

## **The Transformation of Labor's Digital Consumption in a Capitalist Regime YouTube Leslar Entertainment: A Christian Funchs Perspective**

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### **ABSTRACT**

This research explores the impact that the transformation of social media has had on human communication culture, especially through interactions between celebrities and fans in vlog content on Leslar Entertainment's YouTube channel. The focus is not only on changing digital consumption patterns, but also on the role of social media in the context of capitalism. Using social theories, such as the concepts of presumption, playboard, and digital labour, this study underscores the changes taking place in modern society driven by the logic of power accumulation and accelerated accumulation. The concept of time in labour value theory is also used to identify social media as a reflection of the changing regime of time in modern society. Theoretical and interpretive analysis methods were used in researching vlog content and interactions between celebrities and fans on Leslar Entertainment's YouTube platform. The results show that social media, particularly in the context of Lesla's YouTube.

**Keywords:** Capitalism; Perspective Management; Leslar Entertainment.

### **INTRODUCTION**

The transformation of social media has changed the landscape of human communication significantly. With its growing popularity, platforms like YouTube Leslar Entertainment have become a major platform for interaction between celebrities and fans through vlog content. Behind this phenomenon, questions arise about its impact on the culture of human communication and the dynamics of capitalism. The exponential growth in digital consumption has created a new paradigm where users become not only passive consumers but also content producers in the concept of presumption (Hasan, 2012). The concept of playbour refers to how activities that were once considered hobbies or pleasures are now used as a form of unpaid work on platforms like YouTube. Meanwhile, the digital workforce is increasingly taking centre stage in the era of digital capitalism, with implications that are not yet fully understood for the economy, culture, and politics. In this context, this study aims.

In the modern era, social media has become a dominant force that fundamentally changes the way humans communicate. The interaction between celebrities and fans on platforms like YouTube's Leslar Entertainment reflects one of the most striking aspects of this transformation. Social networking sites have become an integral part of modern online life, shaping the way we interact and communicate online (Body & Ellison, 2008). This phenomenon not only changes the way we

interact with each other, but also has a significant impact on the culture of human communication. The exponential growth in digital consumption creates a new paradigm where users become not only passive consumers, but also content producers through the concept of prosumption. The playbour concept highlights how activities that were previously considered hobbies or pleasures, are now used as a form of unpaid work on platforms such as YouTube (Hope, 2011). On the la side.(Howe, 2008).

Technology adoption isn't the only trigger for change in the social media landscape. Structural transformations driven by the logic of capitalism have also played an important role in directing the development of social media. Karl Marx described capitalism as a dynamic economic system, in which capital must constantly expand to avoid crises. The implications of capital accumulation include natural exploitation, economic centralization, military conflict, and natural resource depletion (Huws, 2003). Marx highlighted the importance of surplus value in shaping the accumulation of capital in capitalist society. Therefore, it is important to recognize that social media is not just a platform for sharing information and communicating, but also a mirror of broader social and cultural dynamics. This prompts the need for further investigation into the implications of social media interaction in the context of the transformation of human communication culture and the dynamics of capitalism.

The complexity of digital media use, which recognizes that social media does not automatically trigger protests or social change, is relevant to his study of the transformation of digital consumption and labor in the context of capitalism, particularly on YouTube Leslar Entertainment. Social media can have diverse impacts, including limiting or stifling protests on the one hand, while reinforcing them on the other (Marx, 1857) in emphasizing the importance of understanding the material base in a digitally connected society to understand the changes in digital consumption and the role of labor that a substantial revolution requires a firm understanding of economic, political, and ideological aspects. Marxist communication theory emphasizes that communication is a material practice that is interrelated with the construction of meaning in social activity (Fuchs, 2015). Directly discusses media in modern communication, including phenomena such as YouTube's Leslar Entertainment's understanding of the changing.

