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Workers’ Online Self-Disclosure regarding Job Resignation on Twitter: A Netnographic Study

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Abstract
Twitter, as a micro-blogging platform, is also utilized by workers in Indonesia to express themselves online, one of which is about the reason for resignation through the hashtag #Esok2HariPastiResign pioneered by @hrdbacot. This study aims to examine what and how information about resignation is shared by workers, and what forms of self-disclosure are taken. The research method used netnography by analyzing 243 workers' tweets. The results show that workers have various reasons for resigning which are classified into eight aspects, namely social problems, supervisory, health, personal, pay, job security, professional growth, and personal value. Workers predominantly disclose themselves in forms of informational dimension with reflective and impulsive processes. We conclude that workers tend to disclose their job satisfaction at an informational level while still maintaining privacy boundaries on social media.

Keywords
Self-disclosure, Social media, Masspersonal communication, Netnography

Introduction
As computer-mediated communication (CMC) evolved, individuals began to engage in self-disclosure in online spaces (Mason & Carr, 2021), particularly through social media. While the nature of self-disclosure is mainly based on interpersonal relationships, the rapid development of social media offers new platforms for people to disclose themselves through digital channels. The nature of social media, which allows users to create and share content while reaching a larger audience, creates a space that bridges the gap between interpersonal and mass communication. New media channels can facilitate the convergence of interpersonal and mass communication, making messages publicly accessible yet highly personal (Yang & Stone, 2003).

In previous research, self-disclosure was defined as the process of interpersonal relationship building (Taylor, 1966). However, as social media platforms are designed to provide individuals with a space to express their thoughts and feelings (Bazarova
& Choi, 2014; Lin et al., 2021; Luo & Hancock, 2020), self-disclosure in online spaces is defined as individuals’ behavior in communicating personal information to others (Taddicken, 2013; Tamir, 2012). One of the social media platforms widely used as a medium for self-disclosure in online spaces is Twitter (Liang et al., 2017). The platform’s tweet feature focuses on small events in daily life and users’ work activities, allowing them to share updates with friends, family, colleagues (McFedries, 2007), and even a global audience (Castells, 2009). Workers also use this feature to express their grievances related to their jobs.

Zhao et al. (2011) found that Twitter users openly express their opinions on various topics, including life. Workers also utilize the Twitter feature that allows for information sharing. However, workers tend to self-disclose on social media while considering their career orientation (el Ouirdi et al., 2015). They selectively disclose information to present a positive self-presentation and maintain their reputation, as well as an honest self-presentation that may include negative aspects about themselves.

One example of workers’ self-disclosure on the Twitter platform is reflected in tweets containing the hashtag #EsokHariPastiResign (Tomorrow I Will Definitely Resign). This hashtag prompts the workers to express their grievances about their jobs, ultimately leading them to resign. Through this hashtag, workers raise work-related issues, such as income, social security, leave, and workplace supervisors.

However, the workers still limit the information they disclose online, particularly regarding their workplaces. That indicates that there are boundaries between public and private information that workers consider when sharing information about themselves. This behavior aligns with scholars’ argument that self-disclosure on social media has raised privacy concerns (e.g., Krämer & Schäwel, 2020; Ostendorf et al., 2020; Taddicken, 2013). Liang et al. (2016) stressed that sharing personal information on social media can cause serious problems. Despite these concerns, social media users continue to share personal information online, which some scholars called it the ‘privacy paradox’ (Dienlin & Trepte, 2015; Krämer & Schäwel, 2020; Taddicken 2013).

That finding showed that workers use social media Twitter to disclose themselves on work-related matters. However, they still maintain their privacy when making self-disclosures. For this reason, this study aims to examine workers’ self-disclosure on the social media platform Twitter, specifically in the context of job satisfaction. This study analyzes the reasons for resignation expressed by the workers through the hashtag #EsokHariPastiResign and their forms of self-disclosure on the Twitter platform to understand how they utilize Twitter to disclose their job satisfaction.

