



Navigating Dual Realities: A Comparative Study of Work-Life Balance among Celebgram Students in Pontianak and Palangka Raya's Digital Landscape

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ABSTRACT: This study analyzes the work-life balance (WLB) of students who work as celebgrams in Pontianak and Palangka Raya. Utilizing a qualitative method through in-depth interviews with seven informants, this research explores how celebgram students manage the balance between academic demands and their careers on social media and identify the challenges they face. The findings indicate significant differences in experiences between celebgram students in the two cities, particularly concerning commercial pressures and time flexibility. The main challenges identified include time management, social pressure, and follower expectations. This research provides important insights into the complexities students face in the digital age and its implications for educational policies and student well-being.

Keywords: work-life balance; celebgram; mental health; anxiety



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INTRODUCTION

In the continuously evolving digital era, social media has transformed into a space not only for communication ([Kamilah et al., 2020](#); [Navickas et al., 2019](#)) but also as a promising employment avenue ([Davis et al., 2020](#); [Nikitkov & Sainty, 2014](#); [Utz & Breuer, 2016](#)). One intriguing phenomenon is the emergence of students who assume the role of "celebgram" ([Kamilah et al., 2020](#)), individuals who utilize Instagram as a platform to cultivate their self-image and seek income ([Butar Butar & Fithrah Ali, 2018](#); [Sakinah, 2018](#)). This phenomenon is not limited to major cities but is also evident in developing cities such as Pontianak and Palangka Raya. In both cities, unique social and economic dynamics shape how students leverage Instagram, which affects their work-life balance. The article highlights Pontianak and Palangka Raya as valuable research locations due to their unique social and economic dynamics in shaping how students balance academic and professional lives as social media influencers or "celebgrams."

The primary challenge faced by celebgram students is time management ([Kusumajati et al., 2020](#)). A demanding academic schedule combined with the necessity to consistently produce engaging content on social media necessitates effective time management skills. Without balance,

either aspect may be compromised, potentially adversely affecting their academic performance or the sustainability of their careers on social media.

Moreover, social pressure and high expectations from followers on social media also pose a significant burden ([Kusumajati et al., 2020](#)). Celebgram students often feel compelled to present a perfect image, creating a persona that may not always reflect reality. This generates psychological pressure and can blur the boundaries between their personal lives and online personas. Other psychological impacts include the risk of encountering mental health issues such as stress and anxiety ([da Silva et al., 2021](#); [M. Talaue et al., 2018](#)). This situation is exacerbated by negative comments or cyberbullying they may receive from internet users. Mental health becomes a critical issue that warrants attention, given the importance of maintaining a balance between work and personal life for long-term well-being. Financial balance is also challenging ([Heckman et al., 2014](#); [Usman & Banu, 2019](#)). Celebgram students must decide how to allocate their time and resources between academic demands and social media activities. Investing time and money to build a career on Instagram may yield income; however, it should not come at the expense of their educational investments.

Key references in discussing this topic include the role conflict theory by Greenhaus & Allen, (2011), which explores the sources of conflict between work and family roles, and studies on personal influence in mass communication flows by Gold et al., (1956). These works provide a theoretical foundation for understanding the dynamics between personal and professional life in the social media era. The novelty of this research lies in its comparative exploration of work-life balance among celebgram students in two distinct geographical contexts. Focusing on a dual-role phenomenon in developing cities, the study adds a new perspective to understanding digital era challenges in Indonesian academia, emphasizing mental health, career development, and the need for educational policies supporting students managing professional social media roles alongside their studies.

The significance of this topic is also evident within the current context of the creative industry, which increasingly recognizes the role of social media as a marketing and branding tool ([Paramita et al., 2023](#)). Understanding the challenges and strategies for managing work-life balance (WLB) among celebgram students can provide valuable insights for this industry in designing policies that support employee well-being. Additionally, research on WLB among celebgram students holds high relevance for educational policy. Educational institutions can learn from these findings to develop programs and services that assist students in managing the unique challenges they face while engaging in professional social media. Finally, by highlighting the conditions in Pontianak and Palangka Raya, this research not only offers a new perspective on social media use by students in Indonesia but also underscores the importance of work-life balance. This becomes crucial in discussions regarding mental health, career development, and educational policies that support students in the digital era.

