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Gizmo Lifestyle: Pseudo-Entities in Virtual Spaces

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Abstract

The development of information and communication technology has changed the way people interact and do activities. In modern society the presence of advanced technology provides various conveniences not only in the way of communicating, but also in the way of learning and shopping. Shopping centers that used to be places to relax and interact socially have now turned into areas for using gadgets and prove that humans are starting to tend to connect personally through digital devices. The term Gizmo emerged along with the increasing development of digital technology and mobile devices. The digital era has now also triggered the emergence of a consumer culture. Smart devices not only function as communication tools but also as symbols of social status. This phenomenon encourages the worship of certain products which can lead to excessive dependence and neglect of social relationships in the real world. Although technology provides conveniences such as faster access to information and digital business opportunities, infrastructure inequality and consumer culture remain challenges. Therefore, it is important for people to be wise in using technology in order to maintain a balance between digital and social life, and ensure that technology can improve the quality of life without sacrificing relationships between people.

Keywords: Gizmo, digital technology, smart devices, consumer culture

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I. INTRODUCTION: OBSERVING OUR SURROUNDINGS FOR A MOMENT

Activities ranging from shopping for *fashion outfits*, watching movies at the cinema, eating, visiting exhibitions, *hanging out*, and playing in the game area can be accommodated in one vehicle that presents a cathartic means for the satisfaction of visitors.

Shopping centers for modern society should be identical to release stress from work/relaxation routines and gather to get closer to family; in fact, it is a common arena for visitors to be serious about their gadgets. I often feel attacked by 'gadget fever'; old, young, and children are busy with their own smart devices. Every human activity in the information age, like today, is complete with the presence of gadgets, let alone working, eating, *chatting* with friends, driving, and even walking on the sidewalk, which cannot be separated from gadgets. Learning activities for students become more varied with the presence of *an e-learning system that* presents various virtual learning facilities, which makes various sciences easily accessible.

It is undeniable that *advanced technology has* pampered us with various conveniences. Life is like being in a fast-moving space and time. Communicating with anyone and anywhere is no longer a significant obstacle for those of us who live in the era of *cyberspace* and the internet. The development of technology on smart devices has accommodated various online activities and triggered the development of the horizontal era. All parties who were previously connected vertically, whether in terms of position, purchasing power, or level of education, are equal as long as they want to connect online. The social order is increasingly 'disturbed' by the existence of sophisticated gadgets, complete with social platforms that decorate them.

High internet access through devices *Mobile* Indonesia due to the increasingly cheap mobile devices that can access the internet. Plus, subscription prices *for Internet Mobile are in* Indonesia, where the majority of the tariffs are quite affordable. Especially during the COVID-19 pandemic and in the future, mobile credit and digital connectivity will be important and urgently needed. In fact, according to Badan Kebijakan Fiskal (BKF) – Indonesia Ministry of Finance since 2013, data on the cost of poor households shows that people generally allocate their funds to buy credit. One more interesting thing is that the lower the income, the greater the proportion of people buying smartphones [1].

II. IT ALL STARTED WITH ICT

Internet and *cyberspace* have become a lifestyle in the information age as they are today, and their role will increasingly be dominant in the future. Smart device usage is becoming more widespread among the community, the lower middle class, and those living in urban and rural areas. Various stimuli in the form of advanced features in design packaging with the latest innovations continue to tempt potential buyers to fulfill lifestyle desires and social image in the midst of association [2]. The development of this cutting-edge device is certainly inseparable from the role of the development of communication and information technology, often known as ICT.

Term Information and Communication Technologies (ICT) is a large umbrella of terminology that includes all the technical equipment for processing and conveying information [3]. Information and communication technology are important aspects of this technology. Matters that include information technology are everything related to processes, the use of assistive devices, manipulation, and data management. Meanwhile, communication technology is related to the use of tools to process or transfer data from one device to another. Information technology and communication cannot be separated because they are interrelated in the process, management, manipulation, transfer, and distribution of information.

