a part that constructs consumer attitude that influences intention, and there is a relationship between consumer attitude with the relationship that built between the beauty vlogger and their reviewers as the cultural dynamics processes. Meanwhile the magic words in social media, culture, and communication is engaged. Engaged as a person to a person, hence no matter how many your followers are or how changed this world could be, we always be still because we are engaged and adjust the latest invention.

Vloggers and/ communicators often express values, but the standard, recognized usages within our ordinary language, and that all the interpretations are relevant for understanding intercultural communication. Values are properties we ascribe to actions we think of as ethically good or wrong. On the other hand, when we make ethical statements, we do not believe that actions are good or bad in relation to rules in well-defined some contexts. Our intent is to emphasize something that is much more difficult to express but clearly connected to our beliefs about interpersonal relations and the norms that we think other persons should conform to. More or less general beliefs about how people should act typically underlie individuals' ascriptions of value properties to actions.

Cultural 'value' is demand people to think about values as general concepts people believe in. We typically think that they should constitute norms not only for one cultural group or community but also for everyone. In fact, people must try to imagine another person in our own position, in our specific social and cultural context, it almost impossible to imagine how they could be justified in thinking that some of things are not fundamental values. This does not mean that values understood as abstract concepts are valid from a neutral, objective point of view. The important point is that fundamental concepts of value are always experienced as valid from a particular point of view, woven into a person's social and cultural context.

Disagreement and problems in intercultural interaction can often be explained by showing that people have different concepts of cultural value that they believe are fundamental to society (de Benardi, 2019). There is, however, another concept of value that is even more relevant for understanding communicative challenges in intercultural interaction. This concept is of special importance because it is intimately connected to the ways individuals wish to live their own lives. This personal feature is in contrast from

those values understood as abstract, general concepts. Understanding what values a person has in this sense is, therefore, equivalent to understanding what beliefs he has. Similarly, the addressing of relevant communicative challenges falls under the more general task of understanding the role of meaning and belief in communication as explained above. We esteem our personal values; they are essentially connected to our 'forms of life', that is, the interests we have and the activities in which we like to participate. Understanding what personal cultural values an individual has is, therefore, not equivalent to understanding what general cultural values they believes in. Personal values are radically different from beliefs--they are not true or false depending on how the world is. Instead, they are directly related to actions we make or should like to make in connection to specific circumstances.

When communicators from different cultural contexts interact, values of this kind are often central in their communication. But since understanding what general concepts a person believes in is equivalent to understanding what beliefs he has, interactions involving general concepts of value do not constitute a communicative challenge that is different in principle from communication of beliefs. Of course, from the perspective of an audience, to understand what concepts of value a speaker believes in is sometimes experienced as important, but the point is that if the audience's overall focus is on the speaker's beliefs, then the focus on the speaker's general concepts of value is included within that broader focus.

Another way of understanding cultural value, however, corresponds to a communicative challenge that is different in principle from communication of beliefs and is especially important in intercultural interaction. The reason is as follows: According to the analysis developed, to understand what personal values a person has is tantamount to understanding how he wishes to live his life, and this is not a matter of understanding what thoughts and beliefs he has. Moreover, the fact that persons from different cultures typically live their lives in significantly different ways means that it is especially important to focus on these values in real-life interaction.

Complete understanding is rational agreement, a comprehensive overlap of beliefs regarding a topic of discourse. It follows that the process of understanding should be thought of as a gradual uncovering of another person's beliefs, and that a good understanding of another person presupposes that there is a significant overlap of common beliefs. Correspondingly, if communicators have very different beliefs about a topic of discourse, then the chances of achieving successful communication about that topic of discourse are radically impaired.

Discussion

The digital age has radically transformed the ways in which cultural values are communicated, with vloggers emerging as key agents in this evolving landscape. (Shahbaznezhad, Dolan, & Rashidirad, 2021). In this context, vloggers have become central figures in the dissemination of cultural narratives, offering a unique blend of personal authenticity, diverse perspectives, and instant connectivity. This discussion explores the role of vloggers in communicating cultural values in the disruption era, focusing on the mechanisms, challenges, and implications of their influence (Arriagada & Ibáñez, 2020).