METHOD

This study employs a qualitative analysis approach characterized as a single case, as it focuses on a single primary issue ([Creswell, 2020](#)) namely the application of work-life balance among

celebgram students in Pontianak and Palangka Raya, which is unique (Yin, 2018). This approach provides an in-depth understanding of a phenomenon that is distinctive and worthy of study, differentiating it from other subjects (Yazan, 2015). The informants in this research consist of seven celebgram individuals residing in Pontianak and Palangka Raya (see Table 1). These informants were selected based on their relevance to the research objectives, specifically students who are also celebgrams and have previously collaborated with sponsors.

Tabel 1. Informants

No	Informant Code	Residence	Description
1	Informant 1	Pontianak	Beauty Celebgram
2	Informant 2	Palangka Raya	Beauty Celebgram
3	Informant 3	Pontianak	Food Celebgram
4	Informant 4	Palangka Raya	Food Celebgram
5	Informant 5	Pontianak	Travel and Entertainment Celebgram
6	Informant 6	Pontianak	Travel and Entertainment Celebgram
7	Informant 7	Palangka Raya	Travel and Entertainment Celebgram

Data collection was conducted through online observation of the informants' social media, documentation obtained from the informants (Blackley et al., 2020; Milnes et al., 2023), and semi-structured in-depth interviews (BinDhim et al., 2024; Longhurst, 2009). The initial phase involved observing the informants' social media, followed by outreach to the informants for interviews and documentation. To ensure data validity, techniques of data source triangulation and data collection methods were employed, with the expectation that the obtained data would be more comprehensive and reliable.

This study applies the qualitative data analysis technique proposed by (Miles et al., 2016), which encompasses three main steps: data reduction, data presentation, and conclusion drawing. This process was carried out continuously throughout the research, beginning even before the complete data collection. Data reduction is a qualitative data analysis process that focuses, categorizes, refines, eliminates non-essential information, and organizes data to draw valid conclusions. This process is not solely about quantifying data; rather, it emphasizes simplification and synthesis. Data presentation is the stage where data is organized in a format that facilitates conclusion drawing, using narrative text, matrices, graphs, diagrams, or charts. Conclusion drawing is the process of formulating findings from the analyzed data, which can then serve as a basis for subsequent actions.

RESULT AND DISCUSSION

Work-Life Balance (WLB) among Celebgram Students in Pontianak and Palangka Raya

The findings of this study provide insights into how celebgram students navigate their daily challenges and how geographical differences and commercial pressures influence their experiences.

#Informant 1 (Pontianak)

The first informant from Pontianak revealed that one of the main challenges she faces is the very tight scheduling between academic commitments and professional obligations as a celebgram. In the interview, she stated:

"I always have to adjust my class schedule with my posting schedule. If I'm a bit late, the engagement drops immediately."

Her statement highlights the pressure to maintain the engagement level of followers on Instagram, which is heavily influenced by posting consistency. This indicates that the professional demands of a career as a celebgram can create additional pressure for students, especially when sponsorship contracts and paid campaigns require them to adhere to strict schedules. In this case, the Instagram posting schedule not only becomes a career demand but also has direct implications for their overall career performance, which, if not met, can affect their potential income and reputation among followers and sponsors ([Anggraeni & Elan Maulani, 2023](#)).

#Informant 2 (Palangka Raya)

On the other hand, the celebgram student from Palangka Raya demonstrates a more flexible experience in managing time between academic tasks and social media careers. The second informant stated: "Unlike those with many sponsors, I can be more relaxed and prioritize my studies." This statement indicates that a lower level of involvement in paid campaigns or sponsorship provides more flexibility in time management. This student has greater freedom in determining priorities between academic tasks and social media activities, as there are no pressing commercial contracts demanding consistency. This reflects how the pressures of a career as a celebgram can vary depending on the intensity of collaboration with commercial parties. With less pressure from sponsors, celebgrams in Palangka Raya tend to have a better work-life balance, as they are not overly burdened by job demands outside of academics.