The development of technology is a milestone for the advancement of information systems and their supporting devices. Telecommunication systems that depart from analog technology have shifted to digital technology and then converged with computer devices until they developed into *artificial intelligence*. The convergence of products with multimedia content is characteristic of 21st-century technology and continues to develop, but it has yet to reach its saturation point. If the Industrial Revolution is characterized by the production of machines that replace human 'muscles', then the Digital Revolution produces various devices that improve the performance of the human 'brain'. For example, even since the beginning of 2000, many electronics giants have echoed the concept of *smart home living*. The concept is a picture of the ideal residence in the future, where all control of home furniture is intelligently integrated with a digital telecommunication system in the palm of your hand.

III. GIZMO: THE DIGITAL REVOLUTION AND THE NEW ECSTASY

The term *Gizmo* spread prolifically along with the massive development of digital technology and mobile devices and even gave birth to the term *gizmo lifestyle.* What exactly is it, *Gizmo*, that? According to the Merriam-Webster dictionary, *Gizmo* is another term for *Gadgets* [4], or in Indonesian, it can be interpreted as a gadget. Nowadays, every one of us can be sure to have a smartphone as the main tool in communication. Therefore, *Gizmo* is synonymous with smartphones, although there are many other types of smart devices. If a survey is conducted, then it is certain that we all cannot escape dependence on the use of this smartphone. A small device that can provide easy internet access and connect us with various information. The following is data that provides an overview of the massive internet access through gadgets in Indonesia:

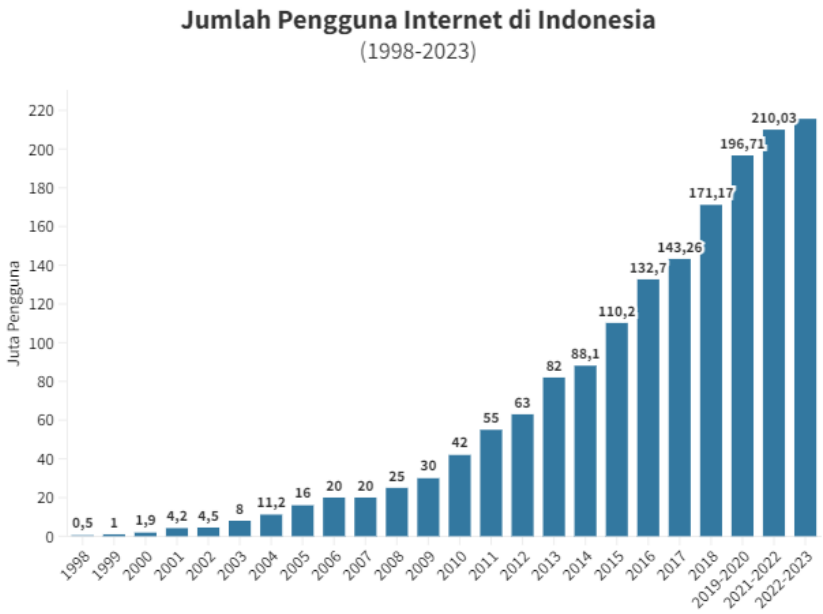

Fig. 1. Growth of internet users in Indonesia by the Indonesian Internet Service Providers Association (APJII) [5]

From the presentation of the data above, the use of the internet has been integrated and has become part of modern human life in the information age. According to data from the Ministry of Communication and Information Technology (Kemenkominfo), 95 percent of internet users in Indonesia use the internet to access social networks. The phenomenon *of social media addiction* that has hit internet users in Indonesia is a symptom of technology. It is easy to create *trending topics* to seek attention among other *social network* users, whether through *TikTok, Meta (formerly Facebook), X (formerly Twitter), Instagram*, and so on. The function of communication tools has transformed as a self-actualization medium to maintain a social image and become a new *ecstasy* for its users.

Unfortunately, the conditions in Indonesia with the increase in the number of internet technology users are not balanced with the ability *of providers* to build adequate infrastructure. A simple example is the adoption of the third generation (3G) network known as HSDPA, which emerged in 2009 but has not been spread evenly in Indonesian territory until now. Not everyone has had time to taste 3G; now, the use of the 4th generation (4G) mobile network, also known as LTE, has expanded, even in some big city areas, which can access 5G when connected to mobile telecommunication devices. This causes users who have high-ability gadgets to be wasted because they cannot apply the high technology.

