

The Behavior of Hustle Culture among Students in Faculty of Social and Political Science Jenderal Soedirman University

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Abstract

Hustle culture is a phenomenon where people usually have work addictions. These past 3 years this phenomenon has become more happening, even it happens among students. The existence of late capitalism and digital portfolios become the main reason that this phenomenon happens among students. The fear of not being successful in the future, the fear of missing out, the feeling of unsatisfied with their education become the prologue of this phenomenon among students. This quantitative research consists of 150 respondents which come from the students of the Faculty of Social and Political Science Jenderal Soedirman University happened because there are so many students in FISIP Unsoed having this behavior. So that, this research aimed to deep dive the reasons also the level of hustling that they have, besides that, this research that is using a survey method to gather the data aimed to know the priority of the students nowadays. This research successfully discovering that most of the students have a moderate hustle culture. It shows that most of the respondents (61.3%) are having a high hustle culture. Most of them (41.30%) said that it happens because of they need a good personal branding also the matter of portfolio. Through this research we also discover that the respondents actually know the importance of their education, however, many aspects of education don't meet their standards for their future, and it changes their priority, they decided to be a hustling person instead of just being the one that focuses on their education.

Keywords: Education; Hustle Culture; Students; Work addictions

Introduction

The world is facing so many changes nowadays, even it happens faster than before. One of the significant changes is the change of students' behavior these days. Based on the definition that justified by the Indonesia dictionary, students are the group of people that coming from the age of 18-25 years old and enrolled in a campus. Another point that defines the difference of students and the other group of people is the perspective that they have as a youth. Which their perspective usually integrated with the ambition as a student or as a youth. This kind of thing happens due to the perception about successful youth itself, where the youth need to have a lot of social capital to be successful in the future. Sutopo (2022), said the transitional phase that the youth will face after they are graduating is the most important phase for them personally, because this phase considered as the one that will define their future.

Other than the perspective that they have about their future, late capitalism is also becoming the reason why they should have a lot of money in the future, because the image of success will be defined through their lifestyle in the middle of late capitalism that we have right now. Late capitalism is a concept that defined by Werener Sombart, a German economic scientist, he stated that late capitalism is actually a concept that is talking about the current condition that we have in society, where a lot of luxuries things can be accessed easily, multinational companies are everywhere, a massive global capital development, and also a massive escalation of individual wealth. Which this condition eventually

affecting individual life's style, where it might drag someone to a consumptive behavior or even hedonism (Hennessy, 2017). Also, without any concerns or warning, this condition will eventually make someone facing "fear of missing out (FOMO)" stage in their life, because they are worry that they cannot adapt in this condition that we have currently. Fear of missing out itself is a condition that define someone's behavior where they always have some-kind of habit following the current trends because they are afraid that if they don't follow the current trends, they'll lose a lot of social capital in their life, and they won't be a successful person (Przybylski et al., 2013). These concepts are the concept that bring new term, which "hustle culture". Setyawati (2020) said that hustle culture is a situation where someone is having a work addiction. This hustle culture habit also impacting someone's leisure. Seitchik and Zornitsky (1989) stated that currently, youth is having a stage that much more focusing on what will they have in the future, so that usually this condition impacting someone's leisure a lot, because they need to do a lot of things for the sake of gaining the social capital for their future. Actually, the first time this "hustle culture" showed up is around 1970 to 1984 in German. According to Beck (1992), this phenomenon happened among the Germany workers because German was making a new standardization of labor, which this standardization turns out made Germany workers lost their full-time job, because the industry in German started to replace human with machines, since machines considered as things that much more efficient that the human itself. After losing their job, the Germany workers decided to have more than one job, to secure their own life, so that they can fulfill their needs well. As the time pass by, it is now happening more in this era, even among the students, but the reasons of it quite different. What happened in German caused by the needs of money, meanwhile these times, what happened among the students itself because they are looking for something that they cannot get through their education. The research that done by Stephany et al. (2021) about online labor, showed that around 34% of the participants are students, they usually do a part-time or freelance job.