#Informant 3 (Pontianak)

The third celebgram student from Pontianak provided another perspective on the dynamics of her work-life balance. She expressed that the main difficulty arises when academic tasks pile up, especially as deadlines approach:

"When there's a deadline, all activities on Instagram stop, even though my followers are waiting for new content."

This condition shows that academic priorities often have to take precedence, particularly when facing greater academic pressure, such as assignment deadlines. However, this decision also directly impacts their performance on social media, especially in terms of maintaining interactions with followers who expect consistent new content. In this case, the student experiences a significant dilemma, where the desire to meet the expectations of followers and sponsors on Instagram often has to be compromised for academic interests. This illustrates how the two worlds, namely academia and social media, often compete for the attention and time of celebgram students.

Based on interviews with the three informants, it is evident that celebgram students in Pontianak more frequently experience pressure in time management due to commercial contracts with sponsors that demand consistency in content production. The level of pressure tends to be higher in Pontianak compared to Palangka Raya, where celebgram students seem to have a lighter commercial burden and, therefore, more flexibility in determining their academic priorities.

Table 2. WLB of Celebgram Students in Pontianak and Palangka Raya

Area	Description
Pontianak	Celebgram students in Pontianak face greater pressure in managing their time due to sponsorship contracts that require consistency in content production. These commercial demands add additional stress, as they must balance academic obligations with social media career requirements, such as strict posting schedules to maintain follower engagement. This often affects their quality of life, as they must adhere to tighter schedules and meet higher public expectations.
Palangka Raya	Celebgram students in Palangka Raya generally have more time flexibility. They face fewer commercial demands, allowing them greater freedom to prioritize between academic responsibilities and social media activities. This flexibility enables them to focus more on their education without the added pressure of frequent sponsorship commitments, resulting in a more balanced lifestyle.

WLB: Work-life balance; analyzed from interview's transcript (2024)

In Pontianak, celebgram students are more often bound by contracts with sponsors, which compel them to maintain follower engagement through regular content posting. This places them in a position where they must balance a career that requires consistency with academic demands that also require full attention, especially leading up to exams or assignment deadlines. Meanwhile, in Palangka Raya, celebgram students do not appear to be as constrained by commercial demands, allowing them more freedom to focus on their education.

Main Challenges Faced by Celebgram Students

1. Time Management

Time management has emerged as one of the greatest challenges faced by nearly all informants in this study. With a dual status as students and celebrities on social media (celebgrams), they are confronted with two types of obligations that demand significant amounts of time and energy. Based on the interviews conducted, the majority of informants expressed that there are frequent conflicts between academic demands and responsibilities as content creators on social media. This creates a difficult situation, where they must adeptly allocate their time to achieve balance, even though the outcomes are often perceived as unsatisfactory on both fronts.

#Informant 4 (Palangka Raya): Academic and Career Conflict

Informant 4, a celebgram student from Palangka Raya, highlighted the difficulty of balancing time between studying for exams and producing content for endorsements. They stated:

"Sometimes, when I need to study for an exam, I have to shoot an endorsement. In the end, neither is maximized."

This statement reflects the situation faced by many celebgram students, where they often find themselves caught in a dilemma between academic responsibilities and commercial commitments on social media. On one hand, they must prioritize their education; on the other hand, the demands from sponsors and deadlines for content creation place them under pressure to remain active on social media platforms. This conflict illustrates the lack of leisure time and the difficulty of maintaining quality in two very different domains.

#Informant 5 (Pontianak): Fatigue Due to a Packed Schedule

Informant 5, a celebgram from Pontianak, also expressed similar challenges related to time management. In the interview, they explained that their daily routine is often filled with academic and social media activities, leading to physical and mental fatigue:

"From morning to afternoon at campus, at night I have to brainstorm new content. Sometimes I can only sleep past midnight."