The complexity of the use of digital media becomes relevant in understanding the transformation of digital consumption and the role of labor in the context of capitalism, especially in the study of YouTube Leslar Entertainment triggers protests or social change, because it can limit or amplify its effects alternately (Jhally, 2005). Awareness of a digitally connected society must not be false, but must be based on a solid understanding of the material bases that affect society, including economic, political, and ideological aspects. By understanding this material base, individuals can be mobilized to make a substantial revolution. Fuchs also underlined the importance of Marxist communication theory which emphasizes that communication is a material practice, in which labor and language

interact with each other and form meaning in social activity in digital consumption and the role of labor is formed in the era of digital capitalism, taking into account the theoretical foundations.

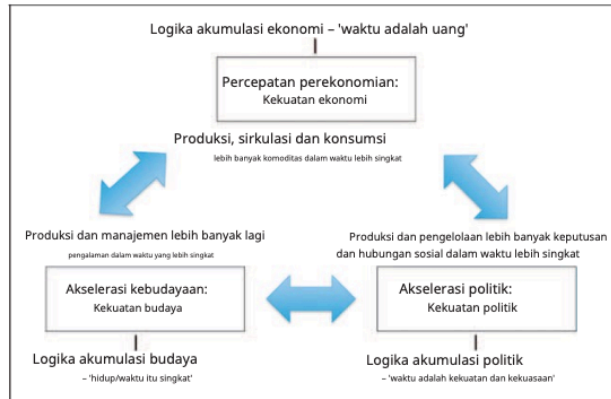
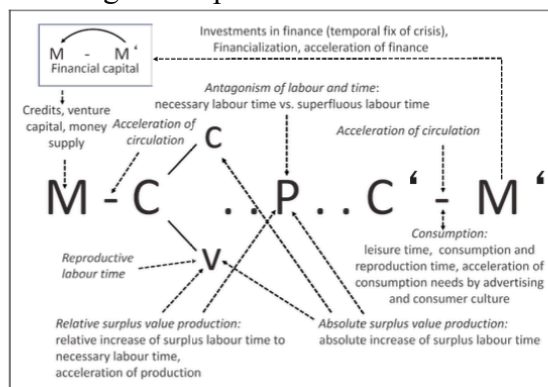


Figure 1. The logic of speed in the economic, political and cultural systems of modern society

Source: (Rosa, 2005, 2012)

Observations on the cycle of capital investment in a capitalist economy highlight how the transformation of digital consumption and the role of labor in Leslar Entertainment's YouTube is reflected in the dynamics of capital accumulation. In capitalism, efforts to shorten work time and increase productivity are key features also seen in platforms like YouTube Leslar Entertainment. However, tensions arise between reducing working time to increase productivity and extending working time to obtain more profits, which is also reflected in content and interaction on YouTube (Ofcom, 2012). In addition, contradictions in the acceleration of production, circulation, and consumption of merchandise also illustrate the dynamics of capitalists involved in the financial sector, including financial investments based on expectations of future profits. This view reflects the complexity of the relationship between the transformation of digital consumption, the role of labor, and the logic of capital.



Picture 2. The Time Role in Capitalism Economy

Source Christian Fuchs (2012)

The cycle of capital investment and capitalism's efforts to shorten working time, increase productivity, and extend working hours, provides a deep perspective on the

transformation of digital consumption and the role of labor in YouTube Leslar Entertainment from the perspective of Christian Fuchs. In the context of capitalism, the timing of capital circulation becomes key in the cycle of capital accumulation, illustrating how important time is in the processes of production, distribution, and sales (Ritzer, 2010). Meanwhile, efforts to shorten work time and increase productivity are also reflected in the dynamics of content and interaction on platforms such as YouTube Leslar Entertainment.

However, a tension arises between reducing working time to increase productivity and extending working time to achieve greater profits, which is also reflected in the economic and cultural dynamics associated with such platforms. The acceleration in the production, circulation, and consumption of merchandise also reflects the logic of capitalism in the financial sector, where financial investment is based on expectations of future profits (Rosa, 2012). The contradiction between short-term and long-term financial gains often gives rise to capitalist crises, illustrating the complexity of the relationship between the transformation of digital consumption, the role of workers, and the logic of capitalism in the modern era.

