

# A Study of Digital Globalization: Roblox as Entertainment, Identity, and Youth Cultural Change

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## ABSTRACT

In Indonesia, Roblox is currently trending and is widely played by online gamers in Indonesia, ranging from millennials to Gen Z and Gen Alpha, who play this online gaming platform from the United States. As part of digital globalization, Roblox is not only a medium of entertainment, but also a means of socialization, identity formation, and the spread of global culture, especially American culture. Most Indonesian Gen Zers use this platform to interact, be creative, and even build cross-border relationships, but they also have the potential to experience a shift in local cultural values due to the strong influence of foreign cultures. This study aims to detect how Roblox shapes the way Indonesian users interact by allowing them to communicate, collaborate, and express themselves through avatars, thereby building a digital identity that reflects the style and culture of the younger generation. The author finds that Roblox has evolved into a global digital space that reflects the culture of the younger generation. As participatory entertainment, this platform allows players to be creative and explore the virtual world. From a socialization perspective, Roblox creates a cross-cultural communication ecosystem that encourages the exchange of values and lifestyles. In addition to being a learning tool, Roblox has been proven to build real connections, with some players even forming friendships and romantic relationships in the real world, showing that the boundaries between the digital world and social reality are becoming increasingly blurred.

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## 1. INTRODUCTION

In the era of digital globalization, geographical and cultural boundaries are increasingly blurred with the rapid development of information and communication technology. Access to the internet and digital media allows people around the world to connect, interact, and influence each other very quickly. One of the most prominent sectors in this process is the digital entertainment industry, particularly online games. Games are not only a means of entertainment but also a medium for transmitting cultural values and global lifestyles. It's not just children who play online games. One of the most relevant examples in this context is Roblox, an interactive online gaming platform originating from the United States. Recent trends show that Indonesian adolescents increasingly engage with Roblox, influenced in part by social media exposure such as TikTok. Teenagers who play Roblox games range from students to professionals. Roblox is not just a digital game, but an ecosystem that allows its users to create, share, and play various types of games created by other users. Officially launched in 2006 by David Baszucki and Erik Cassel, Roblox has rapidly grown to become one of the most popular gaming platforms in the world, especially among children and teenagers. Roblox allows its players to explore diverse virtual worlds, interact socially, and express

their creativity through avatar design, game creation, and online communication. With over 200 million monthly active users globally, Roblox is more than just a game, but also a social platform that reflects the dynamics of contemporary popular culture.

Diversions have gotten to be one of the stages for interaction, in this case social interaction. Social interaction is the most prerequisite for social action, where people require each other to fulfill their needs. In living life, people must participate with others since fundamentally people cannot fulfill their possess needs (Adriansyah & Ananda, n.d.). Social interaction could be a prepare in which connections happen between people and other people, people and bunches, or between bunches (Narwoko & Suyanto, 2019). More particular, concurring to Anwar (2016), social interaction can be said to be a relationship that includes people with one another, has an impact to impact the people included, thus making reciprocity between them. Nasdian (2015), contends social interaction could be a social escalated that coordinates how individuals act and connected with each other. Social interaction is the premise for the arrangement of organized social connections, known as social structure. In expansion, social interaction can moreover be caught on as a social prepare in which people arrange themselves towards others and react to what others say and do.

These days, social interaction can be impacted by the advancement of web innovation (Hakiki, 2019). This interaction including the web can moreover be called virtual socialization. Agreeing to Amiretta (2022) Virtual interaction happens when people communicate and relate to other people utilizing advanced communication innovation gadgets, such as computers or contraptions associated to the web, without having to meet physically. As time advances, virtual socialization is not as it were found in social media systems, but moreover encounters gigantic improvement inside online recreations. Usually due to the ease of getting to online recreations on different gadgets. Essentially, online recreations are played by numerous individuals over diverse spaces and times. In this manner, online diversion players can socialize with their encompassing environment inside the diversion, as there are components inside the online gaming world that encourage socialization and interaction among players. Other than for amusement purposes, online recreations have presently gotten to be a implies to construct social intelligent with other players within the virtual world.

