

**THE EFFECT OF DIGITAL DETOX PRACTICES AND  
SOCIAL MEDIA ENGAGEMENT ON JOB BURNOUT  
(WITH THE MODERATING ROLE OF PERSONAL  
RESILIENCE: A CASE STUDY OF EMPLOYEES AT  
CORDOVA EDUPARTMENT SEMARANG)**



**By**

**Silmina Nur Aziizah**

**NIM. 432022428066**

**DEPARTMENT OF MANAGEMENT  
FACULTY OF ECONOMICS AND MANAGEMENT  
UNIVERSITY OF DARUSSALAM GONTOR**

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**UNDERGRADUATE THESIS**

Submitted in fulfillment of the requirement for the degree of Bachelor  
of Management

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**NIM. 432022428066**

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## ABSTRAK

Tempat kerja modern mengalami perubahan signifikan akibat perkembangan teknologi digital yang pesat. Aktivitas kerja sehari-hari, termasuk penggunaan perangkat digital dan interaksi dengan media sosial, telah menjadi bagian integral dari lingkungan kerja. Penggunaan media digital yang berlebihan dapat menyebabkan kelelahan kerja, meskipun dapat membantu orang berkomunikasi dan bekerja lebih efisien. Fenomena ini memerlukan keseimbangan antara praktik detoks digital dan ketahanan pribadi. Tujuan studi ini adalah untuk menganalisis bagaimana praktik digital detox dan interaksi dengan media sosial memengaruhi kelelahan kerja, dengan ketahanan pribadi sebagai variabel moderator, di kalangan karyawan Cordova Edupartment Semarang. Studi ini menggunakan pendekatan kuantitatif bersama dengan metode survei. Studi ini melibatkan 65 karyawan, sehingga seluruh populasi diambil sebagai responden. Data dianalisis menggunakan SPSS versi 22 dengan beberapa uji, seperti uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji koefisien determinasi, uji T, uji F, dan uji moderasi. Hasil penelitian menunjukkan bahwa praktik digital detox memiliki efek positif dan signifikan terhadap kelelahan kerja, artinya semakin sering karyawan melakukan digital detox, semakin tinggi tingkat kelelahan kerja mereka. Temuan ini menyiratkan bahwa upaya untuk menjauh dari perangkat digital tidak selalu efektif dalam mengurangi stres kerja jika tidak didukung oleh manajemen waktu yang baik dan dukungan organisasi. Selain itu, keterlibatan media sosial juga memiliki efek positif dan signifikan terhadap kelelahan kerja, sehingga keterlibatan yang tinggi dalam media sosial dapat meningkatkan risiko kelelahan kerja. Variabel ketahanan pribadi tidak memoderasi hubungan antara digital detox dan keterlibatan media sosial dengan kelelahan kerja. Secara keseluruhan, hasil penelitian ini menekankan pentingnya mengelola keseimbangan digital di tempat kerja, dengan mempertimbangkan faktor psikologis dan lingkungan yang memengaruhi karyawan.

**Kata kunci:** Detoksifikasi Digital, Keterlibatan Sosial Media, Kelelahan Kerja, Ketahanan Pribadi.

## ABSTRACT

The modern workplace is undergoing significant changes due to the rapid development of digital technology. Daily work activities, including the use of digital devices and engagement with social media, have become an integral part of the work environment. Excessive use of digital media can lead to work fatigue, even though it can help people communicate and work more efficiently. This phenomenon requires a balance between the practice of digital detox and personal resilience. The purpose of this study is to examine how the practice of digital detox and social media engagement affects work fatigue, with personal resilience as a moderating variable, among employees of Cordova Edupartment Semarang. This study uses a quantitative approach along with a survey method. This study involved 65 employees, so the entire population was taken as respondents. The data were analyzed using SPSS version 22 with several tests, such as validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, coefficient of determination test, T test, F test, and moderation test. The results indicate that digital detox practices have a positive and significant effect on work fatigue, suggesting that the more frequently employees engage in digital detox, the higher their level of work fatigue. This finding implies that efforts to disconnect from digital devices are not always effective in reducing work stress if not supported by proper time management and organizational support. In addition, social media engagement also has a positive and significant effect on work fatigue, so that high involvement in social media can increase the risk of work fatigue. The personal resilience variable not to moderate the relationship between digital detox and social media engagement with work fatigue. Overall, the results of this study emphasize the importance of managing digital balance in the workplace, by considering both psychological and environmental factors affecting employees.

**Keywords:** Digital Detox, Social Media Engagement, Job Burnout, Personal Resilience.



DECLARATION

Name : Silmina Nur Aziizah  
Registered No. : 432022428066  
Faculty : Economic and Management  
Department : Management  
Title : The Effect of Digital Detox Practices and Social Media Engagement on Job Burnout (with the Moderating Role of Personal Resilience: A Case Study of Employees at Cordova Edupartment Semarang)

I hereby declare that this undergraduate thesis is the results of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at University of Darussalam Gontor other institutions.