In the context of vloggers communicating cultural values in the disruption era, it is essential to recognize the impact and influence they have on shaping societal norms and promoting cultural understanding (Lee & Lee, 2024). By effectively communicating

cultural values in their vlogs, vloggers can bridge cultural gaps, foster inclusivity, and celebrate diversity, ultimately contributing to a more interconnected and culturally aware society. Vloggers, short for video bloggers, are content creators who produce videos typically focused on their personal experiences, interests, and opinions. They use platforms like YouTube, TikTok, and Instagram to share their content with a wide audience. Vloggers often communicate with their viewers through a conversational and authentic style, building a connection and sense of community with their followers (Zhu & Wang, 2024). Through their videos, vloggers have the opportunity to communicate various messages, including cultural values, lifestyle choices, entertainment, and more. Their influence in the digital space continues to grow, shaping trends and impacting popular culture.

Cultural values are the beliefs, customs, traditions, and principles that guide the behavior and interactions of individuals within a particular society or community. These values are often deeply rooted in history, religion, and social norms, shaping the way people perceive the world and make decisions (Cuevas, Lee, & Recalde, 2024). Cultural values play a crucial role in defining a group's identity, influencing their attitudes towards family, relationships, work, and other aspects of life. They serve as a foundation for social cohesion, providing a sense of belonging and shared understanding among members of a culture. Communicating cultural values helps preserve heritage, promote diversity, and foster mutual respect and understanding among different groups in society. The disruption era refers to a period characterized by rapid technological advancements and changes that significantly impact traditional industries, business models, and societal norms (Dekavalla, 2022). This era is marked by innovations that disrupt established practices, leading to new ways of doing things and reshaping various aspects of our lives. In the disruption era, industries such as transportation, communication, entertainment, and retail have experienced significant transformations due to the emergence of new technologies and digital platforms. This era challenges existing norms and encourages adaptation to new paradigms, creating both opportunities and challenges for individuals and organizations alike.

The term 'disruption' refers to the radical shifts in established systems driven by technological innovations, societal changes, and the evolution of media platforms. In the context of cultural communication, disruption has shifted the power dynamics away from traditional institutions like television networks, film studios, and print media. Instead, social media platforms such as YouTube, Instagram, and TikTok have provided individuals with the opportunity to create content and directly engage with a global audience. In this environment, vloggers--those who create video-based content--have emerged as influential voices in shaping cultural narratives. Unlike traditional celebrities or journalists, vloggers are often seen as 'everyday people,' sharing personal stories, opinions, and experiences in an informal, relatable way. This authenticity has fostered a unique relationship between vloggers and their audiences, where viewers feel personally connected to the creators they follow. As these creators communicate their perspectives on a range of cultural topics--whether it be identity, politics, fashion, or social justice--their influence expands beyond entertainment. Vloggers are increasingly seen as cultural arbiters, whose content helps shape public perceptions of cultural values.

One of the central ways in which vloggers communicate cultural values is through the construction of cultural identity. In the disruption era, cultural identity is fluid and multifaceted, shaped by a variety of factors such as race, gender, nationality, religion, and personal experiences. Vloggers, as individuals who often share deeply personal insights

into their lives, contribute to the formation of cultural identity by offering diverse representations of these identities. By doing so, they challenge monolithic depictions of culture that have historically been promoted by mainstream media (Gurrieri, Drenten, & Abidin, 2023). Vloggers often present themselves as authentic, unfiltered versions of themselves, sharing their lived experiences with their audiences. This authenticity is particularly important in a digital landscape that often values spectacle and curated perfection. As such, vloggers' ability to show vulnerability, discuss personal struggles, or share opinions on social issues offers a refreshing alternative to the polished, idealized portrayals found in traditional media. Their content often highlights a broad range of cultural values, from individual empowerment to solidarity, diversity, and inclusion. This personal connection allows vloggers to build trust and loyalty with their viewers, who in turn resonate with the values being communicated (Ranji, 2023).

