

ABSTRACT

Hustle culture or workaholic is a lifestyle in a group of young people or currently oriented to gen Z. Hustle culture is believed that anyone who does it will be successful if they work regardless of time, coupled with the pleasure in themselves when doing a job continuously. Groups of people belonging to the hustle culture lifestyle are workers and students. They are the Gen Z group who currently have the perception that they must be responsible for their own productivity, development, and progress, plus they are motivated by entrepreneurial figures who are successful at a young age. This study aims to determine the self-concept of Generation Z as perpetrators of hustle culture, especially for Shopee employees who are included in the Gen Z group. With this research, researchers will delve deeper into how the self-concept of Gen Z is formed through the factors and processes. The method used is qualitative, by conducting observations and interviews with Shopee Companies which aims to obtain detailed data. The results of this study indicate that the self-concept of Generation Z as perpetrators of hustle culture is triggered by the interactions and experiences they go through, plus they are aware of this. So that hustle culture is used as a benchmark for their current abilities, such as to develop skills and values

Keywords: self-concept, hustle culture, workaholic, symbolic interaction , generation Z