

## **ABSTRAK**

### **PENGALAMAN KOMUNIKASI MAHASISWA UNIVERSITAS LAMPUNG TERKAIT FENOMENA *HUSTLE CULTURE* (Studi Fenomenologi Perilaku *Hustle culture* di Kalangan Mahasiswa)**

**Oleh**

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Fenomena *hustle culture* atau budaya kerja tanpa henti semakin marak di kalangan mahasiswa, khususnya dalam era digital yang menuntut produktivitas tinggi dan kompetensi ganda. Penelitian ini bertujuan untuk memahami pengalaman komunikasi mahasiswa Universitas Lampung yang menjalani fenomena *hustle culture*, bagaimana mereka memaknai budaya ini, serta motif di balik perilaku tersebut. Peneliti menggunakan pendekatan kualitatif dengan metode fenomenologi Alfred Schutz untuk menggali makna subjektif berdasarkan pengalaman nyata mahasiswa. Data dikumpulkan melalui wawancara mendalam terhadap enam informan dari berbagai fakultas yang menjalani aktivitas padat seperti bekerja sambil kuliah, magang, atau aktif berorganisasi. Hasil penelitian menunjukkan bahwa *hustle culture* memengaruhi komunikasi mahasiswa, baik dalam konteks sosial, akademik, maupun personal. Mahasiswa yang menjalani budaya ini cenderung mengalami kelelahan fisik dan mental, penurunan kualitas interaksi sosial, serta tantangan dalam manajemen waktu. Namun, mereka juga merasakan manfaat seperti peningkatan pengalaman kerja, jaringan relasi profesional, dan kepercayaan diri. Motif utama yang mendorong mereka meliputi kebutuhan ekonomi, keinginan bersaing di dunia kerja, hingga dorongan sosial seperti *fear of missing out* (FOMO). Penelitian ini menyimpulkan bahwa meskipun *hustle culture* membawa beberapa keuntungan, dampak negatifnya tidak dapat diabaikan dan perlu adanya kesadaran untuk menciptakan keseimbangan antara produktivitas dan kesehatan diri.

**Kata kunci:** fenomenologi, *hustle culture*, mahasiswa, pengalaman komunikasi

## **ABSTRACT**

### **COMMUNICATION EXPERIENCES OF UNIVERSITY OF LAMPUNG STUDENTS REGARDING THE PHENOMENON OF HUSTLE CULTURE**

**(A Phenomenological Study of Hustle Culture Behavior  
Among University Students)**

**By**

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*The phenomenon of hustle culture, defined as an incessant work ethic, has become increasingly prominent among university students, particularly in the digital era that demands high productivity and multi-competency. This study aims to explore the communication experiences of students at the University of Lampung who engage in hustle culture, how they interpret this lifestyle, and the underlying motives behind such behavior. A qualitative approach was employed using Alfred Schutz's phenomenological method to uncover the subjective meanings derived from students' lived experiences. Data were collected through in-depth interviews with six informants from various faculties who simultaneously undertake academic responsibilities and other demanding activities such as part-time work, internships, or organizational involvement. The findings indicate that hustle culture significantly influences students' communication patterns in social, academic, and personal contexts. Students who embrace this culture tend to experience physical and mental fatigue, diminished quality of social interaction, and challenges in time management. However, they also report benefits such as increased work experience, expanded professional networks, and enhanced self-confidence. The primary driving factors include economic necessity, the aspiration to remain competitive in the job market, and social pressures such as the fear of missing out (FOMO). This study concludes that although hustle culture offers certain advantages, its negative impacts must not be overlooked. There is a need for greater awareness to foster a healthier balance between productivity and personal well-being.*

**Keywords:** *communication experience, hustle culture, phenomenology, university students*