

CHAPTER I

INTRODUCTION

A. Background

Technology has become an important part of everyday life in today's digital age, transforming the way people interact, work, learn, and provide convenience in various aspects of life. Digital technology can influence the way people communicate, interact, transact, and socialize on a broad scale.¹ The development of technologies such as Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR) provides convenience and efficiency for users, giving rise to a phenomenon known as digital fatigue. Digital fatigue is a condition of mental and physical exhaustion caused by excessive and intensive use of technology. Although the main purpose of this technology is to make life easier, it often adds to the psychological burden on its users. Symptoms of digital fatigue include stress, difficulty concentrating, reduced productivity, and psychological disorders such as anxiety and depression.²

Advancing technology is designed to be easy to use for interaction without the need for training or in-depth technical understanding, such as communicating with friends, family, and other networks. One example is the use of social media. According to Brogan, social media is a set of communication and collaboration tools that enable many people to share experiences, share content, and interact with others.³ Therefore, it has a huge impact on life because it enables interaction between two people who are separated by distance and time. With social media, people can communicate not only face to face but also online.⁴ However, excessive

¹ Ayu Puspita dan Anik Nur Handayani, "Dampak Teknologi Digital Terhadap Perilaku Sosial Masyarakat 5.0," *Jurnal Inovasi Teknologi dan Edukasi Teknik*, Vol. 2, No. 10 (2022), p. 2.

² Nazheera Nasya Medina, "Mengatasi Digital Fatigue: Strategi Untuk Era Teknologi yang Semakin Intuitif" (Skripsi: Universitas Widyatama, 2025), p. 3.

³ Ahmad Fauzy and Etty Ratnawati, "Dampak Sosial Media Terhadap Perubahan Sosial di Masyarakat," *Jurnal Intelek dan Cendekiawan Nusantara*, Vol. 1, No. 6 (2025), p. 2.

⁴ Simon Amez and Stijn Baert, "Smartphone Use and Academic Performance: A Literature Review," *International Journal of Educational Research* (2020), p. 2.

use of social media can potentially cause sleep problems, increase the risk of depression, behavioral problems, and interfere with self-regulation abilities.⁵

In addition, because they are always digitally connected and exposed to pressure from social media, they can experience symptoms of physical, emotional, and mental fatigue. According to Syah and Zahara, on job burnout is a process that develops over time, with pressure and stress causing prolonged work to lead to negative behavioral changes.⁶ In the modern workplace, especially in the digital age that demands high connectivity and responsiveness, on job burnout has become a significant problem. They are motivated to express themselves, build personal branding, and earn extra money through digital media, whether through writing, videos, or illustrations, so they are actively involved in digital platforms.

With the power of social media, people now recognize and use the term FOMO (fear of missing out), which is the fear of missing out on something interesting and enjoyable. FOMO can arise as a result of posts on social media. Symptoms of FOMO include constantly checking gadgets, caring more about social media than real life, always wanting to know about other people's lives, and finding it difficult to be aware of the people around you.⁷ On the one hand, social media enables easier and more efficient communication. But on the other hand, excessive involvement in social media can cause fatigue due to the expectation of always being connected to social media.

Seeing the impact of social media has given rise to a trend, namely people choosing to take a break from using one or more types of social media, commonly referred to as a digital detox. This trend has emerged as a form of treatment for excessive use of technology, particularly social media.⁸ This is what has encouraged

⁵ Ahmad Fauzy and Etty Ratnawati, "Dampak Sosial Media Terhadap Perubahan Sosial di Masyarakat" *Jurnal Intelek dan Cendekiawan Nusantara*, Vol. 1, No. 6 (2025), p. 6.

⁶ Dwilandra Qur'ani and Muhammad Erwan Syah, "Pengaruh Dukungan Sosial dengan Burnout Akademik pada Mahasiswa Tingkat Akhir" *Islamika Granada*, Vol. 5, No. 1 (2024), p. 2.

⁷ Alfiera Meutia, "Perbudakan Digital Era Kekinian," *Jurnal Deliberatif*, Vol. 3, No. 1 (2025), p. 13.