Uniquely, the inequality of infrastructure actually triggers the phenomenon of *'One person for more than one smartphone'*. Uneven cellular network conditions in each location cause device users *to* have more than one gadget with different operators. Not to mention the habits of users who often distinguish gadgets into several specific functions, such as *gaming, chatting, browsing*, calling, and so on, using different mobile devices according to certain classifications; this has an impact on a less effective consumptive culture. In fact, if we search, every Smart device, Of course, has more or less the same features, but some of us only utilize at least 10% of the capacity gadgets by differentiating its functions. This consumptive culture will later give birth to a form of worship *(fetishism)* new to a certain product or brand to affect a person's social image [6].

It is still clear in our memories of various negative images related to *digital communication technology*, such as the case of wiretapping of Indonesian officials by foreign intelligence agencies, the feud between a famous lawyer and an artist just because of Instagram comments, and many more. The use of technology can indeed be analogous to a double-edged sword; on the one hand, it is advantageous, but if it is not wise in its use, it will certainly be detrimental. On the other hand, we must also remember the positive role of technology that has succeeded in creating *a participatory culture*, such as in the case of the discovery of a missing child through *a broadcast message*. This Palestinian-Israeli tragedy was able to gather an extraordinary mass of supporters for peace and human values. Virtual space is a new social event that also functions as a medium for releasing emotions and will have a positive and negative impact on its users. Likewise, with the lifestyle that accompanies it, we should still be able to maintain harmony in life in the real world.

With such a powerful technological advance, one of the positive impacts is the ease of access to information. We can enjoy easy access to information through innovative smart devices such as digital televisions, smartphones, tablets, and so on. Reading these needs, of course, the electronic device industry takes a tactic by avoiding the production of two types of products. The first is a product that is easy to imitate, thus eliminating its prestige value; the second is a product with strong enough durability so that consumers do not need to buy similar products to replace obsolete ones. This, of course, triggers competition between manufacturers to compete to create products to win the market with the *lure of* raising the image of their users. Once again, we are led in the flow of consumerism.

IV. DIGITAL GENERATION LIFESTYLE

Lifestyle is how a person spends his time and money. This certainly affects a person's consumption choices [7]. People's lifestyles include who they are and what is in their heads, determining how to shop, attitude towards the price and quality of goods, what media they read, what goods/brands will be owned/used, what banks will be used, and so on. Lifestyles will always evolve with the times and will form a social network that continues to grow and develop with open choices.

Lifestyle is a characteristic of modernity [6]. Anyone living in modern society will use the idea of lifestyle to describe his own actions as well as those of others. Lifestyle is the patterns of action that distinguish one individual from another in the context of social structure, and subsequently, lifestyle depends on the development of consumer culture.

Lifestyle is inseparable from the issue of identity (*cultural identity)* and the difference (*cultural difference)* as the two main foundations [8]. Lifestyle is built as a way to show identity, as well as an outlet for the desire to be different. In social practice, a mechanism is needed to build differences. Lifestyle is one of the mechanisms of social differentiation, in which society is differentiated over lifestyle groups, each of which builds its group identity in order to distinguish it from the identity of other groups. Regarding the ownership of gadgets, even a writer named Niki Tapscott (2009) made the following statement:

"My phone is an extension of me. It's an extension of who I am. It's like a nice handbag. It's a display of your personality." [9]

The above quote can be interpreted as meaning that in modern life, consumption patterns are not only the fulfillment of utility values in a narrow sense but also a way of building symbolic values. The essence of the pattern of consumerism is to make the object of consumption more than just the fulfillment of utility but concentrate on the value and meaning of the object as a medium to express identity, status, prestige, and social symbols [10].

Society's needs are developing towards a connoisseur lifestyle that increasingly makes people want to do everything instantly at a high level of comfort. In short, modern society highly honors things that are efficient, effective, functional, fast, practical, productive, multipurpose, and stylish.