The cycle of capital investment, efforts to shorten working time, and the dynamics of capitalism provide deep insight into the transformation of digital consumption and the role of labor in YouTube Leslar Entertainment, as viewed by Christian Fuchs. In the context of capitalism, the time of circulation of capital becomes key in the process of capital accumulation, highlighting the importance of time in production, distribution, and sale. On platforms such as YouTube Leslar Entertainment, efforts to shorten work time and increase productivity are reflected in the dynamics of content and interaction, but there is a tension between reducing work time for productivity and extending work time to achieve greater profits (Scholz, 2013). This dynamic is also reflected in the economic and cultural aspects associated with the platform. The acceleration in the production, circulation, and consumption of merchandise reflects the logic of capitalism in the financial sector, where financial investment often does.

A look at how YouTube users indirectly transfer the value of the platform and their personal data into data commodities, as well as how advertising clients leverage this information for targeted advertising, provides deep insight into the transformation of digital consumption and the role of labor in the context of YouTube Leslar Entertainment from the perspective of Christian Fuchs. In capitalist regimes, users' online activities generate new value in the form of online time spent and data generated, which is then utilized by internet companies to improve advertising efficiency (Shaikh, 2016). The targeted advertising process allows companies to display more ads that match user interests, generating more economic value and profits through the process of capital accumulation. Through this view, we can see how digital consumption not only affects user behavior, but also forms the foundation of a thriving economy.

## **METOD**

Qualitative research offers a deep and comprehensive approach in understanding human phenomena and their environment (Yusuf, 2019) By emphasizing the search for meaning, understanding, and symbols, this research explores the complexity and context behind a phenomenon. Through theoretical and interpretive analysis methods, this study investigates the phenomenon of interaction between celebrities and fans on Leslar Entertainment's YouTube platform.



Figure 2. Leslar Entertainment YouTube Image

Source: Researcher 2024

Theoretical analysis leverages concepts such as prosumption, playbour, and digital labor from the perspective of Christian Fuchs to understand the transformation of social media in the context of capitalism. In this analysis, researchers identify the social structures, power dynamics, and implications of capitalism that affect the relationship between celebrities and fans. On the other hand, interpretive analysis highlights the meaning contained in vlog content and interactions between celebrities and fans, taking into account the social, cultural, and economic contexts that influence individual perceptions and actions.

With this approach, the research aims to gain a deeper understanding of how the transformation of social media, particularly through YouTube Leslar Entertainment, affects digital consumption patterns and the dynamics of capitalism, as well as its impact on human communication culture. Theoretical analysis helps in understanding the structural underpinnings of the phenomenon, while interpretive analysis opens a window to understand the subjective experience and meaning given by individuals in their interactions on those platforms.

## RESULT AND DISUSSION

### **Leslar Entertainment's Management Perspective: Digital Consumption of Workers in Capitalist Regimes.**

The phenomenon of digital consumption of workers in capitalist regimes is strongly reflected in the role of social media as the main cornerstone of modern life. Leslar Entertainment, as an entity within the social media ecosystem, not only acts as a content provider for its users, but also as a workplace for many individuals. Social media is no longer just a tool of social interaction or learning, rather it has evolved into a space where individuals can actively participate in content production.

In other words, social media users, including platforms like Leslar Entertainment, are not only passive consumers, but also active content producers who contribute to the digital economy. In this digital age, the paradigm of consumption has shifted, where social media is not only used to consume content, but also to create and distribute content, creating new forms of digital consumption that are dynamic and oriented towards active user participation. Therefore, the concept of digital consumption of workers in capitalist regimes illustrates how social media, including Leslar Entertainment, is central to changes in the way we work, interact and consume content in a society driven by the logic of capitalism.

This concept reflects the understanding that social media, including platforms such as Leslar Entertainment, is not only a place to consume content, but also an arena where labor exploitation occurs in cyberspace. Inspired by Christian Fuchs' views, this study highlights the central role of digital workers in the process of content production and consumption on social media platforms. In this context, digital consumption is no longer only considered as an act of passive consumption, but also as an active form of production, which contributes to the value of the capitalist economy. Through users' active participation in creating, uploading, and consuming digital content, social media platforms such as Leslar Entertainment are central to economic dynamics driven by the logic of capitalism, of which the exploitation of digital labor is one of its main characteristics.

