

## **CHAPTER V**

### **CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Conclusion**

In conclusion, MrBeast's YouTube content exemplifies how capitalist and consumerist ideologies are internalized and normalized within digital media through the subtle mechanisms of cultural hegemony. Utilizing Antonio Gramsci's framework, this study has shown that MrBeast maintains his dominant position not merely through entertainment, but by embedding ideological narratives that are accepted by both video participants and audiences without critical awareness. His portrayal as a benevolent savior, the repeated emphasis on personal success through hard work or luck, and the fusion of philanthropy with spectacle are key strategies that naturalize capitalist values. These elements create a unified narrative that frames acts of wealth distribution as personal generosity, while in reality they operate within a cycle of capital investment and return. Consequently, MrBeast's videos function as cultural texts that subtly reinforce dominant ideologies under the guise of altruism. Rather than challenging existing power structures, his content perpetuates them by making capitalist logic appear desirable and morally commendable.

#### **5.2 Recommendations**

This study opens up possibilities for further academic exploration, especially in understanding how digital creators influence ideology and social behavior through popular content. Future researchers are encouraged to examine other YouTubers or social media influencers who engage in similar practices, particularly those who use philanthropy or social responsibility as part of their branding strategy. Analyzing different figures from diverse cultural or national contexts could provide comparative insights into how cultural hegemony and capitalist logic function globally in the age of digital media. Moreover, future research could incorporate audience reception studies to understand how viewers interpret and internalize the messages in philanthropic content. Do audiences

perceive these acts as genuine kindness, or do they recognize the strategic economic motives behind them? Including interviews, comment analysis, or viewer surveys could enrich the discussion about power dynamics and ideology in the digital space.