⁸ Agus Susanto, *et al.*, "Membangun Kebiasaan Sehat Dalam Penggunaan Teknologi Komunikasi Bagi Siswa Melalui Digital Detox," *Jurnal Edukasi Pengabdian Masyarakat*, Vol. 4, No. 2 (2025), p. 3.

more and more people to undergo a digital detox, as they realize that reducing their use of technology can improve their mental well-being. Digital detox refers to a period during which individuals reduce or stop using digital devices to improve their mental health and well-being.

The goal of social media detoxification is generally to reduce the amount of time spent on social media each day, to prevent a constant flow of information, to improve mental health, and to increase focus.⁹ According to Syvertsen and Enli, digital detox also stands as an old tradition as a form of media resistance to new communication technologies for non-media users, but digital detox encourages balance and greater awareness of media rather than permanent disconnection.¹⁰ This indicates that continuous exposure to digital information can cause digital fatigue, which is mental and physical exhaustion caused by continuous use of digital media, characterized by sleep disturbances, difficulty concentrating, and increased stress.¹¹

Social media engagement has been defined as user interaction with social media platforms. Activities that fall under social media engagement include online activities such as clicking the like button on social media, commenting, sharing specific articles, and creating content via social media. According to Tsai and Men, social media engagement consists of three dimensions, namely consumption, contribution, and creation. While the creation dimension is the highest level of social media engagement, as demonstrated by the publication and sharing of videos and images that are consumed and contributed, consumption is the lowest level of social media engagement, as demonstrated by reading comments and viewing images and videos. This job burnout can cause users to experience feelings of tiredness, irritation, disappointment, and reduced motivation due to consuming too

⁹ Sri Wahyuning Astuti and Dyah Sri Subandiah, "Detox Media Digital (Sikap Milenial Terhadap Detox Media Digital)," *Jurnal Promedia (Public Relation Dan Media Komunikasi)*. Vol. 6, No. 2 (2020), p. 6.

¹⁰ Sri Wahyuning Astuti and Dyah Subandiah, "Detox Media Digital (Sikap Milenial Terhadap Detox Media Digital)," *Jurnal Promedia (Public Relation Dan Media Komunikasi)*. Vol. 6, No. 2 (2020), p. 9.

¹¹ Ahmad Abdul Rohman Aziz, "Digital Fatigue and Urban Consumers' Resistance Against E-Commerce Algorithms," *International Journal of Sharia Business Management*. Vol. 2, No. 1 (2025), p. 2.

much information and content. As a result, users may become fatigued and lose focus.¹²

Therefore, a method or role is needed to face, overcome, and recover from the challenges or stress faced from excessive social media engagement, namely through personal resilience. Personal resilience refers to an individual's ability to adapt and recover from pressure or difficulties. As a moderating role, personal resilience can strengthen or weaken the relationship between digital detox, social media engagement, and job burnout. According to Budiarto and Dewi, individuals who lack resilience are prone to disappointment and frustration, thereby reducing their life satisfaction.¹³ Conversely, resilient individuals can recover easily and quickly when they have to use social media to handle work outside of working hours.

Previous studies have shown that high engagement on social media can cause stress due to exposure to excessive information and high social demands. Herren said that fatigue in using social media is an unhealthy type of social media use that disrupts mental balance. On the other hand, Rosen asserts that digital detox techniques are not only a way to adapt to technology but also an important approach to building a healthier, more productive, and meaningful lifestyle.¹⁴ However, the level of personal resilience is likely to influence the success of digital detox and social media engagement on fatigue. Ross states that personal resilience helps individuals cope with stress and recover from adverse situations, thus providing adequate protection against the negative effects of constant work demands.¹⁵ Previous studies have provided important information, but few studies have

¹² Andrian Sulistyono dan Jakaria, "Analisis Pengaruh Social Media Engagement Terhadap Relationship Quality yang Dimediasi oleh Faktor – Faktor Relationship Management," *Equilibrium: Jurnal Ilmiah Ekonomi, Manajemen dan Akuntansi*. Vol. 11, No. 1 (2022), p. 3.