Studies focusing on online self-disclosure predominantly examine disclosure solely on sharing information practice (Choi et al., 2015; Kashian et al., 2017; Umar et al., 2021) without specifying any issues. Studies that highlighted an issue focused on sex orientation (Mohamad Tuah & Mazlan, 2020), social presence (Kim & Song, 2016; Zhang & Lu, 2022), or concern about privacy risks (Liang et al., 2017; Tominaga et al., 2018). A study highlighted workers’ self-disclosure online focused on career-oriented self-disclosure for job-seeking endeavors (el Ouirdi et al., 2015). However, no studies have addressed online self-disclosure in issues about job satisfaction from workers’ perspectives and how the disclosure practice relates to privacy management. Research on these two aspects is essential to comprehend why workers choose social media to express their job satisfaction instead of offline means and how they handle their privacy when disclosing work-related information. Additionally, international studies in the field of communication that investigate self-disclosure on social media primarily employ quantitative survey-based research methods (Choi et al., 2015; Kashian et al., 2017; el Ouirdi et al., 2015). On the other hand, studies utilizing netnography as a research method provide a different scholarly perspective (Eaton & Pasquini, 2019). Therefore, this study will contribute to communication studies by filling those
research gaps and better understanding workers' online self-disclosure regarding job satisfaction using netnography research method.

**Literature Review**

**Self-disclosure on Social Media**

To understand the context of self-disclosure in the digital platform, O'Sullivan et al. (2018) proposed the concept of masspersonal communication. This concept describes how people use mass communication channels for personal interactions and personal communication channels to reach a broader audience. It blurs the lines between mass and interpersonal communication, allowing personalized messages to be accessed by a wider audience. In the context of self-disclosure on social media, individuals can express themselves without directing their messages exclusively to specific recipients (Mason & Carr, 2021). This blurring of boundaries can lead to unintended or accidental disclosure, making self-disclosure on social media simultaneously intimate and extensive yet somewhat impersonal, as unwanted recipients can passively access the information.

Online self-disclosure is defined as sharing personal information about oneself with other individuals (Krämer & Schäwel, 2020; Taddicken, 2013; Tamir, 2012). Luo and Hancock (2020) sought to explain the relationship between self-disclosure and social media. Self-disclosure on social media can be observed in quantity, such as frequency, duration, and depth of posts. From a qualitative perspective, self-disclosure on social media can be seen in terms of message purpose, strength, and honesty.

A study conducted by Ledbetter (2009) introduced the concept of Online Self-Disclosure (OSD), which explains that disclosing certain aspects online is more comfortable and less embarrassing compared to disclosing them directly. Social media has allowed individuals to express their thoughts, feelings, and experiences by posting photos and texts and engaging in conversations on online messaging platforms (Bazarova & Choi, 2014; Lin et al., 2020; Luo & Hancock, 2020). That is also supported by social media features that allow individuals to use anonymous identities (Lee et al., 2021). Anonymity minimizes the risks encountered in face-to-face communication, such as ridicule, rejection, or concerns about disapproval (Peter et al., 2005). Furthermore, social media provides a space for users to obtain or provide social support to others, including emotional support, information, and instrumental support (Luo & Hancock, 2020). This condition ultimately fosters the emergence of online communities formed by the self-expression behaviors of individuals involved in those communities (Ko & Kuo, 2009).

**The Forms of Online Self-disclosure**

When people share personal information online, their privacy can be at risk because the details may become public, and they have less control over how others use their data on social media (Krämer & Schäwel, 2020). Even though they worry about privacy, they still find it fascinating to see others share personal things and are motivated to do the same. This contradiction is called the "privacy paradox" (Dienlin & Trepte, 2015; Taddicken 2013). Recent studies show that people's behavior is not as irrational as previously thought, and their attitudes and intentions affect how they handle privacy concerns (Krämer & Schäwel, 2020; Ostendorf et al., 2020). That influenced their forms of self-disclosure on social media.

Burgoon (1982) identified four dimensions of privacy: informational, social, psychological, and physical. However, in the online context, only the first three dimensions are considered relevant (Dienlin and Trepte, 2015). Information privacy refers to controlling personal information's level, processing, and transfer; social privacy involves regulating access to others in terms of proximity and distance; and
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psychological privacy pertains to managing emotional, cognitive input, output, and information intimacy (Burgoon, 1982; Dienlin and Trepte, 2015).