As stated before, one of the activities that done by students in terms of gaining the social capital for their future is part-time work. Meiji (2019) through his research, prove that part-time work becoming a trend among youth especially students, and this trend impacting some important part in their life, such as leisure. Kusumaningtyas et al. (2022), discover that there are 66.5% of students admit that they are having implication with hustle culture, other than that there are 56.30% respondents feel that by being a hustling person, it is quite impacting their physical and mental health, also there are 78.10% respondents stated that they are losing a lot of time for themselves because they need to deal with a lot of activities. These data show that hustle culture having a significant impact for students' life.

As the time pass by, there is a high increasement of hustle culture behavior among students. Turns out, this happened because of a massive digital portfolio, a condition where a lot of people share their achievements through social media. This case being explained more in the research that done by Davidescu et al. (2020), which, they stated that are 45% of media social users like to show their workaholic side, such as; working overtime, a huge amount of workload, pushing themselves to achieve target, and et cetera. This also happen among students, which there are a lot of platforms that create a tight "competition" among students, the massive use of LinkedIn as platform to show their portfolios makes each students always have the urge to be the brighter one among others. It also supported by the current education system, which we are currently having Merdeka Belajar policy, this policy, indirectly give more pressure for students to become more hustling. It happens because of this policy giving a lot of programs for student to tried to enhancing their portfolios, however, at some point the universities and the policy in overall didn't really

support it well, they only providing programs not providing the certainty that the students who are applying for these programs will surely get selected. This kind of things, indirectly force the students to gain more skills outside the university, and looking for more opportunities so that they will meet the requirements to be part of the programs of Merdeka Belajar. Another thing, actually, the link and match policy that made by Ministry of Education, Culture, Research, and Technology of Indonesia, can help to reduce the increasement of this behavior among students. However, turns out it cannot really help us to solve this problem that we have right now, because link and match policy is not as good as it should be. Kodrat (2021), said that link and match is a policy that aimed to aligning someone's study background with the job provided, but the fact that it cannot be aligned make students decided to keep on collecting a lot of portfolios, so that they can achieve their goals in the future. And it indirectly became another point that supporting their hustling behavior.

This hustle culture phenomenon becoming a great thing to be explored and discussed. This phenomenon also happens among workers, which supported by the research that is done by (Balkeran, 2020), which the result show that there are 74% worker admitting that they have an implication with hustle culture by working 51-70 hours per week, 33% from them stated that they cannot do anything other than working, 41% from them stating that they are still working even though they have family time or need to hang out with their colleagues. These data show that *hustle culture* giving a quite significant towards somebody's life. Another data that showcased by Manyika et al. (2016), told that, as many as 20% -30% (equivalent to 162 million individuals) of the workforce in the United States have more than one job. Hustle Culture itself is basically caused by internal factors such as personal needs and desires, it is also caused by external factors such as competition between workers at various levels (Gall and Catherine, 2013). On the other hand, for students, one of the causes of hustle culture is the concept of student success, namely a program that defines success by continuously discussing stability in the economy and also having a good social class (Cantwell, 2018). For this reason, this research discusses this matter and proves the possibilities that have been speculated. These are possibilities that show the high level of hustle culture among students.

Method

This research is quantitative research that uses a survey method. According to Sugiyono (2019) quantitative research is research that rely on positivism philosophy as a scientific method because it can fulfill all of the scientific standard, which are; empirical, objective, measurable, rational, and systematic. The uses of survey method in this research happened because of this research required to gather data from several people through some questions that are having measurable answer. The number of respondents from this research was 150 FISIP Unsoed students. Determining respondents was carried out using a simple random sampling technique, this technique used because the members of the population was homogeneous, the total number of the population were 2,517 students. The sample for this study was calculated using the Slovin formula with an error limit of 8%. The variable operationalized in this study was only 1 (one) variable, which the hustle culture behavior variable. Specifically, this research has this following operational definition:

Table 1. Operational Definition

Variable	Definition	Indicators
Hustle culture behavior	The level of tendency of the students to carry out a lot of activities other than lecture activities	<ol style="list-style-type: none"> 1. Perception of the students about “work” 2. Perception of the students about “ideal work” 3. The students’ target after they are graduating 4. The frequencies of the students carry out another activities other than the lecture activities that they have. 5. The duration of students carry out their activities (not including lecture activities). 6. The motivation that the student have regarding this.