Online recreations, particularly on the Roblox stage, have ended up a progressively critical advanced interaction environment. This thinks about points to investigate social interaction inside the context of online gaming, specifically centering on the Roblox stage. Roblox was to begin with discharged in 2006 by the Roblox enterprise company. According to Istiawan and Widyasari (2023), Roblox is a web gaming stage that gives thousands of diverse recreations and is played by players from all over the world.

According to Greg Constikyan (2013), game is a creation where participants called players make provisions to organize their energy sources through the materials in the game to achieve a goal. Games are activities that are conducted according to certain rules so that here are winners and losers. Games are not usually played seriously and are usually played with the aim of relieving stress (Rahman & Tresnawati, 2016). A game is an activity that aims to seek pleasure by following certain rules, so there must be winners and losers. Games can also be defined as physical or mental competition, based on certain rules, for entertainment, recreation, or to win prizes (Erida Fadila et al., 2022). Thus, a game is a competitive activity that is created and designed specifically for the purpose of having certain rules. In short, game is an activity that sets one or more players along with selected conditions so that there are players who win and lose with the aim of having fun, filling leisure time. Roblox is a free online game with fascinating 3D visuals that lets users make their own worlds, set up adventures, and explore or play in other people's worlds (Wardhana, 2021).

Based on a review of several previous studies, research on Roblox generally focuses only on certain aspects, such as its role in education (Tengku Silvana Sinar, M.A. 2023), virtual socialization (Syakilah Azzahra, N. N. 2025), information systems in the metaverse (Sopiandi et al., 2022), user commodification (Syas & Yahsy, 2022), and common forms of interaction in online games. Almost all of these studies emphasize technical, in-game socialization, psychological, and economic aspects. However, few discuss Roblox as a social and cultural phenomenon, especially in Indonesia, where the use of this online game is already very popular. This study is different because it views Roblox not only as a gaming medium or learning platform, but also as a medium of digital globalization.

Unlike previous studies, this study explores the dual functions of Roblox as a source of entertainment, a space for social interaction, a medium for identity formation, and a channel for cultural dissemination for users in Indonesia. As it is widely used by Millennials, Generation Z, and Generation Alpha, Roblox not only mediates interaction but also transmits cultural symbols, particularly those associated with American popular culture. This study examines how Roblox functions simultaneously as digital entertainment, a social interaction space, and a medium of cultural change among Indonesian users. Using the Symbolic Interactionism approach (Blumer; Mead) and Edward B. Tylor's cultural theory, this study analyzes how meanings, identities, and cultural values, especially those originating from American popular culture, are formed, negotiated, and internalized through avatars, language practices, voice communication, and interactions in the game. Interactions between players in this game help the study reveal changes in patterns.

## **2. METHOD**

This research is classified as qualitative research with data collected through direct observation within the game, enabling a direct capture of the dynamics of player interactions within it. There are also this research I took from several journals and articles on the bold website. The qualitative method was chosen because the nature of the problem studied in this research is descriptive and interpretative, namely describing and interpreting the phenomenon of cultural globalization through digital media, in this case Roblox, as part of the social and cultural life of Indonesian youth. Not only Indonesian youth culture but also those who are already working are also affected by playing the online game Roblox from the United States. In this context, researchers do not aim to quantify Roblox's influence on Indonesian youth culture numerically, but rather to understand how that influence occurs, how it spreads, and how it is accepted or rejected by youth, both consciously and unconsciously.

The primary sources used in this research are documents and articles relevant to the theme of cultural globalization through digital media, specifically those discussing Roblox and its influence on youth culture. The author also will collect data through a questionnaire and use Symbolic Interactionism (Blumer, 1969) theory because this theory views everything from a social perspective, even though we are now in the digital era. In the context of entertainment, playing Roblox itself brings joy because players feel involved in social interactions between avatars, chats, emojis, and virtual actions. These symbols help players understand each other, build trust, and form real connections over time. Essentially, Roblox is a social space where relationships begin with symbolic interactions and eventually develop into real emotional bonds, demonstrating how identity, meaning, and relationships are formed through ongoing symbolic communication.

