



Female Worker Balance: Social Media Balance and Family Support

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ABSTRACT

This study examines the influence of social media balance and family support on the balance of female workers in the Bekasi area. The population in this study involved women who work in various sectors and are active on social media. A total of 96 respondents were selected through random sampling method from various social media user community groups. Data was collected through questionnaires distributed online, relying on a Likert scale to assess respondents' perceptions. Analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the Smart PLS program. Results show that social media use balance and family support have a significant influence on female workers' work-life balance. The findings highlight the importance of effective time management on social media platforms and the role of family support as key factors in achieving balance between work demands and domestic responsibilities. This research provides important insights for companies, HR practitioners, and policy makers to develop initiatives and programs that support the well-being of female workers, especially in the context of increased pressure from social media and the need for ongoing family support

INTRODUCTION

Women have become an integral part of the global workforce. In many countries, including Indonesia, women's participation in the workforce continues to increase. Women now have access to a wide range of jobs and have demonstrated remarkable capabilities in the workforce. However, increasing women's participation in the workplace also brings new challenges related to work-life balance. The increase in women's participation has a number of reasons including supporting family finances, achieving career success, competency development, improving quality of life, decision-making involvement and the desire for public recognition to be equal to men (Baabdullah et al., 2019; Padma & Reddy, 2013)

Work-life balance is a relevant issue, especially for women who often have dual responsibilities as workers and family caretakers. They have to manage professional tasks at work while fulfilling roles as mothers, wives, or responsible family members. This can lead to stress, burnout, and negative impacts on women's physical and mental well-being. Imbalance occurs when individuals perform exceptionally well in only one role, while neglecting other roles that are mutually irreplaceable (Anwar et al., 2013). The impact of imbalance for women workers includes health problems due to being too tired and stressed, eventually falling ill, thus increasing the absenteeism rate. In addition, imbalance affects the attitudes of working women, such as unhappiness which triggers less efficient work, feeling stressed and frustrated at life (Huggett & Shah, 2014).

The development of information technology, particularly social media, has changed the way we communicate, work and interact. Social media has become an integral part of everyday life, and many of us spend significant time on these platforms. Social media provides opportunities to connect with coworkers, family, and friends, but it can also be a source of distraction that disrupts work-life balance. According to Zoonen et al., (2017) social media provides positive impacts such as easy access to information and efficient communication,

but Hugget (2014) describes the consequences of using social media. The negative consequences that arise are social media addiction, stress and work-life conflict (Van Zoonen et al., 2017). Social media can be an outlet for stress / pleasure so that you forget about time and forget what to do (Fitri, 2018)

Work-life balance is a balance between work and family life as an achievement of satisfaction and good functioning with minimal role conflict (Clark, 2001). It is described by the extent to which individuals are effective and satisfied in carrying out their dual roles in order to achieve a good quality of life (Greenhaus et al., 2003, 2006). In achieving work-life balance, support from family and life partners plays a very important role. This support can be in the form of sharing household responsibilities, childcare, and understanding the demands of work. This support can help women to more effectively manage their time and roles.

In addition to support from family, support from the workplace also plays an important role in achieving work-life balance. Company policies that support work flexibility, family leave, and employee welfare programs can influence women's ability to maintain balance. Working women who get support from their families will be enthusiastic in carrying out their dual role activities so that their discomfort is slightly reduced. Another study from Russo et al., (2016) revealed that family support as a major resource in increasing dual role involvement and releasing positive energy. Therefore, family support provides positive strength for working women to be balanced in each role that is carried out. Padma (2013) state that the support of spouses, parents, children, superiors and peers affects work-life balance.

Previous research has shown that an imbalance between work and personal life can have a negative impact on women's well-being, including stress, burnout, and reduced quality of life. On the other hand, a good balance can increase productivity, happiness and overall well-being. This research has significant relevance in providing further understanding of the factors that influence women's work-life balance, particularly in a digital age filled

with social media. Through this research, it is hoped that solutions or recommendations can be found that can assist women and organizations in achieving a better balance. In this context, exploring the relationship between social media use, family support, and women's work-life balance can provide valuable insights for policy makers, corporate management, and individual women seeking to achieve a healthy balance in their lives.

METHODS

This research uses a quantitative research approach. The population in this study were women who work in various sectors in the Bekasi area and

have social media accounts using the random sampling method. The sample in this study amounted to 96 respondents. Data collection through distributing questionnaires through various community groups who are active users of social media using a Likert scale. The data collected was analyzed using the smart PLS program. To find out the effect of social media use on the balance of female workers and to determine the effect of family support on the balance of female workers.

