

## THE RELATIONSHIP BETWEEN TIKTOK USERS AND HUSTLE CULTURE CONTENT AMONG KWIK KIAN GIE STUDENTS IN THE COMMUNICATION SCIENCE STUDY PROGRAM

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### Abstract

Hustle Culture is a lifestyle popular among millennials who think that they will be successful if they work a lot without prioritizing rest time. The positive impact of hustle culture among students is to make students more active and critical and strengthen competition with foreign students. World figures such as Elon Musk, Steve Jobs, Mark Zuckerberg, and many more have voiced working hard and spending all their time to achieve success.

This research is the relationship between TikTok users, on the content of Hustle Culture or crazy work culture at Kwik Kian Gie, especially Communication Science Study Program students. The sampling technique used Purposive Sampling. The object of this research is that the respondents are Kwik Kian Gie Communication Science students (19-21).

It can be concluded from this study that actually the relationship between the use of social media and Hustle Culture behavior has a relationship, but the relationship has not had a big effect on students, especially Kwik Kian Gie Communication Science students, because there is one variable that is proven from the results of the analysis to have no relationship to Hustle Culture behavior.

### Keywords:

Social Media, Hustle Culture, Behavior, Covid-19

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INTRODUCTION

Since 2019 the world has experienced a pandemic, Satau which we know better as Covid-19 (Corona Virus Diseases-19), so WHO declared the epidemic as a world pandemic on March 11, 2020. With the rapid spread of the virus, governments in several countries have implemented strict rules to break the chain of transmission of the virus, one of which is by

Implementing a lockdown, in Indonesia alone the lockdown is carried out within a period of 6 months, this is what makes people start spending more time online at home. Thus it can be said that the increase in social media users will increase internet traffic in the country of Indonesia by 15-20% during the pandemic, this data comes from the Indonesian Internet Network Operator Association (APJII). 47% of people use social media longer during a pandemic (Apji.or.id, 2020).

As a communication medium, social media has advantages, namely in connecting one person to another, eliminating boundaries in socializing, there are no restrictions between time and place, one of which is the Tik-Tok application, an application developed by China, which is one of the most popular in the world today. Tik-Tok is a social media platform that allows users.

Research conducted by Current Cardiology Reports in 2018 found that people who work more than 50 hours per week have an increased risk of cardiovascular and cerebrovascular disease. These can include myocardial infarction or heart attack and deadly coronary heart disease. Long working hours cause blood pressure and heart rate to increase, due to excessive psychological activation and stress. In addition, overtime work also contributes to insulin resistance, arrhythmia, hypercoagulation and ischemia between those who already have a high atherosclerotic burden, diabetes to stroke, (sampoernauniversity.ac.id, 2022).

According to Glorya (2018:21), if traditional media uses print and broadcast media, then social media uses the internet. Social media invites anyone who is interested to participate by contributing and giving feedback openly, commenting, and sharing information in a fast and unlimited time.

Students are required to be active and critical because they are the front guard of the people and a forum for aspirations for the people and the next generation of the nation. Students have an important role for the nation and for themselves. In an advanced and modern era, students are not only required to be active in organizations but they are required to have good academics, moreover, some students have to make a living for themselves.

Many students live a hustle culture lifestyle where every day they are busy with this and that. Busy organizations, busy studying and even working. Some students think that if they are busy then they will be more successful than others. As if being busy without caring about his health is the best according to. (Oates, 1971).



Hustle Culture is a popular lifestyle among millennials who think that they will be successful if they work a lot without prioritizing rest time. Without realizing it, this lifestyle is the same as workaholicism which forces a person to continue working. Quoted from the American Psychology Association, workaholicism is a condition in which a person feels a compulsion or need from within to continue working that cannot be controlled. In other words, they continue to be addicted to work not because of external demands but from within themselves.

The hustle culture lifestyle can have a positive impact but can also have a negative impact if it is not in accordance with its portion. The positive impact of hustle culture among students is to make students more active and critical and strengthen competition with foreign students. World figures such as Elon Musk, Steve Jobs, Mark Zuckerberg, and many more have voiced working hard and spending all their time to achieve success.

Without a doubt, today's young generation, mostly dominated by students who have critical thinking, follow these figures to achieve success. Hustle Culture can be toxic or have a negative impact when done continuously with excessive portions beyond the person's own capacity. Spending all the time to work, study and organize as a result only set aside a little time to rest. This is very dangerous for student health, both physical and mental, (nuansa.musaputra.ac.id, 2022).

According to him, Hustle culture will also damage the balance in one's life. Where individuals will easily experience burnout (prolonged stress which also has an impact on physical and emotional fatigue). "We analogize it as a machine that continues to run without the opportunity to rest, the opportunity to be happy, the opportunity to worship, and other basic human needs", (profession-unm.com, 2021).