To explain the decision-making while disclosing information online, scholars used dual-process theory to understand the decision-making in online self-disclosure, which involves two processes: a slow and controlled reflective system and a fast and emotionally impulsive one (Ostendorf et al., 2020). The reflective system helps to make choices with long-term goals, while the impulsive system focuses on immediate gratification or punishment. Both personal traits and the situation influence which system dominates the decision-making process. When uncertainty is low, the reflective system is more important, but the impulsive system gains prominence as uncertainty increases.

When deciding whether to share personal information online, people weigh the risks and benefits of the "privacy calculus." Individuals are more likely to disclose if the expected benefits outweigh privacy concerns (Krämer & Schäwel, 2020). Emotions and biases can influence their choices and the behavior of others. For example, users might underestimate their privacy risks while overestimating others. Social cues on social media can also influence disclosure, with familiar lines encouraging sharing and unfamiliar ones related to privacy regulations. So, the privacy calculus may not always apply as assumed. Cultural differences also play a role, with collectivistic cultures sharing more for social support and valuing privacy risk avoidance than individualistic cultures (Trepte et al., 2017).

In addition to the assumptions of the 'privacy calculus,' Masur (2019) introduces a situational perspective, stating that people adjust their privacy regulations based on the expected risks and benefits in a particular situation. For example, individuals may share more information when they feel they are in a private setting, which implies that specific social media cues can influence people's rational decisions.

Workers’ Self-disclosure on Social Media

Workers also utilize social media to disclose their information online. El Ouirdi et al. (2015) found that workers disclose their information online by considering the possibility that recruiters check their profiles. Therefore, they think appropriate posts to share on their social media. Some aspects they consider appropriate posts include profanity, discriminatory language, intoxication depictions, and sexually suggestive material. Spelling mistakes, unprofessional email addresses, and socially deviant information are also considered inappropriate in some contexts.

They also post career-oriented content for future job opportunities, such as personal branding and self-promotion (El Ouirdi et al., 2015). They share various information and artifacts, such as education, work experiences, achievements, and social life pictures. Conversely, recruiters treat social media as digital resumes and look for relevant information like hobbies, professional photos, experiences, and skills.

This study focuses on workers' self-disclosure on social media from job satisfaction. We observed workers sharing information about their job satisfaction while discussing their resignation experiences. Our research is conducted on the social media platform Twitter, an online micro-blogging service that allows users to send and read short messages known as tweets (Khan, 2017; Kaplan & Haenlein, 2010). On Twitter, users can reply to tweets using the reply button (Bak et al., 2012), making conversations similar to chat conversations (Kozinets, 2020). Tweets focus on small events in users’ daily lives and work activities, allowing them to share updates with friends, family, and colleagues (McFedries, 2007). We specifically analyze workers' self-disclosure related to job satisfaction using the hashtag #EsokHariPastiResign on Twitter.
Research Methods

This research adopts a constructivist paradigm, which aligns with Creswell's (2013) statement that constructivist research addresses the process of interaction between individuals. The research method used in this study is netnography. According to Kozinets (2020), netnography is a form of qualitative research that seeks to understand the cultural experiences included and reflected in social media traces, practices, networks, and systems. The research flow starts from initiation. We were interested in observing how workers self-disclose online through social media platforms. On December 19, 2021, a Twitter account called @hrdbacot launched a hashtag called #EsokHariPastiResign, which they wrote as "a hashtag that specifically discusses (topics) about resignation." We had been following the account before the hashtag was launched, so the discussion of online expressions of resignation was of interest to the researchers. The @hrdbacot account was chosen, because it is prevalent among workers with 860,000 followers (data as of July 2023) and actively raises topics about work, not only from the positive side, but also the critical side. In addition, the @hrdbacot account also has high engagement with the audience, so the audience actively interacts.

The conversational tweets from the #EsokHariPastiResign were searched using the Advanced Search feature on Twitter in the data collection process. They limited the number of tweets to study, with the condition that the tweets had a minimum of 200 replies. Through data simplification and searching, two tweets were identified and became the focus of the study. The first tweet received 1,703 replies, 6,913 likes, 1,789 retweets, and 993 tweet quotes (data per June 2022), discussing the situation of having to decide to resign along with the time it takes and how it feels. The second tweet received 442 replies, 6,402 likes, 1,353 retweets, and 470 tweet quotes (data per June 2022), containing a screenshot of the leave left before resignation. The data were scrapped using Python but only collected 357 replies from the first tweet and 20 replies from the second tweet. The tools' limitations made us scrap the data manually to get 320 replies from the first tweet and 208 replies from the second tweet. Not all tweets can be scrapped due to limitations, such as the account being a private account (locked) and tweet material in images or videos (not text). The scrapped data came from accounts open to the public, and the material was in the form of text, resulting in only 243 tweets for further research.