RESULTS AND DISCUSSION

Results

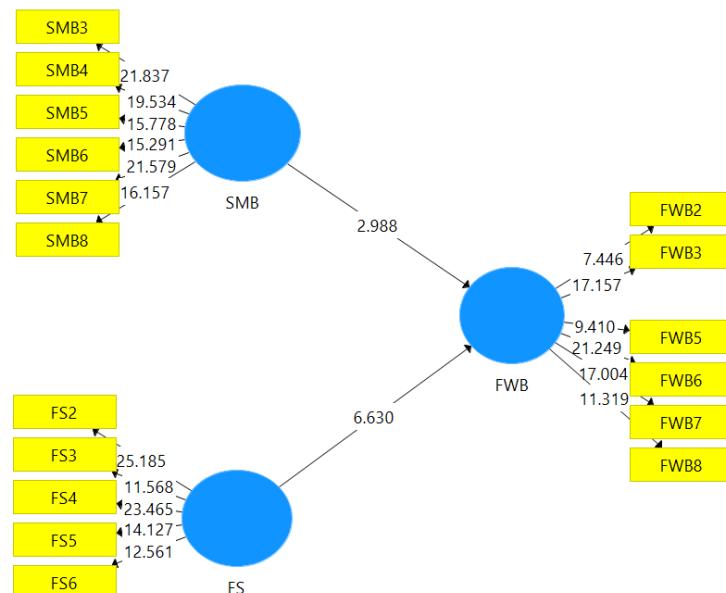


Figure 1. Boothstraping

Table 1. Boothstraping

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
FS -> FWB	0,527	0,535	0,079	6,630	0,000
SMB -> FWB	0,255	0,252	0,085	2,988	0,003

The Effect of Social Media Use on Female Workers' Balance

The results showed that women's social media usage patterns have a significant impact on the balance between their work and personal lives. Excessive or uncontrolled use of social media can interfere with the time they should allocate for family, rest, and activities outside of work. The results of this study have important implications for women and the organizations they work for. Women can take steps to manage their social media use more wisely to improve balance. Meanwhile, organizations can consider educational programs or policies that support work-life balance for female employees. The results of the study showing the influence between social media use balance and women's work-life balance are important in understanding how digital technology affects daily life. These findings can serve as a foundation for developing strategies that help women and organizations achieve better work-life balance in the evolving digital age. Kumar (2018) (2018) stated social media as an important component in bringing individual work-life balance. Social media generates various productive and unproductive behaviors in the lives of individuals. Research on work-life balance and social media has previously been conducted (Bharathi & Bhattacharya, 2015; Kumar & Priyadarshini, 2018; Sharma & Sudhesh, 2018) with the result that social media affects work-life balance.

The Influence of Family Support on Women's Work-Life Balance

This Research confirms that the level of support provided by family members, particularly spouses and nuclear family members, has a significant impact on women's work-life balance. This support covers various aspects, such as the division of household responsibilities, childcare, and understanding of work demands. The results show that women who feel supported by their families tend

to have better levels of balance. Family support can act as a protective factor that helps women cope with stress and pressure that may arise from their dual roles as workers and family caretakers. The results of this study can provide a deeper insight into the importance of family support in helping women achieve a healthy work-life balance. It can also serve as a basis for the development of better family support programs and organizational policies that support women in their dual roles. As such, this research has the potential to provide tangible benefits to women, their families, and their workplaces. Based on research by Wu et al. (2013), achieving work-life balance increases job satisfaction, work commitment, family functioning, and employee well-being. Furthermore, work-life balance keeps individuals away from high absenteeism, job turnover, minimizes health problems and improves quality of life (Greenhaus et al., 2003; Gupta, 2016)

CONCLUSION

Work-life balance is a complex and important issue, especially for women who often face dual roles as workers and family caretakers. In a digital age filled with social media, the use of these technologies can affect this balance, both positively and negatively. Meanwhile, family support also plays a significant role in helping women achieve a healthy balance. This study provides valuable insights into how women's work-life balance is affected by social media use and family support. The conclusions underscore the importance of wise management of digital technology and the importance of social support in achieving a healthy balance. The findings can serve as a foundation for the development of policies and practices that support better work-life balance for women at work and in their families.

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