Ponorogo, Jumadil Akhir 23<sup>th</sup> 1447 H

Desember 14<sup>th</sup> 2025

Author,



**Silmina Nur Aziizah**

NIM. 432022428066

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The Fountain of Wisdom Economics

Head Office: Main Campus, University of Darussalam Gontor, Jl. Raya Siman, Ponorogo, East Java, 63471  
Phone: +62812-3579-7925, Website: <https://fem.unida.gontor.ac.id>, Email: [fem@unida.gontor.ac.id](mailto:fem@unida.gontor.ac.id)

APPROVAL OF SUPERVISOR

To Honorable,  
**Dean of Faculty of Economic and Management**  
**University of Darussalam Gontor**

*Bismillahirrahmanirrahim,*  
*Assalamu'alaikum Wr. Wb.*

I certify that I have supervised and read this thesis, written by:

Name : Silmina Nur Aziizah

Reg. Number : 432022428066


Title : The Effect of Digital Detox Practices and Social Media  
Engagement on Job Burnout (with the Moderating Role of  
Personal Resilience: A Case Study of Employees at Cordova  
Edupartment Semarang)

In my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor of Management Department.

*Wassalamu'alaikum Wr. Wb.*

Ngawi, Jumadil Awal 13<sup>th</sup> 1447 H

November 4<sup>th</sup>, 2025

Supervisor, 

Ahmad Setiyono, M.M.

NIY. 140362

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THESIS EXAMINATION COMMITTEE APPROVAL

The examination committee declared that the thesis written by:

Name : Silmina Nur Aziizah  
Reg. Number : 432022428066  
Title : The Effect of Digital Detox Practices and Social Media Engagement  
on Job Burnout (with the Moderating Role of Personal Resilience: A Case Study of  
Employees at Cordova Edupartment Semarang)

It has passed to thesis examination and it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor in Department of Management, Faculty of Economic and Management, University of Darussalam Gontor.

Chairman,



Ahmad Setiyono, M.M.

Secretary,



Andika Rendra Bimantara, M.E.

The team of thesis Examination:

1st Examiner: Yayan Firmansyah, Ph.D.



2nd Examiner: Andika Rendra Bimantara, M.E.



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Head Office: Main Campus, University of Darussalam Gontor, Jl. Raya Siman, Ponorogo, East Java, 63471  
Phone: +62812-3579-7925, Website: <https://fem.unida.gontor.ac.id>, Email: [fem@unida.gontor.ac.id](mailto:fem@unida.gontor.ac.id)



**APPROVAL OF DEAN**

The Faculty of Economics and Management University of Darussalam Gontor has received the thesis written by:

Name : Silmina Nur Aziizah

Reg. Number : 432022428066

Title : The Effect of Digital Detox Practices and Social Media Engagement on Job Burnout (with the Moderating Role of Personal Resilience: A Case Study of Employees at Cordova Edupartment Semarang)

It is accepted as a fulfillment of the requirement for the degree of Bachelor of Management, academic year 1446 – 1447 H / 2024 – 2025 M.

Ponorogo, Jumadil Akhir 24<sup>th</sup> 1447 H

Desember 15<sup>th</sup> 2025 M

Dean, Faculty of Economics and Management



Assoc. Prof. Dr. Hartomi Maulana, S.E., M. Sc.

NIDN. 0704108005

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Head Office: Main Campus, University of Darussalam Gontor, Jl. Raya Siman, Ponorogo, East Java, 63471  
Phone: +62812-3579-7925, Website: <https://fem.unida.gontor.ac.id>, Email: [fem@unida.gontor.ac.id](mailto:fem@unida.gontor.ac.id)

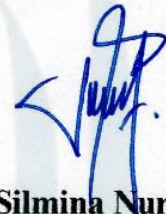
## FOREWORD

Praise and thanks to Allah SWT for all blessings, guidance, and guidance so that the author can complete the preparation of a thesis entitled: "The Effect of Digital Detox Practices and Social Media Engagement on Job Burnout (with the Moderating Role of Personal Resilience: A Case Study of Employees at Cordova Edupartment Semarang)". This thesis was written to fulfill one of the requirements for obtaining a Bachelor of Management degree at the Faculty of Economics and Management, Darussalam Gontor University. The writing of this thesis would not have been possible without the help, guidance, and support of various parties. Therefore, the author sincerely expresses his deepest gratitude and appreciation to:

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The author acknowledges that this thesis is far from perfect. Therefore, the author welcomes criticism and suggestions for improvement in the future. May this thesis be of benefit to the readers, particularly in the development of knowledge in the field of human resource management and digital behavior in the workplace. May Allah SWT continue to bestow His mercy and blessings upon all those who have assisted in the preparation of this thesis.

Ngawi, 13 November 2025



**Silmina Nur Aziizah**

432022428066



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## MOTTO

يَرْفَعُ اللَّهُ الَّذِينَ آمَنُوا مِنْكُمْ وَالَّذِينَ أُوتُوا الْعِلْمَ دَرَجَاتٍ

(QS. Al-Mujadilah: 11)

“Allah raises the status of those who believe and have knowledge.”

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