¹³ Riana Sahrani, *et. al.*, "Peran Resiliensi dan Kesejahteraan Subjektif dalam Memprediksi Kebijakan Irt Penuh Waktu Yang Mengalami Parental Burnout: Wisdom of Full-Time Housewives Experiencing Parental Burnout: Resilience and Subjective Well-Being of Mothers as Predictors," *Jurnal Ilmu Keluarga dan Konsumen*. Vol. 17, No. 3 (2024), p. 2.

¹⁴ Soraya Medina dan Romi Mesra, "Fenomena Kesadaran Remaja Terhadap Digital Detox untuk Meningkatkan Keseimbangan Hidup di Kota Bandung," *Education and Social Science Journal*. Vol. 2, No 1(2024), p. 11.

¹⁵ Zhenbang Fan, *et. al.*, "Social Media Use for Work during Non-Work Hours and Turnover Intention: The Mediating Role of Burnout and The Moderate Role of Resilience," *Frontiers Psychology Journal*. Vol. 15 (2024), p. 2.

examined the influence of social media engagement and digital detox on job burnout while considering the moderating role of personal resilience.

This study was conducted at Cordova Edupartment Semarang because the work environment showed unique phenomena relevant to the research variables of this location is supported by both primary and secondary data. From primary data, initial observations and informal discussions with employees based on several factors: First, the use of digital technology, especially in terms of resident services, promotion, and communication through social media, is closely related to employee work activities. Second, receptionist and sales marketing must always be connected to digital devices to meet the needs of residents and prospective residents, so if this is not balanced with good digital device management, it will cause job burnout. Third, it is an educational and religious residence, with values of education, spirituality, and self-development, which are in line with the concept of personal resilience, which is a moderating variable in this study. This is to determine the extent to which employees' personal resilience can mitigate the negative impact of digital devices on job burnout.¹⁶

From secondary data, information obtained from the official website and social media of Cordova Edupartment Semarang including resident services, promotion, and marketing are digitally integrated. The high frequency of online promotion and digital communication can strengthen the relevance of digital engagement in the workplace. This study combines several variables that have not been widely studied together to expand the literature on digital behavior on job burnout. In addition, the variable of personal resilience has psychological elements. It is hoped that this study will help management at Cordova Edupartment Semarang to create rules for monitoring healthy social media use and encouraging better digital detox. Contextually, this research enhances understanding of how intensive use of digital devices and social media affects employees' work performance, particularly in service-oriented environments. Thus, Cordova Edupartment Semarang serves as an

¹⁶ "Cordova Edupartment," *Cordova Edupartment Semarang* at [11.15], <<https://www.cordovaedupartment.com>> viewed on 1 July 2025.

appropriate context for analyzing the relationships among the variables investigated.

B. Problem Statement

Based on the background described above, the problem statement in this study are as follows:

1. Does the practice of digital detox affect job burnout among employees at Cordova Edupartment Semarang?
2. Does social media engagement affect job burnout among employees at Cordova Edupartment Semarang?
3. Does personal resilience moderate the effect of digital detox practices on job burnout among employees at Cordova Edupartment Semarang?
4. Does personal resilience moderate the effect of social media engagement on job burnout among employees at Cordova Edupartment Semarang?