Furthermore, the data were selected based on the criteria proposed by Kozinets (2020): richness, interactivity, diversity, and relevance. This study did not consider the activity aspect, as it aims to examine workers' self-disclosure in expressing their complaints on social media. Therefore, the selection of tweets focused more on the context of what was being talked about rather than who was talking. In other words, as long as the tweets contain workers' opinions about resignation, they meet the research criteria even though they come from accounts with minimal activity. For the richness aspect, the original tweets were selected from the account owner rather than replies from other users, with a minimum of six words and containing reasons for resignation. The interactivity aspect involved selecting tweets that had interactions with other users, with a minimum of one reply/retweet/like. This interaction is expected to show that what is expressed in the tweet is also experienced by other users. To fulfill the diversity aspect, the tweets were selected based on various reasons for the workers' resignations. Finally, the relevance aspect considers tweets that express job dissatisfaction to ensure that the chosen tweets fit the research objectives.

During this data collection process, we did not explicitly interact with the workers participating in the #EsokHariPastiResign hashtag. We did the interaction by observing the workers' interactions, downloading data, writing immersion notes, and making observations. The process was sufficient to answer the research questions, so
there was no need for interviews or more in-depth interactions with users at this stage of the research. That is also emphasized by Kozinets (2020) that in some netnographies, the stage of explicit interaction with online participants is only sometimes necessary. The immersion process was carried out in the form of emotional engagement, which according to Kozinets (2020) the emotional engagement strategy makes researchers pay attention to the feelings of the people and their words being studied. We will be emotionally involved and moved by the phenomenon to be able to share their personal feelings.

To maintain the ethics of the research, we refer to the concept of consequentialist ethics, which means that research can still be carried out without full permission (Kozinets, 2020). That also relates to the privacy of the workers we studied, that we are committed to maintaining their privacy by only retrieving key messages from each tweet and not showing their identities (username, profile photo, gender, date and location of the tweet), so that these identities cannot be identified in the presentation of the research data. The data triangulation process is also carried out by not immediately concluding the findings, but observing by examining the tweets individually, understanding the context and intent of the tweets, and examining them according to the literature used.

In the integration stage, this research used 243 selected tweets as research objects. We saved and documented the data in the form of Excel files, which were then included in the coding process in the NVivo 12 application. When the data was processed, tweets were classified by phrase to enter categorization based on the similarity of the content of the tweets. For example, tweets containing the words and phrases salary/income will be categorized as Pay code. After that, researchers double-checked the suitability of the categorization. After coding and abstracting, this research found eight reasons the workers complained about resignation, along with the forms of expression, which will be presented in the next chapter.

Results and Discussion

The study aims to examine the reasons for resignation expressed by the workers through the hashtag #EsokHariPastiResign in reply or quotes to two tweets published by @hrdbacot. It also seeks to explain the various forms of self-expression of the workers when they were using hashtag #EsokHariPastiResign related to the topic discussed by @hrdbacot. We discussed the two topics, namely reasons and forms of self-expression, separately to better explain the finding of the research.

Reasons of Resignation

We analyzed the 243 tweets gathered during the tweet selection phase. They organized the selected tweets into specific topics based on shared key messages and expressions. This categorization was conducted to understand what workers were expressing regarding their intention to resign from their jobs. Observation found that a single tweet may implicate more than one reason for the workers to leave their current job.

The coding process resulted in eight main reasons workers wanted to leave their job, such as social problems (51 tweets), supervisory (41 tweets), health concerns (38 tweets), personal issues (36 tweets), pay or salary-related issue (35 tweets), job security (20), professional growth (17 tweets), and personal value (5 tweets). The study found five out of eight reasons for willingness to resign are related to job satisfaction aspects, which Hackman & Oldham (1975) explained. However, Hackman & Oldham’s five aspects emphasize the company’s perspective on whether the company can provide these themes. Meanwhile, the themes that emerged in this study are from the workers’ perspective, how employees interpret the working conditions in a company.