The Digital Revolution has also given birth to the digital generation. Currently, gadgets are very synonymous with young people. For them, gadgets are not just a *fashion statement* but have become one of the basic needs. Mac Prensky (2001) divides *digital users* into 2 groups, namely *the digital immigrant generation* and *the digital native*. *Digital* natives are the generation that, when they start learning to write, already knows the internet (currently under the age of 24). This group is also known as Generation **Z** or Generation Platinum. At the same time, *digital immigrants* can be divided into 2 groups, namely Generation **X** (born between 1965 and 1980) and Generation **Y** or Generation Millennials (born between 1981 and 1995). Generation **Z** is very responsive to technological changes and internet-based social networks, so much so that there are times when they are also called the 'ducking generation'. This also triggered the birth of telecommunication and electronic products to support their lifestyles. It is not surprising that the birth of this digital generation also encourages the production of smart devices that flood the whole world, including Indonesia.

The digital era has given birth to a change in the pattern of consumerism to prosumerism. The principle of prosumerism is a condition in which the boundary between producers and consumers becomes thinner [9]. Today's young people see the world as a place to create, not just a means of consumption; producers and consumers have a commensurate space for movement in the creation of products and services in a sustainable manner. In short, the original marketing strategy was the 4Ps *(Product, Place, Price, and Promotion)* should migrate to the ABCDE strategy *(anyplace, brand, communication, discovery, and experience).*

The digital generation always wants pleasure in all aspects of their lives, both in work, education, and social life, through the products and services they consume. Therefore, the digital generation, as prosumers, wants to be involved in the innovation of the products they use. This is a reflection of the toy products they

consumed before. Through a study conducted in America, this digital generation shows that having fun is just as important as the ease of using a product [11]

V. Business in The Digital Era: One Die Grows A Thousand

Communication technology in the digital era not only has a new influence on interaction patterns but also new patterns in economic activities. It is still clear in our memory of the 90s, which is synonymous with the mushrooming of the telecommunication stall business, followed by the internet café business (internet café). With the extraordinary development of technology, the conventional-style telecommunications business began to collapse. It does not stop there; the closure of a number of music stores, several cinemas in big cities, and shopping centers, all due to technology, has become cheaper and more affordable for most people. Listening to music or watching movies can be done easily just by downloading content from certain platforms or subscribing to streaming services.

The digital business era has given birth *to entrepreneurs* with *social networks as* a medium for the occurrence of goods/services buying and selling transactions. By doing business online *(online),* of course, there are a number of advantages such as wider space *(world-wide-web, worldwide transaction),* various *tools* available on the internet that make it easier to run a business, and relatively smaller business capital. On the one hand, this digital-based communication technology benefits business people; it's just that the trust system must still be built among its customers. Conventional economic patterns have increasingly been abandoned and converged with technology; at least, this aspect must be one of the considerations for today's business actors in running their businesses if they do not want to go out of business. It can be concluded that actual activities such as shopping/buying and selling and entertainment are not really lost physically, but change media.

VI. Responding To The Digital Technology Phenomenon

The lifestyle and consumption patterns of the community impact the environment, both positively and negatively. The hegemony of technology that has been so strong in recent decades has succeeded in uprooting humans from real-life conditions.

Technology-based industries collaborate with design, competing for the market. All creative ideas are deployed to create superior information technology products that can provide exclusive symbols to boost users' social status.

Often, manufacturers and consumers of these smart devices forget that sometimes technology can also direct their users to become incomplete individuals in the real world. Many digital social media users actualize themselves with various falsehoods for the sake of imagery, which leads to sad conditions for social relations in the real world.

Capital and creativity should be used for something more useful for a better human life so that they can give rise to a new lifestyle that is more friendly from social, economic, cultural, and environmental aspects. Thus, technological advances are accompanied by efforts to 'humanize' the individual himself.

VII. Virtual Spaces as Extensions of Identity

The integration of virtual spaces into everyday life has transformed not only how people interact but also how they perceive and construct their identities. In virtual environments, users adopt digital personas that often extend beyond their real-world selves. These personas, shaped by avatars, usernames, and curated content, allow individuals to explore facets of their identity that may not be expressed in physical spaces. Platforms such as social media, gaming worlds, and virtual reality spaces serve as modern stages where identity is performed, modified, and even reinvented.

This phenomenon aligns with Erving Goffman's concept of the "front stage" and "backstage" in social interactions, where virtual platforms act as the front stage, presenting idealized versions of oneself (Goffman, 1959). Users consciously craft their digital presence, selecting images, words, and affiliations that project a desired identity. For example, an individual might portray themselves as a tech-savvy innovator on LinkedIn while emphasizing a creative or adventurous side on Instagram. The multiplicity of virtual spaces enables individuals to compartmentalize and amplify specific aspects of their personality.

