

ABSTRACT

This research is motivated by the increasing phenomenon of hustle culture and quiet quitting intention in various organizational contexts, including student organization. In the Diponegoro University Choir, the high intensity of rehearsals, responsive organizational demands, and expectations for achievement potentially create a work culture that emphasizes excessive productivity. On the other hand, there are indications of passive withdrawal among some members board officials who formally registered in the organization but limit their contribution to a minimum level. This condition reflects a dynamic relationship between demanding work culture and individual responses in maintaining academic balance between, organizational involvement, and personal well-being. This study aims to describe the forms of the hustle culture and quiet quitting phenomenon, identify the underlying factors, and analyze the relationship between the two in the context of student organizations.

This research employs a qualitative approach with a phenomenological design in the Diponegoro University Choir. The informants consist of members and board officials selected through purposive sampling based on their level of involvement and experience in the organization. Data collection techniques are conducted through semi-structured in-depth interviews, participatory observation in rehearsal and organizational activities, and documentation. Data analysis is carried out through stages of data reduction, data presentation, and drawing conclusions, using source triangulation techniques to enhance the validity of findings.

The results indicates that hustle culture within Diponegoro University Choir is manifested in nearly daily rehearsal intensity, demands for rapid organizational responsiveness, high commitment expectations, and the presence of an unspoken agreement regarding loyalty beyond formal roles. This culture enhances performance and team solidarity, but also triggers emotional exhaustion, burnout, academic imbalance. Meanwhile, quiet quitting intention emerges as an adaptive response to these pressures, characterized by reduced attendance at rehearsals, limitations to core responsibilities, and decreased emotional engagement without formal resignation. These findings highlight the importance of balanced organizational culture management to ensure that achievement aligns with the well-being of members and board officials.

Keywords : *hustle culture, quiet quitting intention, organizational culture, burnout, student organization, student choir, member involvement.*

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