This narrative shows that a packed schedule impacts not only academic productivity and content quality but also the physical and mental well-being of celebgram students. The demand to remain creative and relevant on social media, combined with an already full academic schedule, causes many of them to feel exhausted, both physically and psychologically. The lack of rest, as described by this informant, can lead to long-term effects, including decreased academic performance, stress, and the risk of burnout.

From these two narratives, it is evident that time management issues are not trivial challenges. Several factors exacerbate this situation. First, the rigid academic demands, where the curriculum and fixed academic schedules do not provide flexibility for celebgram students to adjust their

professional commitments. Many celebgram students must adhere to strict class schedules, assignments, and exams, while the demands from social media platforms continue unabated.

Second, external pressure from sponsors places celebgrams under additional stress as sponsors and commercial partners demand consistency and quality in the content produced. This means they must always be prepared to produce high-quality content within deadlines, which often conflict with their academic schedules. Lastly, the dynamic and real-time nature of social media platforms such as Instagram, TikTok, or YouTube, which have algorithms that reward consistency and posting frequency, creates a competitive environment. Celebgrams who do not post content regularly risk losing engagement with their followers, ultimately impacting their reputation and income.

The issues surrounding time management could potentially be addressed with support from various stakeholders. First, educational institutions should begin to consider flexibility for students who have professional commitments outside of their academic activities. Tailored academic guidance programs could serve as a solution to help celebgram students manage their time more effectively.

Additionally, celebgram students need to develop better self-management skills, including the ability to prioritize and effectively organize their time. Utilizing time management tools, such as digital calendars or task management applications, can assist them in planning their daily activities more efficiently. Understanding when to say "no" to time-consuming commercial projects is also an important step in maintaining life balance. Overall, the time management challenges faced by celebgram students in this study reflect the frequent imbalance between academic life and careers on social media. The collision of these two worlds not only threatens the quality of academic outcomes and professional performance but also impacts the physical and mental well-being of the celebgram students themselves.

Therefore, more comprehensive strategies are needed, both from educational institutions and the students themselves, to help them find a better balance between the two roles they occupy. Support, self-management skills, and flexibility in scheduling are key to assisting celebgram students in managing the increasingly complex pressures of life.

2. Social Pressure and Follower Expectations

Social pressure from social media, particularly from followers on Instagram, has become one of the greatest challenges faced by celebgram students striving to maintain their online image and reputation. This pressure can adversely affect mental health ([Rofiqi, Iksan and M. Mansyur, 2023](#)), which in turn exacerbates the imbalance between personal life and their career as a celebgram. Based on interviews, several informants shared their experiences related to this social pressure, which includes the expectation to always appear perfect and to face criticism from their followers.

#Informant 6 (Pontianak): The Demand to Appear Perfect

Informant 6, a celebgram student from Pontianak, acknowledged that the pressure to present a perfect image in every post significantly impacts their mental state. They expressed:

"Every time I post a photo, I always worry about whether my followers will like it or not. There is a huge expectation to always look perfect."

This statement highlights how the expectations of followers on social media, which tend to demand a flawless image from celebgrams, create significant psychological pressure. In the digital age, where visual appearance is highly prioritized, celebgrams often feel trapped in a cycle of constantly showcasing the best version of themselves to the public (Putri et al., 2024). Concerns about follower reactions, along with the fear of losing engagement if their appearance or content does not meet expectations, further deteriorate their mental condition and create a persistent sense of anxiety.

#Informant 7 (Palangka Raya): The Impact of Negative Criticism on Self-Confidence

Meanwhile, Informant 7 from Palangka Raya experiences a different yet equally significant form of social pressure. They stated that negative comments from followers on social media often impact their self-confidence:

"Sometimes, negative comments from followers make me feel insecure. The pressure from others drains my mental health."

Negative comments and harsh criticism on social media become a source of anxiety for this celebgram student (Kesuma & Kalifia, 2024). Criticism from followers or even from strangers online is often personal and undermines self-esteem. The inability to control public opinion leaves many celebgrams feeling powerless, leading to significant mental fatigue. In the long term, this condition can result in more serious effects, such as anxiety disorders, stress, and even depression.

