Technology Makes Hustle Culture Still Happened in Pandemic Covid 19

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Abstract. The companies rely on continuous technological developments to meet market and work technology needs, produce goods and services more efficiently, and save time and costs based on modern technology. The development of the internet has changed the way employees work locally and globally during the covid-19 pandemic. Technology brings new access to employees to be a hustler. Hustle culture is a neologism for workaholism, associated with excessive dedication to one's work to exclude every other aspect of one's life to create an unhealthy work-life balance. The results show that there are positive and significant effects between technology and hustle culture. This illustrates that technology can increase the potential of hustle culture.

Keywords: Hustle Culture, Technologies, Employees, Covid 19 Outbreaking

1 Introduction

Today, the world is faced with a pandemic of the covid-19 virus. Many companies rely on continuous technological developments to meet market and work technology needs, produce goods and services more efficiently, and save time and costs based on modern technology. The development of the internet has changed the way employees work locally and globally during the covid-19 pandemic. According to [1] the internet has made it easier to obtain information, interact, promote, and recruit employees to work well. One of the uses of technology in the form of the internet during a pandemic is work from home

Hughes, 2004 in [2] argues that engineers, scientists, and managers often believe that they can use technology to shape the world as they wish. They often think that technology is easy to control, and this assumption should be seriously questioned. Internet-centrism refers to the idea that our society believes that the internet is one of the most stable and coherent forces. Technology is intrinsically uncertain and limited.

WFH is part of the telecommuting concept, which is not new in the field of work and government, even known since the 1970s to overcome traffic jams caused by commuting from home to work every day.

Technology is an important factor in the running of communication in a job during the covid-19 pandemic. Working virtual is certainly different from working face to face in the way they communicate. Work virtually using technology and information to communicate with each other and face the challenges of discussing online decision making with multiple perspectives from each team member delivered online. [3]

Technology has made workers exceed the time constraints they have at work. According [4] Sometimes workers are too busy working, so they forget the time to rest

2   Literature Review

According to [2], Technology is a creative process that involves human ingenuity". This definition's emphasis on creativity avoids the meaning of infinity that might erroneously include "technology" and highlights the critical role of humans and, therefore, their responsibility for using complex technological systems. Whereas [5] considers technology as a resource and emphasizes the dynamic nature of the flow of knowledge that must occur between commercial and specialized functions within a company,

Hustle culture is a neologism for work-holism, associated with excessive dedication to one's work to exclude every other aspect of one's life to create an unhealthy work-life balance. [4]. According [6] From the outside, the hustle culture looks like a high-energy motivational movement that comes with expected rewards. For most people, working long hours is usually associated with climbing the corporate ladder faster, making millions in the shortest possible time, or earning passive income from working hard all the time. It is believed that anyone can succeed and achieve anything they want in life if they work hard enough. But this can only happen if you devote 1000% of yourself to work, lack sleep, and motivate yourself to get through the pain despite all the strength to work.

[7] Making the idea that a 40-hour workweek is just a formality, and employees are now subject to extreme work where they work more than 60 hours per week while managing professional demands. Especially about globalization. According to Elon Musk, founder, CEO, CTO and chief designer of SpaceX, in [8] Explaining that being successful requires working from around 80 hours to over 100 hours per week. That's why many want to compete for non-stop work. They believe that by working continuously, they will be successful at a young age. In addition, many also challenge themselves and convince people that hard work is the single most important thing in achieving success [9].

[6] There are several reasons why someone can be called a hustle culture

1. Work beyond the specified hour limit
2. Bragging about not getting enough sleep and working a lot
3. Claiming to be tired but forcing yourself to overcome it
4. Mention how many cups of coffee they drink to stay awake so they can continue to work

5. Believe that rest is a waste of time.
6. Overall, this culture is characterized by an obsessive work ethic and constant productivity.
7. Hustlers are people who do not like free time. For these people, work-life balance does not exist. because they think "Sleep is only for the weak"

A study published in Occupational Medicine in 2017 showed that longer working hours were associated with poorer mental health status and increased symptoms of anxiety and depression. Long weekly hours were also associated with reduced sleep time and increased sleep disturbances. These results underscore the importance of maintaining regular weekly working hours and avoiding excessive overtime to reduce the risk of anxiety, depression, and sleep disturbances.