This research data obtained from primary data sources, by processing the results of questionnaires that were given to respondents and also supported by secondary data such as journals. This research is descriptive research, which will later be counted using frequency distribution calculation. The results of the data validity test show that these following indicators are the indicators that are able to measure hustle culture behaviour in respondents.

Table 2. Data Validity Test

Variables	Indicator	X
Total current activities	Sig. (2-tailed)	0,003
	N	150
Total previous activities	Sig. (2-tailed)	0,000
	N	150
Total duration in hours	Sig. (2-tailed)	0,000
	N	150
Total duration in days	Sig. (2-tailed)	0,000
	N	150
Happy with activities (motivation)	Sig. (2-tailed)	0,000
	N	150
Need more money (motivation)	Sig. (2-tailed)	0,000
	N	150
Fear of missing out (motivation)	Sig. (2-tailed)	0,079
	N	150
The fear of not being successful (motivation)	Sig. (2-tailed)	0,000
	N	150
Personal Branding	Sig. (2-tailed)	0,000
	N	150
Encouragement from the family (motivation)	Sig. (2-tailed)	0,000
	N	150
The importance of portfolio (motivation)	Sig. (2-tailed)	0,007
	N	150

Working is more important than studying (perception)	Sig. (2-tailed) N	0,000 150
Starting to work at an early age = will be successful (perception)	Sig. (2-tailed) N	0,016 150
The experience in formal education is enough already (perception)	Sig. (2-tailed) N	0,035 150
Education is not priority (priority)	Sig. (2-tailed) N	0,012 150
X	Sig. (2-tailed) N	 150

Results and Discussion

The fact that there are some students who are having a very good achievement and so many activities outside their educational matters, indirectly become a huge trigger for the other group of students to be as hustle as those some students. It happens because of there are some perceptions that assume when they have a lot of experiences outside the campus, they will surely gain something greater than what they got in classes. This kind of characteristic that made FISIP Unsoed chosen as the research location.

This research that conducted on August 23, 2023 until September 30, 2023 gathered 150 respondents that coming from different major of study, which are:

Table 3. Respondent's study background data

Major	Frequency	Percentage
Sociology	50	33.33%
Public Administration	20	13.33%
Political Science	14	9.33%
Communication Science	22	14.67%
International Relation	44	29.33%
Total	150	100%

Since this research was using simple random sampling method to define the respondents, so that the total of the in each major are not the same and also coming from different age, which are:

Table 4. Respondent's ages data

Age	Frequency	Percentage
18 years old	14	9.33%
19 years old	21	14.00%
20 years old	30	20.00%
21 years old	44	29.33%
22 years old	40	26.67%
23 years old	1	0.67%
Total	150	100%

Other than different study background and ages, based on the result of this research, the respondents are also having different activities, their activities are; internships, part-time work, freelance work, organization, and volunteering. Besides that, the motivations are different as well. It divided into 2 type of motivations which are internal and external motivation. The highest internal motivation is because they want to have a good personal branding which it is around 41.30%. For the external motivation it is because of they need more money to survive, there are around 39.30% respondents that choose this external motivation. In overall, based on this research, there are around 61.30% of respondents that are having a high hustle culture level with different type of study background, ages, and motivation. The detail explanation of each result will be defined below.