In the context of cultural change, digital entertainment has become a medium for the formation of new cultures: virtual culture, global slang culture, and avatar culture as self-representation. Playing Roblox for some time provides a direct perspective on how content, interactions, and cultural representations within the platform are shaped and disseminated. Furthermore, observing social

environments such as friends, relatives, and young people who also play Roblox provides additional insights into how American popular culture gradually infiltrates their daily lives, whether through the characters, language, customs, or values they absorb from the game. The primary theory used in this research is Edward Burnett Tylor's cultural theory. In his book *Primitive Culture* (1871), Tylor defined culture as a complex whole encompassing all forms of human creativity, feeling, and will be passed down from generation to generation. Through this perspective, researchers observe how Roblox is not only a gaming platform but also a cultural transmission medium that brings American cultural values and symbols into the lives of Indonesian youth.

### 3. RESULT AND DISCUSSION

#### 3.1 Results

Roblox has become a platform through which Western cultural values, particularly American culture, have spread massively throughout the world, including Indonesia. Indonesian youth are now not only passive consumers but also creators on this platform. However, Roblox's presence extends beyond entertainment to influence language, mindsets, cultural values, and self-identity.

Roblox provides a wide variety of virtual experiences, from life simulation games, adventures, role-playing, to social worlds that resemble the real world. In many popular games on Roblox, values such as individualism, freedom of expression, competition, and capitalism, which are characteristic of American culture, are indirectly embedded. For example, many games on Roblox emphasize the importance of individual achievement, such as collecting virtual money, expanding property, or building a personal "brand." This encourages players, including Indonesian teenagers, to adopt a competitive and materialistic mindset. On the other hand, concepts such as freedom of speech, self-expression, and personal identity are also often expressed in the world of Roblox, and have become a new reference for users in interpreting freedom of expression, which may differ from local values.

The voice and chat features in Roblox allow users to communicate directly and in real time, thereby building stronger social relationships among players. Through voice and text interactions, users can exchange ideas, collaborate in games, and develop friendships that can continue even outside the virtual world of Roblox. This easy communication feature makes users feel connected and part of a larger community. In addition to building social relationships, the voice and chat features also serve as a highly effective means of entertainment in Roblox. Users can communicate while playing, express themselves spontaneously, and enjoy fun moments together in various types of games. Chat and voice chat make the gaming experience more lively and interesting, thereby increasing user satisfaction and keeping them coming back to the platform. These features also create a space where new cultural values can develop and change dynamically.

Interactions between users from different backgrounds enable intensive cultural exchange and broad social learning. For example, in certain games, slang or new trends may emerge as part of conversations, which then spread to the wider community and become part of digital cultural change. In addition, voice and chat in Roblox serve as a medium for expressing one's identity in the virtual world. Users can express their language style, humor, and character through their communication, forming a unique digital identity. This aids the socialization process in a modern context where digital interactions are increasingly dominant, providing a space for users to feel accepted and appreciated. Finally, this feature encourages collaboration and cooperation in the context of games and other social activities on Roblox. With ease of communication, users can solve problems together, devise strategies, and organize activities that foster a sense of togetherness. Thus, the voice and chat features not only enrich the gaming experience but also foster positive social and cultural aspects within the Roblox community.

In the social sphere, voice and chat features are key tools for building relationships between users. The two-way communication that occurs in Roblox games facilitates closer social interaction. Through conversation, users can get to know each other, share interests and experiences, and develop a sense of community. This is important because meaningful social interaction can enhance the quality of virtual relationships, turning them into lasting friendships. Roblox also provides a large community with various types of games and activities, allowing dozens to hundreds of players to interact simultaneously. In situations like this, voice and chat help harmonize interactions, organize teamwork, and organize social activities, such as competitions, community events, and role-play. These social activities enrich the user experience and make Roblox not just a game, but also a platform for social networking. The voice and chat features in Roblox also play a significant role as a means of entertainment.

Through direct communication, users can joke around, express their creativity, and enjoy a more lively and enjoyable gaming experience. Voice and text interactions add a new dimension to digital entertainment because players are not only focused on the game, but also experience entertaining social interactions within it. The examples can be seen at Figure 1 and Figure 2.