In a study in the journal Occupational Medicine, people who spend almost all their time working, both young and old, tend to experience health problems, such as anxiety disorders, depression, sleep disorders, and so on. Apart from mental health problems, hustle culture also affects physical health, such as headaches to heart disease due to work fatigue.

The various kinds of activities undertaken by students are one of the causes of mental health problems. Students today feel they have many demands and need to work harder and maximize in every activity so that they ignore their own capacity and health. This emerged with the term hustle culture or workaholic culture.

Workaholic culture or hustle culture is defined as an uncontrollable desire or urge to work without stopping. Workaholics spend more time on work-related tasks and commit more time to work than anything else.

Without a doubt, millennials in Indonesia are starting to follow this culture. Although this hustle culture can be done anywhere and anytime, it is possible that this phenomenon can be a





## Behaviorism Theory

Behaviorism is a theory that studies the behavior of living things, especially humans. This theory focuses and explains human behavior based on the stimulus (stimulus) that causes a reactive behavior relationship (response) mechanistic law. Behaviorism is a school of psychology proposed by John B. Watson (1878-1958). He is famous as an American psychologist and he is dubbed as the father of behaviorism.

## Stimulus Response Theory

This theory can be considered as a process of exchange or transfer of information (Effendy, 2003). This stimulus-response principle is the basis of the hypodermic needle theory, a classic theory regarding the process of the occurrence of the highly influential mass media effect.

## Albert Bandura's Social Learning Theory

Social learning theory is an extension of traditional behavioristic learning theory. Social learning theory was developed by Albert Bandura (1986). It accepts most of the principles of behavioral learning theories, but puts more emphasis on the effects of cues on behavior, and on internal mental processes.

## Social Media

Philip Kotler and Kevin Keller (in Hasgimianti et al, 2022: 107), define social media as a medium for consumers to share images, text, video, and audio information between individuals and between companies. The role of social media will increasingly be recognized by consumers as a performance booster in doing business. Social media provides opportunities for small businesses in marketing products and services and can communicate with their customers where the goal is to build positive relationships.

According to Meisyaroh, S (2013: 37) Social media is a place, tool, service that allows individuals to express themselves to meet and share with other colleagues through internet technology. In addition, social media is an online media, where users can easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are the most common forms of social media used by people around the world.



## TikTok

TikTok is one of the fastest growing social networks in the world. TikTok allows users to create short 15-second videos with music, filters and other creative features. Almost 4 years after TikTok was launched, its popularity has soared. By the end of 2019, there were 500 million active users worldwide. The app is also loved by various groups in Indonesia, including public figures.

## RESEARCH METHODS

Social media variables have three statements consisting of various indicators such as Type, Duration, and Frequency. The Hustle Culture variable has a statement consisting of indicators such as behavior

The sampling technique that will be used in this study is using Purposive Sampling. Purposive Sampling according to Sugiyono (2017) is a data source sampling technique through several considerations to achieve its research objectives. The consideration in question is the specific characteristics that will be the object of research.

Determination of the population sample will be calculated using the Hair formula. Hair's formula is used because the population size to be studied does not have an exact number. According to Hair et al (in Memon et al, 2020), samples that are too large can make statistics too sensitive, which can cause errors. In other words, a large sample size can make any relationship statistically significant even if it is not.

The Hair formula used suggests that the minimum sample size is 5-10 multiplied by the indicator variables. So since there are 17 indicators, it will be multiplied by 5 ( $17 \times 5 = 85$ ). So through calculations on the basis of the formula, the sample size of this study was 85 people who used social media among Kwik Kian Gie Communication Science students.

## RESULTS AND DISCUSSION

This study uses descriptive analysis using the sample results obtained. The variables that have been determined using SPSS. Validity and reliability tests will be carried out, followed by descriptive analysis.

## Validity

This validity test researchers use in measuring the validity of each statement or question in the questionnaire in each variable. In testing its validity, the results of the validity test of 85 respondents with r table 0.361 through the help of SPSS Then the questions in the questionnaire are categorized as valid.





## Reliability

The reliability test has the aim of observing whether the questionnaire is consistent when used to measure variables. A variable can be categorized as reliable if Cronbach's Alpha is >

0.60.

## Descriptive Analysis

In social media variables have different averages, minimum, maximum, and standard deviation values. For the first, students have 5 types of social media where the minimum value is 1 and the maximum is 5 with a mean value of 3.60 and a standard deviation of 0.819.

Furthermore, the second is social media that can provide information about Hustle Culture which has a minimum value of 2 and a maximum of 5, with a mean value of 3.34 and a standard deviation of 0.825.

Then the third is looking at TikTok social media to get more information about hustle culture which has a minimum value of 1 and a maximum of 5, with a mean value of 3.47 and a standard deviation of 1.019.

After this the author continues in table 4.7 with the duration variable, for the first to use social media in 1 day for more than 5 hours. Where it has a minimum value of 1 and a maximum of 5, with a mean value of 3.42 and a standard deviation of 1.016.