Gaming platforms like "The Sims" or "Second Life" exemplify how virtual spaces facilitate identity exploration. These platforms allow users to create and control avatars, simulating lives and interactions that

may differ significantly from their offline experiences. In these spaces, users' choices in appearance, actions, and affiliations serve as expressions of their aspirations, fantasies, or cultural identities. Moreover, the dynamics of these spaces often blur the line between reality and fiction, fostering new forms of identity experimentation and social interaction. In Indonesia, games like Mobile Legends have created communities where players interact, strategize, and even monetize their gaming skills, reflecting a new form of digital identity intertwined with social and economic activities.

However, the virtual space's role in shaping identity also raises questions about authenticity. The pressure to conform to idealized digital standards can lead to dissonance between online and offline selves. For instance, individuals might experience anxiety when their virtual persona—polished and curated—clashes with their real-world limitations. This dichotomy underscores the dual-edged nature of virtual identity: while it empowers self-expression, it can also exacerbate feelings of inadequacy and alienation. Such conflicts often manifest in "imposter syndrome" in professional networks or emotional fatigue from maintaining multiple personas.

As virtual spaces continue to evolve, their influence on identity will deepen, prompting further exploration into how individuals balance their online and offline personas. The rise of metaverses, augmented reality, and virtual economies suggests that identity construction in these spaces will become increasingly sophisticated and impactful, shaping societal norms and personal perceptions in unprecedented ways. These developments also call for critical discourse on the ethics of identity manipulation in virtual contexts and its long-term psychological effects

VIII. Virtual Spaces as Extensions of Identity

The growing immersion in virtual lifestyles brings with it a set of ethical and social challenges that demand attention. As people spend more time in virtual spaces, issues such as data privacy, digital addiction, inequities in access, and the reshaping of traditional social norms have become critical concerns. Virtual lifestyles is also growing in Indonesia where digital transformation affects cultural and socio-economic aspects. Indonesia is one of the largest countries and the fastest growing digital users globally. However, cases such as data privacy security, digital addiction, and inequality of access still often occur.

A. Data Privacy and Surveillance

Virtual platforms often operate on a business model that prioritizes data collection. Users' interactions, preferences, and behaviors are meticulously tracked to generate targeted advertisements and optimize user engagement. This raises ethical questions about consent and ownership of personal data. For example, a social media user may unknowingly consent to extensive data mining by agreeing to terms and conditions they seldom read. Moreover, the potential misuse of this data—such as unauthorized sharing or surveillance—poses significant risks to individual autonomy. High-profile cases of data breaches, such as those involving social media giants, highlight the vulnerability of user data and emphasize the need for robust privacy protections (Zuboff, 2019).

Regulations like the General Data Protection Regulation (GDPR) in the European Union aim to safeguard user data and promote transparency. However, enforcement remains inconsistent globally, and many regions lack comprehensive legislation, leaving users exposed. Advocacy for stronger privacy standards and user awareness campaigns are critical steps toward protecting individuals in the digital age. Additionally, ethical considerations must address the development of artificial intelligence algorithms that often utilize large-scale user data, further complicating privacy concerns.

In Indonesia, the adoption of digital platforms is accompanied by growing concerns over data privacy. Many users remain unaware of the extent to which their personal information is collected and used. E-commerce platforms such as Tokopedia and Bukalapak, along with social media giants like Instagram and TikTok, dominate the Indonesian digital economy. However, the regulatory framework—such as the Personal Data Protection Law (UU PDP) passed in 2022—is still in its infancy. Without robust enforcement, data breaches remain prevalent. For instance, the massive data breach on Indonesia's BPJS Kesehatan database exposed sensitive personal data of millions, highlighting vulnerabilities in government and corporate data management.

Indonesia's position as a developing economy with limited digital literacy exacerbates these issues. Awareness campaigns to educate users about their rights and best practices for safeguarding their privacy are crucial. Moreover, collaborations between government and tech companies to ensure compliance with data protection laws can set precedents for the region. Platforms must also simplify privacy settings, empowering users to control their data effectively.