The social aspect is the most mentioned reason for resignation by the workers, em-
Table 1. Sub Themes on Eight Main Reasons for Resignation

<table>
<thead>
<tr>
<th>Reasons for Leaving</th>
<th>Sub Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social</td>
<td>- Toxic work environment</td>
</tr>
<tr>
<td></td>
<td>- Seniority</td>
</tr>
<tr>
<td></td>
<td>- Combined with other aspects</td>
</tr>
<tr>
<td>Supervisory</td>
<td>- Poor leadership traits</td>
</tr>
<tr>
<td></td>
<td>- Poor leadership actions</td>
</tr>
<tr>
<td></td>
<td>- Employee development</td>
</tr>
<tr>
<td></td>
<td>- Combined with other aspects</td>
</tr>
<tr>
<td>Health</td>
<td>- Physical health issue</td>
</tr>
<tr>
<td></td>
<td>- Mental health issue</td>
</tr>
<tr>
<td></td>
<td>- Both physical &amp; health issues</td>
</tr>
<tr>
<td></td>
<td>- Health concern was the reason to resign</td>
</tr>
<tr>
<td>Personal</td>
<td>- Emotional reason</td>
</tr>
<tr>
<td></td>
<td>- Family</td>
</tr>
<tr>
<td></td>
<td>- Grateful for taking resignation</td>
</tr>
<tr>
<td></td>
<td>- Feeling pressured after resignation</td>
</tr>
<tr>
<td>Pay</td>
<td>- Salary payment</td>
</tr>
<tr>
<td></td>
<td>- Overtime allowance</td>
</tr>
<tr>
<td></td>
<td>- Bonus</td>
</tr>
<tr>
<td></td>
<td>- Severance pay</td>
</tr>
<tr>
<td>Job Security</td>
<td>- Uncertainty at work</td>
</tr>
<tr>
<td></td>
<td>- Uncertainty of employment status</td>
</tr>
<tr>
<td></td>
<td>- Uncertainty on the work responsibilities</td>
</tr>
<tr>
<td></td>
<td>- Different treatments toward contract and permanent employees</td>
</tr>
<tr>
<td>Growth</td>
<td>- Stagnant work</td>
</tr>
<tr>
<td></td>
<td>- Career path</td>
</tr>
<tr>
<td></td>
<td>- Work environment</td>
</tr>
<tr>
<td></td>
<td>- Pursuing academic degree</td>
</tr>
<tr>
<td>Personal Value</td>
<td>- Religious value</td>
</tr>
<tr>
<td></td>
<td>- Morality</td>
</tr>
</tbody>
</table>

phasizing relationships and interactions with coworkers. There were 51 tweets expressing grievances about the social aspect of their work. Some stated that a toxic work environment was the main reason for resigning. There were 12 tweets explicitly mentioning the word "toxic" when describing their reasons for quitting. Other tweets did not expressly use the term "toxic," but they explained in more detail the adverse situations they experienced in the work environment caused by their coworkers. Some examples of toxicity experienced by workers include sexual harassment, slander, backstabbing among coworkers, and coworkers with two-faced behaviors.

In addition, some workers expressed the existence of social disparities in their work environment. One form of social distinction that occurred was in the form of seniority-based attitudes. The workers explicitly express their grievances about the social environment of their workplace, which eventually leads them to resign. Additionally,
some complaints about the social environment touch upon the aspects of influence from superiors, salary, personal matters, and health.

The supervisory aspect, or the influence of superiors, is the second-most frequently mentioned reason in the tweets of workers regarding their reasons for resigning from their jobs. A total of 41 tweets were found discussing dissatisfaction with the supervisory aspect. The result finds several characteristics of leaders that contribute to employees resigning from their positions, such as leaders who are unable to control their emotions, act unfairly (arbitrary), and are irresponsible. In addition to poor leadership characteristics, two tweets reveal physical harassment by supervisors toward employees. Leaders need to support the development of their employees, including pursuing higher education. Dissatisfaction with this aspect is also cited as one of the reasons why employees resign from their positions.

The third most-mentioned reason for resigning is health concerns, with at least 38 tweets addressing health issues. The workers revealed several aspects of health problems arising from their work, such as mental health, physical and mental exhaustion or burnout, depression, and physical exhaustion leading to illness. There were 16 tweets discussing physical health issues, 13 addressing mental health, and 9 revealing physical and mental problems.