Furthermore, the second is that within 1 hour it can open almost 3 social media. Where it has a minimum value of 1 and a maximum of 5, with a mean value of 3.53 and a standard deviation of 0.954.

Then the third is the average duration of 15-20 minutes on social media, which has a minimum value of 1 and a maximum of 5, with a mean value of 3.52 and a standard deviation of 1.076.

Then the author subdivides the social media variable into frequency variables, which can be seen in table 4.7 frequency variables, the first is using social media more than 10 times a day, which has a minimum value of 1 and a maximum of 5. With a mean value of 3.53 and a standard deviation of 1.108.

Minimum value, maximum value, mean value and standard deviation of the Hustle Culture variable. Therefore, it can be concluded starting from the first statement that always thinking about work and having no time to relax has a minimum value of 1 and a maximum of 5, with a mean value of 3.51 and a standard deviation of 1.098.

Furthermore, the second is the statement of feeling guilty when resting where the minimum value is 1 and the maximum is 5, with a mean value of 3.26 and a standard deviation of 1.207.



The third is a statement of often experiencing burn out or fatigue at work, which has a minimum value of 1 and a maximum of 5, with a mean value of 3.44 and a standard deviation of 1.052.

The fourth is a statement of never being satisfied with the results of work which has a minimum value of 1 and a maximum of 5, with a mean value of 3.55 and a standard deviation value of 1.139.

Fifth is the statement of not being able to determine priorities in activities which has a minimum value of 1 and a maximum of 5, with a mean value of 3.20 and a standard deviation of 1.132.

The sixth is a statement that can no longer determine clear boundaries in activities. Where it has a minimum value of 1 and a maximum of 5, with a mean value of 3.19 and a standard deviation of 1.296.

Seventh is the statement of always comparing oneself with others. Where it has a minimum value of 1 and a maximum of 5, with a mean value of 3.58 and a standard deviation of 1.073.

The eighth is the statement of always having excessive targets. Where it has a minimum value of 1 and a maximum of 5, with a mean value of 3.44 and a standard deviation of 1.074.

Ninth is a statement that can no longer prioritize physical and mental health. Where it has a minimum value of 1 and a maximum of 5, with a mean value of 3.08 and a standard deviation of 1.373.

### Correlation Test

After conducting a descriptive analysis, the next step is to conduct a correlation test where the correlation test aims to see if there is a relationship between the two variables X and Y. Here the researcher uses the Pearson correlation formula, the following is a table of correlation test data between variables:







**Hasil uji korelasi variabel (Jenis)**

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**CONCLUSIONS**

From the results of the analysis above, it shows that the level of social media usage during the Covid-19 pandemic has increased due to all learning, working, and other activities. This is what gave rise to various kinds of content creators on various types of social media, one of which is quite popular content is about Hustle Culture.

Where the culture that has just been recognized by the Indonesian people is quite a positive impact, after a 6-month quarantine period and generally the average target of this creator content itself is generation Z or in the age range of 18-25 years. Who are generally still in the college level or working and do not have a family yet. This is intended because at that age they still have the desire to achieve various things or just to receive praise from friends, family, etc.

Besides the positive side, this culture itself has a negative impact, which is if someone who has often done or carried out Hustle Culture behavior. Tends to be a person who is more difficult to guess this is based on the various kinds of jobs he takes, activities, social life. So that the

No	Nama	Media sosial	Hustle Culture	Keterangan
1	Jenis	0.221	0.221	Korelasi keeratan lemah
2	Durasi	0.402	0.402	Korelasi keeratan cukup kuat
3	Frekuensi	0.331	0.331	Korelasi keeratan lemah

Sumber: Data SPSS

Based on the table above, it can be concluded that the results of the correlation test that researchers have done are divided into 3 social media variables, namely type, duration, and frequency. It can be seen that in the type table, the relationship between social media variables and Hustle Culture, has a relationship but the relationship can be said to be weak.

And secondly in the duration table, the relationship between social media variables and Hustle Culture, has a relationship and the relationship is quite strong, which means that students will more often get information about Hustle culture based on how long they spend on social media. Third, in the frequency table, the relationship between social media variables and Hustle Culture has a relationship but the relationship has a weak relationship.

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person can no longer determine the boundaries in activities, work, friendships, and even into lectures.

It can be concluded from this research that actually the relationship between the use of social media and Hustle Culture behavior has a relationship, but the relationship has not had a big effect on students, especially Kwik Kian Gie Communication Science students, because there is one variable that is proven from the results of the analysis to have no relationship to Hustle Culture behavior.

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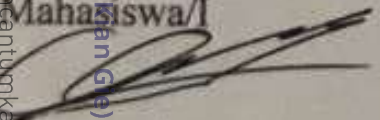
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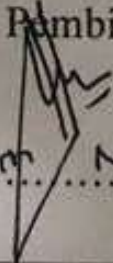
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KWIK KIAN GIE PROGRAM STUDI ILMU KOMUNIKASI

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