Leslar Entertainment as the main focus, which allows a deeper understanding of the role of digital consumption in shaping content production and capitalist economic value. Leslar Entertainment is not only a platform for content consumption, but also a place where the content production process takes place. Analysis of the role of management in this context is important because they have a significant role in managing the platform, including in organizing the process of content production, distribution, and monetization. Thus, the study not only pays attention to how digital consumption affects consumption actions, but also how it shapes content production which is at the core of the capitalist economic value run by Leslar Entertainment.

### **Leslar Entertainment's Management Perspective: Time and Capitalist Society.**

Leslar Entertainment played an important role in demonstrating how speed logic became a key element in the management of such platforms. In an effort to maintain competitiveness and relevance in a fast-changing market, Leslar Entertainment had to quickly adapt to changing content trends and user preferences. This requires them to operate in a dynamic environment, where political, economic, and cultural factors interact. The adoption of this logic of speed is also reflected in the social dynamics influenced by the accumulation of capital and the various forms of power analyzed by theorists such as Bourdieu, Habermas, and Giddens. As such, Leslar Entertainment's management not only deals with the technical aspects of their platform, but must also understand and respond to changes in the broader social,

political, and economic structure in order to remain relevant and sustainable in the dominant capitalist regime.

Leslar Entertainment's use of digital labor without equal compensation to accelerate content production reflects a pattern of labor exploitation common within the capitalist framework. This practice corresponds to Marx's view of capital accumulation in capitalism, where surplus value is at the core of the production process. Leslar Entertainment, like many other digital platforms, relies on user contributions without providing commensurate monetary rewards, hoping to increase the amount and speed of content production. In this context, users are transformed into content producers without appropriate compensation, which reinforces the imbalance in the distribution of economic value between Leslar Entertainment and its contributors. This shows how the practice of labor exploitation in digital form continues to be strengthened and deepens the dynamics of capitalism in the era of digital consumption.

Leslar's practice of exploitation of digital labor can deepen social injustice and increase inequalities in the distribution of resources, which is in line with the implications of Marx's theory of capital accumulation. The practice raises critical questions about economic fairness in a speed-driven society, where Leslar and similar platforms leverage user contributions without providing equal rewards. Bourdieu, Habermas, and Giddens' analysis of the complex interactions between politics, economics, and culture in capitalist societies provides a profound perspective on how the practice of digital labor exploitation not only impacts economic aspects, but also affects social and political dynamics more broadly. This highlights the need to consider the social and political impact of digital economic practices in the context of modern capitalism.

**Leslar Entertainment's Management Perspective: The logic of speed in the economic, political and cultural systems of modern society.**

Leslar Entertainment, as a major player in the social media industry, is actively involved in implementing speed logic in its management strategy. They must adapt to rapid changes in the digital ecosystem, including content trends and user preferences, to maintain their relevance and presence on social media. This practice reflects the dynamics of work in capitalism driven by speed and the race for competitive advantage. In this context, Leslar uses a variety of management techniques to ensure that their content production remains efficient and responsive to rapidly changing market demands. This management strategy also illustrates how social media platforms like Leslar actively integrate capitalist elements in their daily operations, including the exploitation of digital labor, to maximize their profits and growth in dominant capitalist regimes.

Within the framework of the capitalist regime, Leslar Entertainment uses speed as a key tool in the production and distribution of their content on social media. This practice often leads to the exploitation of the digital workforce. Although Leslar

utilizes time efficiency in their production activities, digital workers who contribute to such content often do not receive compensation equivalent to the time and effort they put in. This phenomenon reflects the exploitation of labor in a digital world, where the value of workers' time and effort is often not fully recognized or appreciated within a capitalist framework that prioritizes profitability. Thus, Leslar Entertainment's speed management not only reflects the dynamics of work within capitalism, but also illustrates the social injustices that may occur in a social media ecosystem driven by capitalist logic.