Many vloggers use their platforms to advocate for social justice, environmental sustainability, or gender equality. By addressing these issues in an open and engaging manner, they communicate values related to social responsibility, activism, and equity (Belfiore, 2020). This is a stark contrast to older, more controlled forms of media, where cultural values were often shaped by top-down structures like news agencies, corporations, or governments. Vloggers, in this sense, democratize cultural production by allowing anyone with an internet connection to share their values and perspectives

In addition, globalization has further complicated the ways in which cultural values are communicated by vloggers. With the ability to reach audiences across the world, vloggers are increasingly faced with the challenge of balancing global appeal with local authenticity. While platforms like YouTube offer a global stage, cultural values and identities are still deeply rooted in local contexts. Vloggers must navigate the tension between these global and local forces, often adapting their content to resonate with diverse audiences without losing the unique aspects of their own cultural identity. This tension is especially visible in content related to ethnicity, language, and tradition. Vloggers who come from specific cultural backgrounds may find that certain aspects of their identity are underrepresented in global media, leading them to share more localized cultural expressions in their videos. However, these expressions may need to be adjusted to be accessible or relatable to a broader international audience. For example, vloggers might create content that blends local cultural references with universal themes like personal growth, relationships, or social issues, creating a hybridized form of cultural expression that appeals to both local and global viewers. The global reach of vloggers also plays a significant role in promoting cross-cultural exchange. As vloggers interact with audiences from different countries, they contribute to a broader cultural dialogue that transcends national borders. This fosters the sharing of diverse values and experiences, promoting greater understanding and acceptance of different cultural perspectives. In this way, vloggers play a key role in bridging cultural divides and fostering a more interconnected world.

One of the most significant aspects of vlogger-driven cultural communication in the disruption era is their potential as agents of social change. Many vloggers actively use their platforms to address pressing societal issues, from advocating for climate action to speaking out against racism and discrimination. By amplifying these messages, vloggers help to shape the cultural discourse around issues of social justice, equality, and human rights. To raising awareness, vloggers often take concrete action by partnering with non-profit organizations, engaging in activism, or encouraging their audiences to participate in grassroots movements. Their ability to inspire action is amplified by the viral nature of

social media, where a single video can quickly garner millions of views and spark global conversations. This gives vloggers a unique power to influence cultural values in ways that were previously unimaginable. Moreover, vloggers' ability to interact directly with their audiences--whether through comments, live streams, or Q&A sessions--creates a sense of community that traditional media platforms cannot replicate. This sense of connection fosters an environment in which viewers feel empowered to contribute to cultural change alongside the vloggers they follow. Vloggers, thus, have the potential not only to communicate cultural values but also to mobilize their audiences toward collective action.

The role of vloggers in communicating cultural values in the disruption era is complex and multifaceted. They are both influencers and cultural architects, shaping the narratives around identity, authenticity, social change, and globalization. While the rise of digital platforms has democratized cultural communication, it has also introduced new challenges, particularly related to algorithmic curation, audience segmentation, and the tension between global reach and local authenticity. Nonetheless, vloggers continue to play a critical role in promoting diverse cultural values and fostering global conversations about pressing societal issues.

Conclusion

In the disruption era, vloggers have emerged as powerful communicators of cultural values, leveraging digital platforms to share personal stories, address social issues, and foster global conversations. This study has examined how vloggers contribute to the construction and communication of cultural narratives, especially in the context of a rapidly changing digital landscape. Vloggers in the disruption era are not merely entertainers; they are critical contributors to the dialogue surrounding cultural values. By continuing to explore the intersection of digital media, cultural representation, and audience engagement, future research can further illuminate the complex ways in which vloggers influence cultural landscapes, promote social change, and foster intercultural understanding in an increasingly connected world. Future studies could delve deeper into how specific algorithms on platforms like YouTube, TikTok, and Instagram affect the visibility and dissemination of cultural messages. This also could be expanded to include a cross-cultural analysis, comparing how vloggers from different regions, cultures, and backgrounds communicate cultural values. Such research could explore how cultural expressions are adapted or preserved when creators address global audiences, and how local authenticity is maintained in a globalized context.

Conflict of Interest

We certify that there is no conflict of interest with any financial, personal, or other relationships with other people or organization related to the material discussed in the manuscript.

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