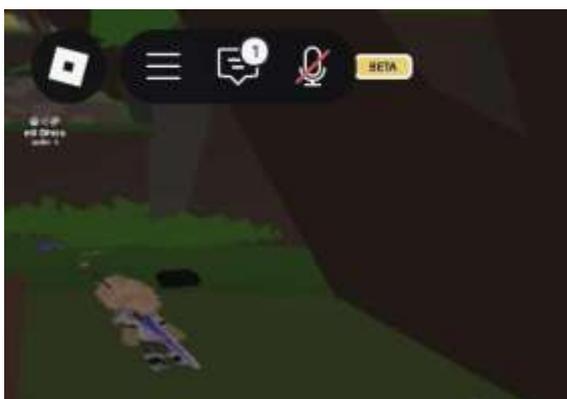


Figure 1 Roblox's Voice Chat

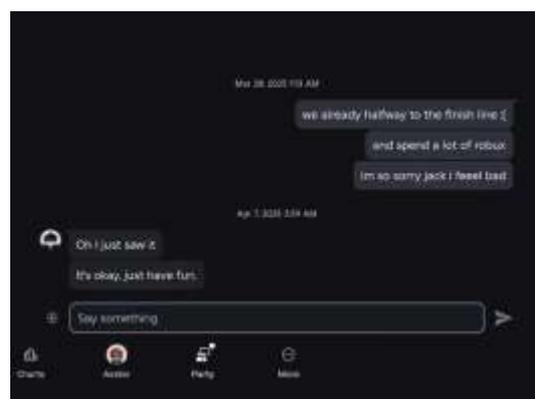


Figure 2 Roblox's DM

Playing Roblox can also build unique social connections between generations, especially between peers and friends of different ages, as the platform is widely used by Generation Z (born 1997-2012), who dominate active users, while also being accessed by Generation Alpha (born 2013 and above) as younger, see Figure 1. Roblox is a social gaming platform visited for 51.5 million hours per month by children under the age of 13 according to *comScore* analysis in December 2017. The same group had an average visit of 25.5 times per month (Knapp, 2018). It currently hits 90 million monthly active users in April 2019 (Takahasi, 2019). Generation Z, who have grown accustomed to digital technology as part of their daily lives, use Roblox not only for entertainment but also as a means to build social networks and foster creativity.

Meanwhile, Millennials, who are older than Gen Z, remain active on Roblox and strive to keep up with the social culture and current trends dominated by Gen Z, making interactions between these generations still highly relatable and vibrant. Both Millennials and Gen Z play Roblox, among other things, to unwind from their activities in the real world. Roblox provides mechanisms for communication and friendship safety that allow teenage users to interact more openly with their peers and with adult users they know in real life. The Trusted Connections feature allows players aged 13 and older to choose safe and trustworthy friends, ensuring that cross-age interactions remain comfortable and secure.

In this way, Roblox creates a flexible and safe space for different age groups to build relationships without barriers, while still maintaining appropriate filters and supervision. On the other hand, the younger Gen Alphas are starting to get into Roblox, Roblox launched its service in 2006 and according to comScore (December, 2017) it was ranked as one of the best online entertainment platform for users under the age of 18 based on average monthly visits and usage duration. Making it familiar and accessible from a young age. Gen Alphas are considered true "digital natives" born into a world of technology and high expectations for digital entertainment. Interestingly, however, the majority of Roblox players today are still dominated by Gen Z, making Roblox their primary entertainment source, as well as a platform for cross-generational interaction. This relationship allows Gen Z to simultaneously lead and mentor Gen Alphas in the virtual world of Roblox, while millennials learn to keep up with the trends brought by Gen Z.

This questionnaire was completed by 40 people from three different generations: Millennials, Gen Z, and Gen Alpha. These three generations are the ones the author encounters most often when playing Roblox. That is why the author considers them to be relevant respondents. Three main categories were measured: entertainment, socialization and interaction, and cultural change. The majority of respondents, 37 people (92.5%), chose Roblox as a means of entertainment, indicating that Roblox is primarily used for leisure activities and to fill spare time. Beyond entertainment, 16 respondents, or 40%, also consider Roblox a platform for socializing and interacting.