B. Digital Addiction

The design of virtual platforms often exploits psychological mechanisms to maximize user engagement. Features such as endless scrolling, reward-based notifications, and immersive graphics can lead to excessive screen time, affecting mental and physical health. The World Health Organization's recognition of gaming disorder as a mental health condition underscores the seriousness of digital addiction (WHO, 2021). Studies reveal that prolonged engagement with digital platforms can lead to sleep disturbances, reduced productivity, and social isolation.

To combat digital addiction, technology developers must embrace ethical design principles that prioritize user well-being over profit. Initiatives like screen time tracking tools and digital detox programs can help users establish healthier habits. Additionally, public health campaigns should address the societal impact of digital addiction, promoting balanced use of technology (Lanier, 2010). Social movements advocating for "digital well-being" have gained traction, emphasizing intentional disconnection and mindful interaction with technology.

The prevalence of mobile internet usage in Indonesia has fueled concerns over digital addiction. Social media platforms like Instagram, TikTok, and WhatsApp are deeply embedded in daily life, often leading to overuse among youth. Mobile Legends, PUBG, and Free Fire have become cultural phenomena, creating a dual-edged sword of community engagement and addiction. The Indonesian Ministry of Health has flagged gaming addiction as a rising issue, with cases of children neglecting schoolwork and social interactions due to excessive screen time.

Prolonged engagement with digital platforms impacts education, productivity, and mental health. Initiatives like the "Digital Healthy Lifestyle" (Gaya Hidup Sehat Digital) program by the government emphasize balanced technology use. Schools and workplaces are incorporating digital literacy modules to teach responsible usage, while NGOs advocate for digital detox campaigns tailored to Indonesia's cultural context. Case studies from urban schools in Jakarta reveal that structured "device-free hours" significantly improve focus and interpersonal interactions.

C. Access Inequities

While virtual spaces offer numerous benefits, not everyone has equal access to them. Socioeconomic disparities often dictate who can afford the necessary devices, connectivity, and subscriptions. This digital divide perpetuates inequalities, limiting opportunities for marginalized groups to participate fully in virtual economies and social networks. In education, for example, students without reliable internet access face significant disadvantages in virtual learning environments (Noble, 2018).

Efforts to bridge this gap—such as affordable internet initiatives, public Wi-Fi programs, and community-based tech hubs—are essential to ensuring inclusive access to virtual spaces. Collaboration between governments, private sectors, and non-profit organizations can create sustainable solutions that empower underserved communities. Moreover, emerging innovations like low-cost satellite internet services have the potential to reduce inequities further.

Indonesia's digital divide remains a critical barrier to equitable participation in virtual spaces. While urban centers like Jakarta and Surabaya enjoy robust digital infrastructure, rural and remote areas struggle with inconsistent internet connectivity. Programs such as "Internet Desa" (Village Internet) aim to bridge this gap by providing affordable internet services to underserved communities. However, challenges persist, as seen during the COVID-19 pandemic, when students in rural East Nusa Tenggara had to climb hills for better internet signals to access online classes.

Access inequities also extend to education, with the pandemic highlighting disparities in digital learning. Many students in rural areas lacked devices or stable internet connections, hindering their ability to participate in online schooling. Addressing these challenges requires investments in infrastructure, partnerships with telecom providers, and community-based tech initiatives. For example, the "Jaringan Akses Pendidikan" initiative provides refurbished devices to underprivileged students.

D. Social Fragmentation

Paradoxically, the connectivity promised by virtual spaces can lead to social fragmentation. Excessive reliance on digital interactions may erode face-to-face relationships, reducing empathy and understanding among individuals. Moreover, echo chambers in virtual spaces often reinforce existing biases, polarizing communities and diminishing the diversity of thought.

Addressing social fragmentation requires fostering digital literacy and critical thinking skills among users. Educational programs should emphasize the importance of diverse perspectives and respectful dialogue. Platforms must also adopt algorithms that promote balanced content exposure, reducing the

impact of echo chambers. Additionally, virtual environments should provide features that encourage collaborative problem-solving and meaningful group interactions to counteract isolation.