1. Perception and Priority of the Students about Work, Portfolio, and Education

The emergence of motivations which tend to come from within students apparently cannot be separated from the perceptions they have as individuals about something. Basically, perception can be interpreted as the general view that a person has regarding an object from several aspects that can be understood (Akbar, 2015). From a person's perception, a scale of priorities regarding certain choices in their daily life will arise. This is the same as what happened to the hustle culture phenomenon among FISIP Unsoed students. Someone who engages in hustle culture certainly does not escape the perception they have about work, the importance of a portfolio, and the benefits of the education they currently receive. Through these perceptions, it often has an impact on a person's priorities. For students, one of the benefits of the education they currently receive is of course the ease of getting the job they want. However, unfortunately, data from the OECD (2016) shows that the average number of unemployed youth in the world is 13%. Then, the results of research conducted by Eurostat (2016), showed that as many as 55.8% of college graduates did not get a job at all in Greece, then the same thing also happened in Italy, namely 55.2% of college graduates did not work. This is also supported by research conducted by the International Labor Organization (ILO) and the Economic Co-operation Development Organization (OECD) showing that it is currently very difficult for young people in developed countries to access decent work, even the level of difficulty is the same as other countries. develop despite having a good educational background (Ribeiro et al., 2022; O'Higgins, 2017). This indirectly shows something that expected by students about the education are not fully personalized. Besides that, a perception of ideal work is also impacting their priority, where ideal work is defined as a situation where someone is having a secure job, with a proper income, and also a secure working environment (ILO, 1999). Which these kinds of things made them change their priority between education, work, and also their portfolio.

This research shows that 80% of respondents believe that to be able to face the future, they must start working as early as possible. This happens because a person's work experience will be recorded in their portfolio. In line with 96% of respondents who have the perception that a portfolio is very important to support their success in the future, therefore, they choose to start working from the start of college. Another reason is that the activities they carry out are quite helpful for them to be able to get formal work in the future, and these reasons and data showed us that there is a change in their priority list. Turns out, the respondents do not put education as a number one priority anymore.

Other than that, respondents also have perceptions regarding learning on campus. As many as 54.7% thought that working was much more beneficial than just studying, then as many as 87.3% of respondents felt that the experience, they had on campus was not enough, and there's a huge gap between the experience they had outside campus. This indirectly shows that respondents are dissatisfied with the knowledge they obtain in

college. According to them, the knowledge they gain in the classroom is not enough to support their future. Many of them feel that in their lectures they are not given the necessary preparation to enter the working life. From the results of further interviews, one of respondents said: “For me personally, university life should be the most proper one to have us prepared for the next stage in our life which is working. However, I am bit disappointed, because I don’t think the knowledge that I got during the classes might help me to build my future and the fact that campus did not provide anything that related to the professional matters are mainly the reason why I decided to have a side-hustle.” E, 21 years old, a student with a high hustling behavior.

Other respondents also said that basically what students currently need is support from the campus in the form of information on internship activities or certain training. These respondents felt that they not only need theory from educational science, but they also need practical training that can support their future lives. In fact, as many as 86.7% feel that basically education is a very important thing and needs to be done, however, it is very unfortunate that the education they currently have does not really support their life in the future, so this causes them prefer to work while studying rather than just studying, and yet it changes their priority towards their education.

Based on the results of interviews with respondents, they actually have the same point of view regarding education, which education is very important for them. However, on the other hand, they also stated that education does not provide more space for exploration. This indirectly shows that currently there is a mismatch between education and students' needs for their future, especially in the world of work. This reason is the main reason for the hustle culture among students.

2. The Motivation of Hustle Culture among Students

Hustle culture among students cannot be separated from the motivation that each individual has. Zaliha et.al (2021) states that hustle culture occurs due to several reasons. The reason that is most often to be used to carry out a hustle culture is the demands that coming from their environment and also themselves in the form of responsibilities. This makes someone feel that they are responsible for every form of activity, so they must be able to do it more and more. The results of previous research state that the occurrence of hustle culture also involves the motivation of the perpetrators, so this is an important point for further research, so that we can find out more about the motivation for the occurrence of hustle culture among FISIP Unsoed students. Motivation in this research divided into 2 parts, which internal motivation and also external motivation. Internal motivation is a motivation for doing hustle culture that consists of personal reasons, such as; because he likes it, needs personal branding, and is afraid of an unsuccessful future. Meanwhile external motivation consists of reasons that coming from external side of a person, such as; economic factors, environmental factors, and family demands.