C. Research Objectives

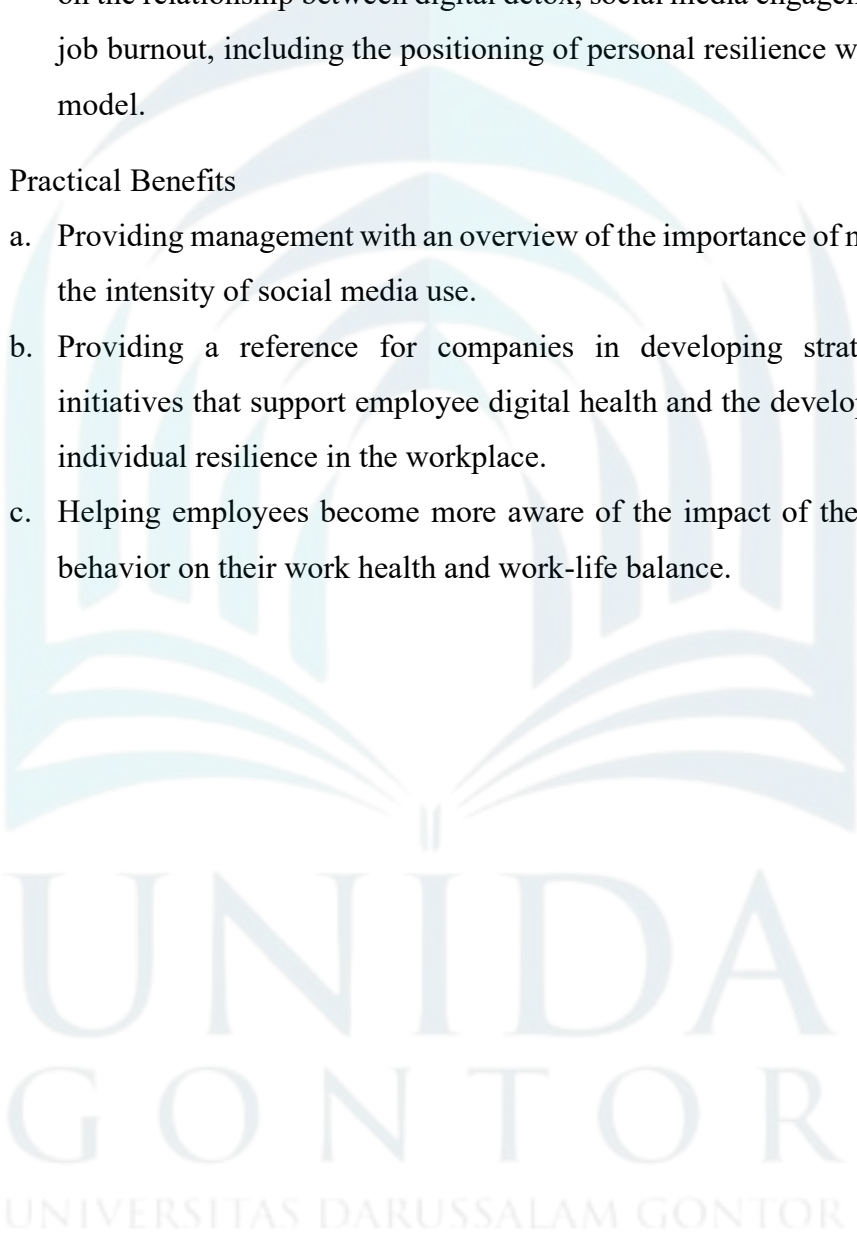
Based on the problem statement above, the research objectives of this study are to identify and analyze the following:

1. To analyze the effect of digital detox practices on job burnout among employees at Cordova Edupartment Semarang.
2. To analyze the effect of social media engagement on job burnout among employees at Cordova Edupartment Semarang.
3. To analyze whether personal resilience moderates the relationship between digital detox on job burnout.
4. To analyze whether personal resilience moderates the relationship between social media engagement on job burnout.

D. Research Benefits

This research is expected to provide both theoretical and practical benefits. The research benefits are as follows:

1. Theoretical Benefits

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- a. Adds to the body of knowledge in the field of human resource management, particularly in relation to digital behavior and its impact on job burnout.
 - b. Offers a theoretical contribution by enriching the conceptual framework on the relationship between digital detox, social media engagement, and job burnout, including the positioning of personal resilience within this model.
2. Practical Benefits
- a. Providing management with an overview of the importance of managing the intensity of social media use.
 - b. Providing a reference for companies in developing strategies or initiatives that support employee digital health and the development of individual resilience in the workplace.
 - c. Helping employees become more aware of the impact of their digital behavior on their work health and work-life balance.