This indicates that some users use the platform to build social relationships, expand their network of friends, and communicate with other players. Social interaction is indeed one of Roblox's main attractions, although it still falls short of entertainment. The cultural change category came in last with 2 respondents, or 5%. Only a small percentage of users see Roblox as having a significant influence in shaping or changing digital culture among its users. These findings indicate that cultural effects may occur indirectly rather than consciously perceived by users, see Table 1.

Table 1. Survey Questionnaire

	Question	Yes	Neutral	No
Identity	1. Roblox media is easy to access	70%	28%	2%
	2. Roblox reflects the digital culture of today's generation	58%	38%	4%
	3. often encountering different languages and new customs while playing Roblox			2%
	4. often find players from different countries when playing Roblox	78%	20%	2%
		80%	18%	
Entertainment	1. Roblox as entertainment to fill free time	90%	8%	2%
	2. learned about Roblox from social media and other sources.	75%	15%	10%
Socialization and interaction	1. Roblox helps improve their social interaction skills	65%	22%	12%
	2. Roblox has become a platform that allows players to build friendships	70%	20%	10%

How does Roblox shape interaction and identity, The identity questionnaire for this study was adapted from a journal developed and validated by Tengku Silvana Sinar, M.A. (2023). Roblox is easily accessible via computers, tablets, and mobile phones, just like YouTube. Roblox has become a virtual space where children not only play but can also use it as an engaging learning medium. According to the results of their journal research, students are highly interested in learning English through Roblox. They agree that using Roblox in learning creates something interesting and helps them understand the material. Roblox reflects the digital culture of the current generation because most of the respondents to this questionnaire are 82% Generation Z.

Roblox supports avatars in the form of blox, and users can decorate and operate avatars, whether it's how they dress their avatars or maps, using cryptocurrency, Robux. More than 50 million games can be played on the map, and anyone can design, develop, and share games through "Roblox Studio." Roblox itself helps users build their own spaces by providing a variety of resources for individuals to develop games (Roblox Corporation, 2021). Because Roblox has millions of active users from around the world, it enables cross-border interaction with the exchange of languages, cultures, and new customs between players. This is supported by the fact that Roblox is a global platform with more than 111 million daily active users in the second quarter of 2025 from various countries with different backgrounds (Roblox Corporation, 2025).

As the author explained at the beginning, Roblox itself originated in the United States, which we know is the center of the world. It is very likely that all countries play the Roblox platform. About 80% of respondents strongly agreed and 35% agreed that they often meet players from various countries while playing Roblox. When the author conducted observations within the game, the author also found Roblox players from Thailand, see Figure 3.



Figure 3. Roblox's Players from another country

The Socialization and interaction questionnaire for this study was adapted from a journal developed and validated by (Syakilah Azzahra, N. N. 2025). With its multiplayer online capabilities, Roblox has become a platform for facilitating virtual interaction through the various modes it offers. This allows players to interact with each other through chat or voice chat to assist in the game. Roblox helps improve their social interaction skills by interacting with other players and building conversations as strangers. Many participants in the study (Buyukozturk & Shay 2014) reported that the most important factor when playing games is the experience of togetherness, regardless of whether the platform is online or offline. The game itself is merely a reason to spend time together. Playing Roblox can also foster friendships among players.

Previous research shows that Roblox is a platform that allows players to build friendships, even if the number of friends is less than three. The friendships formed on Roblox are very intense. Players can interact comfortably, discuss problems, talk about current trends, and even share personal thoughts outside the context of the game. The nature of friendship or familiarity, trust, and understanding among friends is one of its most important characteristics (Mesch, 2019).