From the results of research conducted regarding the motivation a person has when it comes hustle culture, detailed data was produced as follows:

Table 5. Internal Motivation of Respondents

Internal Motivation	Frequencies	Percentage
Happy with the activity	45	30.00%
Fear of not being successful	43	28.70%
Personal branding	62	41.30%
Total	150	100%

Table 6. External motivation of the respondents

External Motivation	Frequencies	Percentage
Need more money	59	39.30%
Fear of missing out	56	37.30%
Encouragement from the family	35	23.40%
Total	150	100%

The results of this research show individual motivation in carrying out hustle culture. Based on internal motivation, 30% of students do hustle culture because they like lots of activities that take up a lot of time. Students who have this motivation, after further research, are the ones who feel happier when they have to keep themselves busy continuously, rather than just studying or not doing any activities. This happens because they think that by keeping themselves busy, it will enable them to get rid of their boredom. Apart from that, this also helps them build new connections, develop their abilities, and also makes them more experienced individuals.

Furthermore, based on internal motivation, as many as 41.3% of students carry out hustle culture because they need good personal branding to the general public. Personal branding itself, according to Montoya and Vandehey (Afrillia, 2018), is a way to control a person's point of view towards another individual before they have direct contact with that individual. According to respondents, currently personal branding is very important in terms of determining their future. For these respondents, by having a good personal branding, their path to the future will also be good. Apart from that, this also happens because according to them, with good personal branding, they will also have a good image among the people around them. Then the final internal motivation, which is the fear of not being successful if you don't implement hustle culture, has a percentage of 28.7%. Apparently, this happens because of the credential of portfolio itself, the 28.7% respondents admitted that, they are afraid if they do not have any experience, means it will be easier for them to be failed in the future, the matter of portfolio is very important for them.

Externally, 39.3% of respondents admitted they are doing hustle culture because they needed extra money, this is an indicator of external motivation which has the highest percentage. This happens because the money that they get from their parents or the scholarships they have is not enough to meet their daily needs. Apart from that, there are some students who really need to help their parents financially, at least to be able to provide their own daily expenses. Furthermore, as many as 37.30% of students admitted that they are doing hustle culture because they were afraid of missing out (FOMO). From the confession, this happened because they felt they did not want to lose to their other friends and felt they were far behind compared to their friends, so that they felt afraid of being someone who had no experience and could be defeated by their friends who had a lot of experiences already. The last external motivation is family encouragement (23.30%). Based on the respondent's statement, this occurs because the respondent's family (especially parents) often ask the respondent to have experience outside campus such as internships or other experiences.

Further interviews that conducted with 20 respondents with the details of 10 respondents who had higher internal motivation and 10 respondents who had higher external motivation. Respondents interviewed also represented the hustle culture level, which high level with the criteria of total time spent in a week are 70-84 hours, medium with the criteria of total time spent in a week are 33-45 hours, and low criteria for total

time spent in a week are 0-20 hours. Some statements from respondents who have higher internal motivation include: “the money that my parents gave me is actually enough already, there’s also no pressure at all from both of my parents regarding my personal achievement. However, I want to have more experiences, so that after graduate, it will be easier for me to find the job.” J.G, 21 years old, a student with a high hustle culture level. “There’s no pressure from anyone, I also don’t really need money, because basically my daily needs are fulfilled really well. But sometimes, I feel like studying cannot really help me to build my future, so that I decided to working while pursuing my bachelor degree here.” L.K, 20 years old, a student with a medium hustle culture level. “it happens because of since senior high, I really like to engage with an organization, it makes me happy somehow. During my time in university, I decided to engage with some organizations as well, I just really happy with the activities so that is why I choose to have a lot of activities outside the lecture activities.” R.M, 22 years old a student with a low hustle culture level.

The statements above show that the respondents carried out hustle culture without any pressure, no encouragement from their families and even did not have financial problems. It can be concluded that what made them decide to do hustle culture was a feeling of dissatisfaction within themselves regarding the experience they had and also they felt they really needed validation from other people that they are an individuals who had certain abilities, therefore they chose to have a lot of experience that is better.