Indonesia's rich cultural diversity makes social fragmentation in virtual spaces a nuanced issue. Social media algorithms often create echo chambers that amplify polarizing content, especially during politically charged events like elections. The 2019 presidential elections saw significant digital misinformation campaigns that deepened societal divisions. For example, hoaxes and doctored videos circulated widely on WhatsApp, fostering mistrust and polarization among different ethnic and religious groups.

Fostering digital literacy to combat misinformation is crucial. Community-driven initiatives, such as digital civility campaigns by influencers and religious leaders, help bridge divides by promoting respectful dialogue. Platforms must also be held accountable for curbing the spread of divisive content through stricter content moderation policies. An example of success is the "Mafindo" fact-checking initiative, which collaborates with platforms to debunk viral falsehoods

E. Mental Health in Virtual Spaces

The immersive nature of virtual spaces can both support and harm mental health. On one hand, virtual environments provide therapeutic tools, such as VR simulations for anxiety disorders and PTSD. On the other hand, excessive engagement can lead to loneliness and depression, particularly when virtual interactions replace genuine human connections (Twenge et al., 2018). Social media platforms, in particular, can exacerbate feelings of inadequacy and anxiety due to comparison culture and unrealistic portrayals of life.

The rise of cyberbullying in virtual spaces also poses significant threats to mental well-being, especially among younger users. Victims of online harassment often report higher rates of anxiety, depression, and even suicidal ideation (Kowalski et al., 2014). Tackling these issues requires platform providers to adopt stronger moderation tools, create supportive environments, and provide mental health resources tailored to their audiences. Virtual spaces should incorporate mechanisms for reporting abuse, community support networks, and access to mental health professionals.

Furthermore, prolonged exposure to virtual spaces can disrupt users' sense of time and physical reality. Virtual reality (VR) users, for instance, may experience disorientation or "cybersickness," which can lead to cognitive and emotional strain (LaViola, 2000). Developers should consider these risks when designing immersive environments, prioritizing features that support user well-being. Additionally, research on "digital fatigue" highlights the need for virtual platforms to include features promoting breaks and balancing screen time with offline activities.

The mental health impact of virtual lifestyles is increasingly evident in Indonesia. Social media's role in fostering comparison culture exacerbates anxiety and depression among Indonesian youth. For instance, the Indonesian Child Protection Commission (KPAI) reported a 30% increase in cyberbullying cases during the pandemic, facilitated by anonymous accounts and unsupervised internet usage.

To address these issues, mental health resources are being integrated into digital platforms. Startups like Riliv offer accessible mental health services, including counseling and mindfulness exercises, through mobile apps. Schools are also incorporating digital wellness programs to educate students about the psychological effects of prolonged virtual engagement. Furthermore, case studies from Yogyakarta schools show that integrating mindfulness practices into digital literacy programs significantly reduces anxiety levels among teenagers.

F. Expanding Digital Lifestyle Concerns

Digital lifestyles continue to reshape societal norms, influencing consumption patterns, communication styles, and interpersonal dynamics. The concept of "digital minimalism" has emerged as a counter-movement to combat the overstimulation of constant connectivity. Advocates argue that intentional, mindful engagement with technology fosters greater personal satisfaction and deeper human connections (Newport, 2019).

Digital lifestyles in Indonesia are redefining traditional norms. The rise of online marketplaces has transformed consumption patterns, with platforms like Tokopedia and Shopee shaping new behaviors. Virtual influencers like beauty or fashion enthusiast, blend authenticity with digital aesthetics influencing trends in fashion and lifestyle. However, concerns over authenticity and unrealistic standards persist, as these influencers often rely on heavily edited portrayals.

The rise of "virtual influencers" further complicates digital lifestyle trends. These computer-generated personalities, blur the lines between authenticity and artificiality, raising questions about trust,

representation, and the future of digital marketing (Cotter, 2019). As virtual influencers gain prominence, society must navigate their impact on cultural norms and consumer behavior.

The gig economy's rapid growth highlights challenges like job insecurity and algorithmic control. Platforms like Gojek and Grab offer convenience but face criticism for low pay and lack of benefits for drivers. Case studies from Jakarta show that drivers often work excessive hours to meet quotas set by opaque algorithms. Regulatory frameworks must evolve to protect gig workers, ensuring fair compensation and rights (Ravenelle, 2019).