How do Indonesian users use Roblox as an entertainment medium that also plays a role in their learning and creative processes, In the results of the above questionnaire, most users of the Roblox metaverse platform are over 13 years old, with the 17-24 age group being the fastest growing segment. They choose Roblox as a form of entertainment and a way to fill their free time. In 2019, the Ministry of Communication and Information Technology of the Republic of Indonesia predicted that more than 40 million Indonesians play online games. As many as 30 million of them are millennials (okezone.com, 2019). During the Coronavirus Disease 2019 (COVID-19) pandemic, this number continued to rise. The Indonesian Internet Service Providers Association (APJII) noted that 16.5 percent of the entertainment options chosen by the public during the implementation of Large-Scale Social Restrictions (PSBB) was playing online games (inews.id, 2020). One of the most popular online gaming platforms during the pandemic is Roblox.

Currently, Roblox, developed by Roblox Corporation, is among the most popular online gaming platforms in the world. This platform has a mission to unite the world through gaming (esportsnesia.com, 2020). This fact highlights Roblox's role as the main platform chosen by the younger generation to spend their free time in a fun, creative, and interactive way. This high level of engagement is driven by the wide variety of games and social activities available on Roblox, which can be accessed anytime and anywhere, aligning with today's digital lifestyle and needs. They learned about Roblox from social media and other sources, demonstrating the important role of social media, especially platforms such as TikTok and Twitter that can be seen at Figure 4, in introducing and popularizing Roblox among the younger generation.

Trends and content related to Roblox often appear and go viral on TikTok. Roblox-related trends and content frequently appear and go viral on TikTok; everything from gameplay footage and tutorials to game-specific trends like "Grow a Garden" to memes has contributed to Roblox's growing popularity, see Figure 5. According Muhammad Thoifur On TikTok itself, hashtags like #Roblox, #GrowAgardenRoblox, and "Roleplay" content frequently become trending topics and receive millions of views, creating a viral effect and encouraging many new users to try Roblox. Furthermore, Roblox's presence on Twitter has also become a hub for information, discussion, and interaction between players.



Figure 4. Roblox's Community on X



Figure 5. Roblox's Trend on Tiktok

On Twitter (now known as X), the Roblox community actively shares updates, gaming experiences, and even builds its own social network and fandom, which fosters a sense of belonging for players.

It shows that many people who use this platform do not just play games; they also make friends, both online and in the real world. These findings show that Roblox operates not merely as a game, but as a dynamic social arena in which youth construct identity, sustain relationships, and participate in ongoing processes of cultural change. This confirms Roblox's role as part of digital globalization rather than simply a leisure activity.

### **3.2. Discussion**

This study shows that Roblox is more than just a fun online game; it also helps Indonesian young people connect with others, build their sense of self, and experience changes in their culture. This helps explain the idea of digital globalization, where cultures share and mix quickly through online spaces. Most people who answered the questionnaire see Roblox mainly as a way to have fun and be entertained. Nearly 92.5% of them think of it that way. This shows that entertainment is still the main way people start using the platform. Besides being fun, Roblox helps people connect and build relationships, as 40% of users use it to talk and interact with others. This result matches the idea of Symbolic Interactionism, which says that meaning and the way people connect with each other are created through how they interact. In Roblox, people interact using avatars, chatting, and speaking through voice, and these methods act as symbols that have social meaning. The research indicates that Roblox helps shape how people create and develop their online identities. Users can use avatars to show who they are, try out different versions of themselves, and share their personality in ways that might be different from how they act in real life. This shows that George Herbert Mead believed our sense of self comes from interacting with others and how we see them. In this case, Roblox is a virtual place where users keep working on and changing how they see themselves. Additionally, the communication features in Roblox, such as voice chat and messaging, play a crucial role in strengthening social bonds. These features enable real-time interaction, collaboration, and the development of friendships that may extend beyond the virtual world. This finding indicates that virtual interaction can have real social impacts, blurring the boundaries between online and offline relationships.

In terms of cultural change, even though just a small number of people (5%) clearly notice Roblox's impact, the results show that changes in culture happen without people being fully aware of it. Having users from all over the world allows people to share languages, trends, and values, especially those from American pop culture. This backs up Edward Burnett Tylor's idea that culture is a complicated system that people learn and pass down through social interactions. Roblox serves as a platform where Indonesian users can take in and adjust foreign cultural elements. On Roblox, people naturally pick up pieces of worldwide culture by playing and chatting with other players a lot. This means that sharing culture online happens naturally, without people really noticing or thinking about it.