This phenomenon of social pressure is closely related to the dynamics of social media, which is based on public evaluation. The popularity of celebgrams is often measured by the number of "likes," "comments," and "followers" (Kurnia, 2019), which in turn influences their status on the platform. However, behind the apparent success, many celebgrams experience excessive stress due to the need to meet high public expectations.

3. Mental Health

This study demonstrates that all informants experience significant levels of stress and fatigue as a result of their inability to maintain a balance between personal, academic, and professional lives on social media. This tension not only impacts their productivity in both domains but also directly affects their mental health. The stress experienced is closely related to academic demands and the expectations from the fast-paced digital world, leaving little room for them to rest physically or mentally.

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#Informant 1 (Pontianak): Pressure Leading to Mental Exhaustion

Informant 1, a celebgram student from Pontianak, reported experiencing severe stress that triggered mental exhaustion. In their account, they described a state in which they felt the urge to cease all activities, both in their studies and on Instagram:

"There was a moment when I just wanted to stop everything. I was too tired and stressed, both in my studies and on Instagram."

This confession illustrates the heavy burden felt when juggling two significant roles simultaneously. The accumulation of academic tasks, coupled with the demands for consistency and performance on social media, leaves the informant feeling emotionally and mentally drained. This situation reflects a phenomenon known as burnout, which is characterized by physical, emotional, and mental exhaustion often caused by sustained pressure without respite ([Szigeti et al., 2023](#)). Ultimately, celebgram students like this informant find themselves unable to continue their activities effectively, both in the academic realm and on social media.

#Informant 3 (Palangka Raya): Insomnia as a Consequence of Anxiety and Overthinking

On the other hand, Informant 3 from Palangka Raya described how the stress they experience culminates in insomnia. The combination of academic demands and the obligation to produce social media content results in a mind that never stops working:

"I often have trouble sleeping because I have to think about assignments, and the next day I have to think about what content to post. This prevents my mind from resting."

The insomnia experienced by this informant highlights the direct impact of overthinking (Shillington et al., 2022), which arises from the pressures of two distinct worlds. On one hand, they must complete academic assignments with tight deadlines, while on the other, they need to devise effective content strategies to remain relevant and engaged on social media. Such disrupted sleep patterns can lead to an overall decline in quality of life, affecting productivity ([Espie et al., 2018](#)), concentration, and emotional well-being ([Mobarak et al., 2023](#)). In the long term, chronic insomnia poses risks for more serious health issues, including anxiety disorders and depression ([Ballesio et al., 2024](#); [Shan et al., 2024](#)).

Tabel 3. Challenges Faced by Celebgram Students in Pontianak and Palangka Raya

Challenges	Pontianak	Palangka Raya
Commercial Pressure	Celebgram students in Pontianak often face higher commercial pressure due to more frequent sponsorship contracts. They are bound to maintain a consistent posting schedule to keep follower	Celebgram students in Palangka Raya, on the other hand, typically experience lower commercial pressure since they have fewer sponsorship contracts. This gives them more flexibility in managing their time between academic tasks

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	engagement high, as sponsors expect regular content production. This requires them to balance academic demands with commercial obligations, often sacrificing study time to meet their social media commitments.	and social media activities, allowing them to prioritize their education without the constraints of a rigorous posting schedule.
Flexibility in Time Management	Due to the demands from sponsors, celebgram students in Pontianak often prioritize their content schedule over studies. Being tied to commercial commitments leaves them with less flexible schedules, making it challenging to find time for academic responsibilities, especially as deadlines or exams approach.	Celebgram students in Palangka Raya have more freedom to choose when to create content or focus on academic tasks. With fewer commercial commitments, they enjoy greater flexibility in determining when to prioritize studies or social media activities, ultimately achieving a better balance between academic life and social media responsibilities.
Impact on Mental Health	With increased pressure from sponsors and expectations from followers to remain active, celebgram students in Pontianak often experience stress and burnout. The obligation to maintain engagement on Instagram can lead to less rest and heightened anxiety if they fail to meet these expectations.	Celebgram students in Palangka Raya are under less pressure to stay active, allowing them to manage their mental health more effectively. With fewer commercial demands, they experience less mental strain and can focus more on their academic activities without significant disruptions from the digital world.