The practice of digital labor exploitation by Leslar Entertainment has implications that are not only limited to economic, but also social and political aspects. Inequality in the distribution of resources and profits between Leslar Entertainment as a company and its digital workforce can deepen social inequality and increase inequities in society more broadly. The social impacts of this exploitation include restrictions on access to economic opportunities and an increasing gap between those who have access to social media platforms and those who do not. On the political front, this creates an imbalance in power between large companies like Leslar and the individuals or groups that depend on those platforms for a living. These conditions raise questions about economic fairness and sustainability in the context of Leslar's management practices in an ever-evolving digital ecosystem, highlighting the importance of addressing.

### **Leslar Entertainment's Management Perspective: The role of time in the economy.**

Leslar Entertainment's role in making efficient use of time in the production and distribution of content on social media reflects the importance of the capital investment cycle (M-P-M0) in a capitalist economy. Leslar, as a major player in the social media industry, understands that the timing of capital circulation, which includes buying, producing, and selling, becomes key in the capital accumulation cycle. By making efficient use of time, Leslar can maintain its relevance and competitiveness in the fast-changing digital economy. In this regard, good time management is an important strategy for Leslar to stay at the forefront in a competitive industry. It shows how Leslar's management practices are not only concerned with aspects of content production and distribution but are also integrated within the broader dynamics of the capitalist economy, where time has a central role in value generation and capital accumulation.

Leslar Entertainment is a concrete example of the contradictions in capitalism expressed in the explanation. Capitalism, with its efforts to shorten working time and increase productivity, often leads to gender inequality in the allocation of leisure time. Leslar, as a representative of the social media industry driven by capitalist logic, strives to achieve time efficiency in content production and distribution activities. However, in the process, Leslar often engages in digital labor exploitation practices on social media platforms, where his digital laborers, who are often individuals with free time used to participate in content production, may not



be compensated equally. This reflects capitalism's contradiction between the need to increase productivity by shortening working time, while extending working time to achieve more profit. Thus, Leslar Entertainment became a study.

The practice of exploitation of digital labor carried out by Leslar Entertainment is not only a source of economic injustice, but also affects the distribution of resources in an increasingly integrated digital ecosystem. The contradiction between the short-term financial gains pursued by companies like Leslar and the long-term impact of such exploitation creates the potential for capitalist crisis. The implications of this exploitation extend into the domain of digital resource distribution, raising questions about the fairness of access and use of those resources in the context of speed-driven digital consumption.

### **Leslar Entertainment's Management Perspective: Social Media and the Changing Capitalist Age.**

Leslar Entertainment was identified as a smart user in utilizing YouTube users' online activities as a source of additional value. They recognize that user interaction with their content not only results in time spent online, but also generates valuable personal data. Leslar actively converts this value into valuable data commodities, which form the basis of targeted ad marketing strategies on their social media platforms. Within the framework of capitalist regimes, such practices reflect how companies use digital resources to create additional value and strengthen their economic position in an ever-evolving digital environment.

Leslar Entertainment's practice of using data for targeted advertising on YouTube raises questions about the exploitation of digital labor in the context of digital capitalism. Leslar leverages users' online behavior and generated data to create more efficient ad spaces that match users' interests. However, in this process, the digital workers involved often do not receive compensation equivalent to the value they produce. This phenomenon reflects the exploitation that occurs within the framework of capitalism, where companies disproportionately utilize human resources to obtain economic benefits. In the context of digital consumption driven by speed and market competition, practices like these raise ethical and social questions about the need for fairness and protection for digital workers in an ever-evolving digital economy. The practice of digital labor exploitation by Leslar Entertainment highlights the unset.

### **CONCLUSION**

Leslar Entertainment is in the midst of a paradigm shift in the digital economy, where the transformation of value through YouTube users' online activities marks a new era in digital consumption. However, the challenge facing Leslar is how to manage the practice of digital labor exploitation in an effort to maintain relevance and profit amid an ever-changing environment driven by rapid digital consumption. In the face of this dynamic, companies are not only faced with questions about the

sustainability of their own economies but also about social and ethical responsibility. This highlights the need for ethical considerations in the management of companies in the digital age, with careful handling of issues of justice and resource distribution in the context of evolving global capitalism. The importance of ensuring that business practices do not harm digital workers is a major highlight, underscoring the need for a more holistic approach to digital.

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