Ten (10) other respondents stated that apart from internal motivation, they also had external motivation, which their external motivation is higher than their internal motivation. This happens because the external motivation they have is quite urgent for them, so that they decided to be a hustling person. Some statements from respondents with higher external motivation include: “if I could choose, I don’t want to have any side hustles, because for me personally it is tiring. But if I don’t have any side hustle (part-time working), I cannot fulfill my daily needs, because I need the money to have a much proper financial condition.” Z, 19 years old, a student with a high hustle culture level. “actually I was following my friends. Because they have a lot of activities, and I feel like I did nothing, it was triggering me pretty well. So that I decided to have a side hustle and joining organization, but turns out as the time pass by, it makes me really happy to do it.” D, 20 years old, a student with a medium hustle culture level. “Personally I want to do it, because we need experience, but I am not in a rush for this. However, my parents want me to have a good portfolio, and they are constantly encouraging me to have one.” H.H, 22 years old, a student with a low hustle culture level.

The statements above indirectly indicate that respondents are doing hustle culture because they are pressured by their current situation, environment, and need additional money for their daily lives. It can be concluded from these statements that respondents with higher internal motivation tend to have no compulsion to carry out a hustle culture and is purely to meet future needs. Meanwhile, respondents who have higher external motivation tend to have a compulsion to carry out a hustle culture. So, from the data presented, it can be concluded that basically individuals carry out hustle culture for different reasons and backgrounds, but internal motivation remains a quite influential factor in carrying out hustle culture.

3. The Level of Hustle Culture among Students

The hustle culture phenomenon is a phenomenon that has occurred since 1980 in both developing and developed countries (Iskandar & Rachmawati, 2022). Currently, this phenomenon has become quite common among young people, as well as students. Basically, a workaholic attitude or what is usually called hustle culture is an attitude or behavior that is identical to the concept of doing it excessively and repeatedly. In the

current era, quite a few young people have workaholic behavior, for example, many young people do internships and at the same time also carry out organizational activities on campus. Another condition is that there are young people who do freelance work by working more than the required time. These conditions are a condition of crazy work that did by someone, which indirectly creates the concept of hustle culture. This done by someone basically to meet one's standards of success, which in line with Wayne Oates' statement (Iskandar & Rachmawati, 2022), hustle culture is part of work addiction, where the perpetrators think that success comes by doing activities or work continuously. continuously without thinking about time to rest.

The level of hustle culture carried out by someone can basically be seen from how much time they spend for working or doing certain activities, how many activities they do at one time, and also how many days they spend in a week doing activities or work. the. The results of research conducted by Balkeran (2020), show that someone who spends 0-20 hours a week doing the activities or work they do is included in the low level hustle culture category. Then someone who carries out activities or work and spends 21-50 hours a week is included in the medium level hustle culture category. And lastly, if someone carries out their activities or work and spends more than 50 hours a week, it means that someone is in the high level hustle culture category. But on this research, it will be divided into two categories which low level (0-<28 hours/week) and high level (>28 hours/week)

The hustle culture phenomenon which is currently widespread among students is the main reason this research was conducted. After conducting research with a total of 150 respondents who were students at the Faculty of Social and Political Sciences, Jenderal Soedirman University, in detail there were 101 female respondents and 49 male respondents.

Based on the results of the overall research, it is known that the majority of respondents (61.3%) has a high level of hustle culture, as shown in the following table:

Table 7. The level of hustle culture among respondents

	Frequencies	Percentage
Low Hustle Culture level	58	38,7%
High Hustle Culture level	92	61,3%
Total	150	100,0

These results are obtained from calculating indicators for the length of time spent in one day, the number of activities that have been participated in, and also the number of activities that are currently being participated in. Specifically, research with indicators of the length of time spent per day to complete the activities they have, shows the following results:

Table 8. Total time spent in a day

Total Time in a Day	Frequencies	Percentage
<4 hours	15	10%
4 - <8 hours	81	52.70%
8 - <12 hours	45	30%
12 - <15 hours	7	4.70%
>15 hours	2	2.60%
Total	150	100%

This data is data on the time students spend in one day carrying out the activities they do. On average, students spend approximately 4 hours - <8 hours per day. If accumulated within 1 week or 7 days, it means that most students (52.7%) spend 28 hours - <56 hours doing the activities they do. Then, from this data it can also be seen that as many as 37.3% of students spend 56 - >105 hours a week doing the activities they do. This means that the hustle culture possessed by these respondents is in the high level category.