Simultaneously, the gig economy facilitated by digital platforms has transformed traditional work structures. While offering flexibility and opportunities, it also introduces instability and exploitation risks. Workers on platforms like Uber, Upwork, and Fiverr face challenges such as low wages, lack of job security, and algorithmic management that can feel dehumanizing (Ravenelle, 2019). Addressing these issues requires regulatory frameworks that protect gig workers' rights and promote equitable practices.

G. Ethical Design and Regulation

Addressing these challenges requires a collaborative approach involving technology developers, policymakers, and users. Ethical design principles, such as transparency, user agency, and data minimization, should guide the creation of virtual platforms. Simultaneously, regulations must evolve to safeguard user rights, promote accountability, and mitigate the adverse effects of digital lifestyles.
For instance, implementing "privacy by design" approaches ensures that data protection is integrated into the development of technologies from the outset. Policymakers must also address the ethical implications of emerging technologies like artificial intelligence and the metaverse, ensuring that innovation aligns with societal values.

Indonesia's approach to ethical design in digital platforms remains nascent. The integration of "privacy by design" principles is critical to safeguarding user rights. Policymakers must collaborate with tech companies to address challenges posed by artificial intelligence, such as bias in algorithms. For instance, facial recognition technology in some Indonesian public spaces has faced criticism for inaccuracies affecting minority groups.

Community-driven innovation is also vital. Initiatives like "Gerakan Nasional Literasi Digital" (National Digital Literacy Movement) aim to create a digitally empowered society. These efforts align with global standards while addressing Indonesia's unique socio-cultural landscape. Moreover, pilot projects like "Kota Cerdas" (Smart City) in Bandung demonstrate the potential for ethical tech integration in urban governance

IX. CONCLUSION

Technological advancements, particularly in information and communication, have reshaped lifestyles and consumption patterns at both urban and rural levels. The rise of mobile devices and the internet has integrated gadgets into daily life, transforming communication, work, learning, and shopping behaviors. These technologies influence consumption patterns, fostering a culture of "gizmo lifestyle" where devices serve not only practical purposes but also as symbols of social identity, status, and pride, encouraging excessive consumerism.

Despite the conveniences provided by technology, negative consequences such as gadget dependency, self-image pressures, and infrastructure disparities have emerged. However, technology also fosters positive societal changes by promoting social awareness and driving transformations in politics and culture. Economically, the shift from conventional to digital businesses offers growth opportunities for entrepreneurs and businesses in a competitive global market.

Balancing technological progress with mindful usage is essential for enhancing life quality without undermining real-world social relationships. Technology should be a tool for humanizing interactions, promoting creativity, and fostering connections while ensuring ethical standards and social cohesion are maintained. A balanced approach to virtual lifestyles is necessary to mitigate alienation and ensure meaningful engagement within digital spaces.

In Indonesia, the increasing adoption of virtual lifestyles highlights the importance of ethical considerations and inclusivity. Investments in infrastructure, education, and regulation can ensure equitable benefits from digital transformation. By prioritizing inclusivity, well-being, and cultural preservation, Indonesia can harness the potential of virtual spaces while maintaining its unique identity and promoting societal progress.

Technological developments, especially in the field of information and communication, have significantly changed people's lifestyles and consumption patterns both at the urban and rural levels. The existence of mobile devices and the internet has made gadgets an important part of daily life, connecting individuals with the virtual world and changing the way people communicate, work, study, and shop. The digital era has a major impact on consumption patterns by creating a consumptive culture that is closely related to social identity. Smart devices not only serve as a communication tool but also as a symbol of status and pride. This encourages excessive consumption and worship of certain products and ultimately forms a culture of "gizmo lifestyle."

Although technology provides convenience, there are negative sides that arise, such as excessive dependence on gadgets, the need to fulfill self-image, and infrastructure inequality. On the other hand, technology can create positive social change by spreading social awareness and encouraging changes in the political and cultural fields. In the economic world, technology makes conventional businesses shift towards digital business, providing new opportunities for business actors to grow further.

Overall, although technological advances have brought convenience to life, people must be wise in dealing with them. Technology is supposed to improve the quality of life without sacrificing social relationships between users, especially in the real world. Technology should humanize individuals, not distance them from the larger social reality.

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