Another important finding is the emergence of cross-generational interaction. Roblox is used not only by Generation Z but also by Millennials and Generation Alpha, creating a shared digital space where different generations interact, learn from each other, and exchange cultural practices. This highlights Roblox's role as an inclusive social platform that connects users across age groups. The influence of social media platforms in popularizing Roblox cannot be ignored. Platforms such as TikTok and X contribute significantly to the spread of trends, content, and user engagement. Viral content related to Roblox encourages new users to join and participate, accelerating the process of

digital globalization. Overall, the discussion demonstrates that Roblox is not merely a game but a dynamic digital ecosystem where entertainment, social interaction, identity construction, and cultural exchange intersect. The platform illustrates how digital media reshapes the way young people communicate, interact, and understand culture in the modern era.

#### 4. CONCLUSION

This study aimed to provide a comprehensive analysis of Roblox's multifaceted role in the context of digital globalisation. Specifically, it examined the platform's functions as a medium for entertainment, identity formation and youth cultural change in Indonesia. The findings conclusively demonstrate that Roblox has evolved far beyond a mere gaming platform to establish itself as a pivotal digital ecosystem that profoundly influences the social and cultural landscape of its users. Using the theoretical frameworks of symbolic interactionism and Edward B. Tylor's cultural theory as a guide, this research provides a nuanced understanding of how global digital platforms mediate local experiences and contribute to the development of youth culture in non-Western contexts.

The research clearly shows that Roblox is mainly a source of entertainment, with an overwhelming 92.5% of respondents saying this is their main reason for using it. But it's more than just a way to relax. The platform is a really important place where people can chat and meet each other. 40% of users say that they have made real-life friends through the platform. This is especially clear when you look at the high percentage (80%) of users who often interact with players from a wide range of international backgrounds. This shows that Roblox is not just a gaming platform, but has evolved into a global digital space that represents the culture of the younger generation. As a form of entertainment, Roblox offers a participatory interactive experience, allowing players to create, explore, and shape virtual realities according to their creativity. From a socialization perspective, this platform creates a cross-border communication ecosystem that brings together players from various cultural backgrounds, resulting in a digital exchange of meanings, values, and lifestyles.

Furthermore, Roblox also plays a role in cultural change, as it shapes new patterns of interaction that emphasize virtual identity, self-expression, and collaborative culture, particularly among the 82% of respondents who belong to Gen Z. As the researchers mentioned earlier, Roblox can also be a medium for learning. It turns out that Roblox is truly capable of building connections between individuals, as the author found that some players not only form friendships in the real world and online, but some even end up forming romantic relationships or dating in the real world. This phenomenon shows that the boundaries between the digital world and social reality are becoming increasingly blurred, and Roblox has become a significant medium that reflects the integration of global culture in the modern digital era. Although only 5% of users were consciously aware of cultural change, the study's findings strongly suggest that Western cultural values are being transmitted slightly yet persistently into Indonesian youth culture. As a platform originating in the US, Roblox plays a substantial role in disseminating concepts such as capitalism, freedom of expression, and specific popular culture trends, thus aligning with Edward B. Tylor's theory of cultural dissemination and emphasising its part in digital globalisation.

To sum up, this research is different from previous studies. These studies often looked at the technical, psychological or economic parts of Roblox. By showing how important the platform is to society and culture, this study looks at the bigger picture of cultural values, how people create their identities, and how digital globalization works in non-Western countries. It shows that digital environments like Roblox do not just reflect or shape identity and cultural norms, but actively create them. This makes it hard to tell the difference between social realities in the digital and physical worlds. This means we need to understand more about how they affect modern society.

For future research, there are several options to explore. Research that looks at how people use Roblox over time could show how its users' interests and identities change over time. If we compare different non-Western countries, we can learn a lot about how digital globalization affects people in different ways. It would also be good to look at how platform algorithms help spread culture and think about whether there are any ethical problems with cultures becoming more similar. Finally, using a variety of research methods that include more quantitative data could help us understand Roblox's influence on society and culture better.

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