Apart from the matter of time, the number of activities carried out also used as an indicator to see the level of a person's hustle culture. When students do 1-2 activities at the same time, it means that the student is in the low hustle culture category. Then, if a student does 3-4 activities, it means that someone is in the medium hustle culture category. For those who carry out activities >4, it means they are at a high level. The research process produces the following data:

Table 9. Total previous activities of the respondent

Total previous activities	Frequencies	Percentage
0 activities	10	6.70%
1-2 activities	43	29%
3-4 activities	61	40.70%
5-6 activities	36	24%
Total	150	100%

Table 10. Total current activities of thr respondent

Total current activities	Frequencies	Percentage
0 activity	24	16%
1-2 activities	84	56%
3-4 activities	35	23.30%
5-6 activities	7	4.70%
Total	150	100%

From these data, the majority of respondents were in the high level hustle culture category. This can be seen from the number of activities the respondent has carried out. As many as 40.7% of respondents used to have 3-4 activities at one time, however, if we look at the number of activities currently carried out, there has been a decline in the hustle culture level to a low hustle culture level, namely 56% of respondents only have 1-2 activities. After conducting further research on respondents, this decrease occurred because respondents felt too tired with the activities they currently had, because by only having 1-2 activities, they had already spent more time than when they had as many activities as before. The results of this research indirectly show that, even though someone does not have many activities at one time, it cannot be ascertained that they have hustle culture behavior. Because a small number of activities actually takes up more time for them than a large number of activities.

Thus, based on the research results, it can be concluded that FISIP Unsoed respondents have a high level of hustle culture based on the length of time they spend in one week carrying out the activities they do. Apart from that, the large number of activities they have, is not able to describe the level of hustle culture they have as individuals, because, by having few activities, it turns out they are much more tired than having more activities, and also those few activities. can occupy their time longer than many activities.

Conclusion

From the results of the research that has been carried out, it can be concluded that the hustle culture behavior that occurs at Fisip Unsoed is reflected in various forms, including: perceptions and priorities that students have regarding work, education and portfolios; hustle culture level; motivation for carrying out hustle culture so that hustle culture occurs among FISIP Unsoed students. From the research that has been carried out, it is known that basically hustle culture behavior among FISIP Unsoed students arises because of certain perceptions held by respondents regarding success and decent work. Apart from that, this is also based on the incompatibility of the current education system with the dreams they have in the future. Through this research, 80% of respondents stated that they agreed to start working as early as possible (from the beginning of semester) to collect a portfolio, because 96% of respondents felt that a portfolio is a very important thing. So that, through this research we discovered that as many as 61.30% of respondents to this study had a high level of hustle culture. Those who have a high level of hustle culture usually spend >28 hours completing their activities or work in a week. Through this research, the motivation that respondents have in carrying out hustle culture is also being known.

This research divides motivation into 2 (two) categories, which internal motivation or motivation that comes from the respondent's personal desires and external motivation or motivation which coming from external factors such as family, social and economic. Based on internal motivation, it is known that the majority of respondents (41.30%) do hustle culture because they feel they need personal branding, as many as 30.00% of respondents admit that they do hustle culture because they like the activities that they are doing. As many as 28.70% of respondents admitted that their motivation for carrying out hustle culture was a feeling of fear of not being successful in the future. Meanwhile, based on external motivation, as many as 39.30% stated that the hustle culture they did caused by their situation of needing extra money, because the money that their parents gave them was not sufficient, then as many as 37.30% of respondents admitted that they did the hustle culture because felt left behind by their friends, and lastly, as many as 23.40% of respondents carried out hustle culture because of family encouragement.

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