3 Methodology and Data Analysis

The research method is a series of systematic procedures that need to be observed when carrying out research so that the results of the research can be accounted for. The research method used in this study is the quantitative correlational method which aims to detect the extent to which variations in a factor are related to variations in one or more other factors based on the correlation coefficient [10]. The correlation variable that will be tested is the role of technology in Hustle culture during the COVID-19 pandemic for state-owned companies employees in Lampung

Sample and Sampling Technique

The population of this study is state-owned companies employees in Lampung. The sample of this study amounted to 215 people. The technique used in this study was non-probability sampling, where each individual in the population did not have the same opportunity to be chosen as the research sample. The technique used was purposive sampling. The researcher used certain characteristics in this study [10]

4 Research Result and Discussion

Validity

Measurement of validity is using factor analysis with SPSS, Kaiser-Meyer-Olkin (KMO) and Measure of Sampling Adequacy (MSA) ≥ 0.5 Considered valid and research can be further researched [11].

Table 1. Table of test Validity results

	Technology	Hustle culture
KMO	0,533	0,687
Approx Chi Square	90.509	1015.961
Df	3	253
Sig	0,000	0,000

According validity test indicates that the Kaiser- Meyer- Olkin (KMO) of Technology (X1), Hustle culture (Y) indicators, demonstrate the value > 0.5. which mean that all indicators used is valid and can be processed for to next steps.

Reliability
A reliability test is a test to measure a questionnaire which is an indicator of a variable. A questionnaire is reliable if the answer to the question is consistent over time. Reliability measurements in this study were carried out by means of the one-shot test or only one measurement. Measurements were only conducted once, then the results will be compared with other statements or reliability were measured with the Cronbach's alpha statistical test. A variable is realistic if Cronbach's alpha value is > 0.60. [11]

Table 2. Table of test Reliability results

	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Technology	0,600	0,599	3
Hustle Culture	0,761	0,761	23

The result of the reliability test show that all Technology (X1), Hustle culture (Y) variables were reliable because they have crossed the limit of the reliability coefficient (0.6) thus the items in each of these variable concepts were used as a measuring instrument.

Model Assessment Test

1. *Coefficient of Determination (R2)*
   The coefficient of determination is used to measure the ability of the independent variable to describe the dependent variable. The coefficient of determination is between zero and one. If the value is getting closer to one, it means the ability of the model to explain the dependent variable is higher. The analysis is carried out using regression analysis in SPSS 22.0 software obtained the following results:

Table 3. Coefficient of Determination
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.576[a]	.331	.328	5.519

a. Predictors: (Constant), X

$$R = 0.576^{a} \quad And \quad R^{2} = 0.331$$

These results show that during the COVID-19 pandemic, technology contributed 33.1% to hustle culture and the rest was influenced by other variables.

2. T Test

The t-test shows how far the influence of one independent variable individually explains variables. The t-test intends to examine the effect of independent variable on the dependent variable. The result of the t-test can be seen as follows:

Table 4. T Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	62.158	3.202		19.413	0.000
	X	2.445	0.238	0.576	10.250	0.000

a. Dependent Variable: Y

$$Y = a + bX$$
$$Y = 62.158 + 0.576 \, X$$

Based on Table 4, the sig value of the technology regression coefficient is 0.000 smaller than the significant value of 0.05, and The coefficient value of the equation is 0.576. This proves the positive influence between technology and hustle culture, which means that if technology development increases, the intensity of hustle culture will increase. It means that technology has significantly affected hustle culture. So the hypothesis states that technology has a positive effect on hustle culture is accepted..

4 Implication and Suggestion for the future

Perception of the hustle culture varies by industry as well workload. However, further research should investigate this in more depth - especially in terms of education, health and technology sectors. From our data points, it appears that the tendency that the more employees value other aspects of their lives than work, the less likely this is for their work to be verbally appreciated or for

their superiors to encourage mental health days. Further research on various types of supervisor support and its impact on employee satisfaction and mental health can provide insight into the authenticity of an employee's pursuits to stay committed to the company. Discovering a hustle culture be of great value to employees who work in many positions in various industries.

Without us realizing it, technology has affected the company's work system. For example, if we used to use a typewriter, then send the file via courier or telegram. Now, switch to using a computer. Communications and other documents may be sent electronically (e-mail) due to Internet services. Technology has now become a basic need for companies in running a business.

Based on the results of the research, the effect of technology can be increasing of hustle culture a significant effect to hustle culture. This research also proves that technology can bring about a new era of hustle culture during the COVID-19 pandemic.

Research for the future

1. There are limitations to research using a questionnaire, that is, sometimes the answers given by respondents do not indicate the real situation.
2. The object in this study is only limited to employees of state-owned companies in Lampung, for further research it is recommended to also look at other sectors
3. There are many variable which can affect on Hustle culture

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