Analyzed from interview's transcript (2024)

The phenomenon of stress and fatigue experienced by these celebgram students is closely intertwined with the dual demands of academia and social media. Each domain has high expectations, and celebgram students often find it challenging to meet the standards set in both areas.

Celebgram students face challenges in balancing their time between academic obligations and responsibilities as content creators. An informant from Pontianak (Informant 1) highlights the tight academic schedule that clashes with the demands of regularly posting content, which is linked to sponsorship obligations. As found in other studies, students with dual roles often encounter significant challenges ([Vidal-Vilaplana et al., 2022](#)).

Students in Palangka Raya, who experience less sponsorship pressure, demonstrate greater time management flexibility. This supports the theory that individuals with greater control over their workload tend to achieve a better work-life balance (Abou Hashish et al., 2024). With a lighter intensity of commercial contracts, they can prioritize academic tasks without feeling burdened by social media obligations.

A study conducted by Kuralová et al., (2024) also indicates that poor time management is one of the main factors disrupting work-life balance, particularly among students who have professional roles outside their academic obligations. This suggests that workloads demanding consistency, such as those faced by celebgram students, can diminish both academic and professional quality.

The social pressure faced by celebgram students arises from academic obligations and the expectations of their followers on social media. Informant 6 expressed anxiety stemming from the expectation to always appear perfect in every post. Research by Hu et al. (2024) indicates that social expectations from followers on social media can lead to increased anxiety, stress, and lower self-esteem. This phenomenon is known as "fear of missing out" (FOMO), where celebgram students feel pressured to remain relevant and meet the standards set by their online community (Alshakhsi et al., 2023; Saritepeci & Kurnaz, 2024). This pressure is exacerbated by social media algorithms that encourage celebgram students to post regularly to maintain high engagement. These algorithms often create an inflexible and competitive work environment, where failure to meet expectations can impact the reputation and income of celebgram students (Teng et al., 2020).

Additionally, as explained by Informant 7, negative criticism from followers also has a significant impact on mental health. Research conducted by Ahmed et al., (2024) and Castaño-Pulgarín et al., (2021) shows that negative interactions on social media, such as harsh comments or criticism, can trigger psychological disorders, including social anxiety and depression. Therefore, celebgram students need to develop mental resilience strategies to cope with the social pressures generated by social media.

CONCLUSION

This research reveals that celebgram students in Pontianak and Palangka Raya face significant challenges in achieving work-life balance. The differences in geographical context and commercial pressures affect their experiences, with students in Pontianak tending to experience greater pressure due to higher sponsorship demands. Time management emerges as a primary challenge, with many students struggling to balance academic demands and their obligations as celebgrams. Social pressure and follower expectations also contribute to psychological stress.

These findings highlight the need for institutional support and the development of better self-management skills for celebgram students. Educational institutions should consider academic flexibility, while students need to develop effective time management strategies. The study also underscores the importance of awareness regarding the psychological impacts of social media pressure on student well-being. Overall, this study provides a deeper understanding of the

complex realities faced by students in the digital age and emphasizes the necessity for a holistic approach to support the balance between education, career, and personal well-being.

Institutions should consider flexible academic scheduling or personalized counseling to help students balance academic and social obligations without compromising either. Regular workshops on time management, mental health awareness, and resilience can equip students with skills to handle social pressures and maintain academic standards. Additionally, practical advice for students, such as setting clear priorities and using productivity tools to organize their tasks, can help manage competing demands. Encouraging students to establish boundaries for online interactions can reduce mental strain and improve well-being. With these measures, institutions can foster an environment where students achieve both personal and academic success, integrating research insights effectively to support real-world applications.

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