Physical health emerged as the dominant issue expressed by workers. Most of these physical health problems were caused by long working hours resulting from excessive workloads. One tweet also described this excessive workload as “slave labor.” Additionally, some tweets linked the excessive workload to low income. These health problems also affected the workers' well-being, even leading to hospitalization.

Mental health is a significant issue expressed by the workers, with 13 tweets addressing this problem. These health issues arise due to fatigue and pressure experienced by the workers. One tweet revealed that depression, anxiety, and mental stress at work have affected their daily life outside working hours. The tweets also expressed that mental health problems intersect with an unhealthy (toxic) social environment. Some also emphasized the importance of mental health because the damage caused by depression and anxiety affects their social life. One worker mentioned experiencing depression and crying every day due to the pressure they face at work.

Nine tweets revealed that workers simultaneously experience mental and physical health problems in their jobs. Generally, this occurs due to acute physical exhaustion, pressure from supervisors at the office, and social problems among coworkers. Nevertheless, the mental health issues raised by workers primarily refer to the daily depression they experience due to work pressure. One tweet mentioned consulting a psychiatrist about the mental problems they experienced due to work. The majority of the tweets in response to the @hrdbacot account indicate that workers have left jobs that caused them health problems.

Personal reason is in the fourth rank of reasons employees quit the job. Nine tweets mention that workers resigned because they were fed up with the office environment where they worked. This opinion is supported by other expressions such as feeling stressed and emotional, having a toxic job, feeling uncomfortable, and being overwhelmed with work.

Additionally, there are tweets expressing the reason for resigning to prioritize family. For example, a worker revealed they had to endure an uncomfortable job while separated from their spouse in another city. Some mentioned wanting to accompany their parents in their hometown or get married. Based on the reasons expressed by the workers, they also wrote about their situation after deciding to resign from their jobs. Eight tweets from workers say that their lives have improved after leaving their previous jobs. However, there are also many workers who regret the decision to resign.
because it makes them more stressed. Although workers have various reasons indicating job dissatisfaction, their self-expression in the personal aspect is done implicitly and explicitly. Workers do not explicitly provide detailed reasons for their dissatisfaction, but they openly discuss their problems and negative reasons until they decide to resign.

At least 35 tweets were found explicitly discussing dissatisfaction with pay. Among the topics, the tweets regarding pay addressed dissatisfaction with salary and related to overtime pay, bonuses, and severance payments. There were 23 tweets related to salary payments. Some tweets described unpaid wages, salaries that did not correspond to the workload, no salary increase, and salary deductions to compensate for lost items or purchasing demo products. Regarding pay, the workers complained about their obligation to work overtime to complete tasks but not receiving overtime pay. That made them feel exhausted and unappreciated, leading to their decision to resign.

There were also complaints about small severance payments or even non-payment. It is heartbreaking to note that in these tweets, it is mentioned that the workers had been with the company for a considerable period of time, around 7-11 years. Lastly, regarding bonuses, there were only three tweets, but all of them uniformly stated that the failure of the company to pay the employees' entitled bonuses was a reason for their resignation.

Job Security is one of the dimensions of job satisfaction mentioned by Hackman and Oldham (1975). Job security can be understood as the certainty of employment rather than job safety. One of the workers mentioned the resignation decision was taken before a lay-off wave happened in the company.

The workers were concerned about the future of the company they were working for, especially since it was still a start-up. Their fear was justified because after they resigned, the company also laid off their coworkers. Uncertainty arose within the company. There is also an issue of employment status, whether the worker is permanent or on a contract basis. A user also expressed concerns about their unclear employment contract. Even though Eid was approaching, and they would receive a holiday allowance, they still decided to resign.

Regarding professional growth, the workers think the workplace should provide continuous education, training, and career advancement opportunities for employees to feel a sense of growth. When there is a mismatch between an employee's expectations and the growth opportunities provided by the workplace, the employee may seek employment elsewhere that can fulfill those needs. For example, in the tweet by @hrdbacot, a worker resigned after only a month because they felt that the job lacked challenges and future opportunities. They ultimately returned to their original field of work.

In another tweet by @hrdbacot, a worker replied and shared their intention to take early retirement after almost 14 years due to a stagnant career path, intimidating superiors, unclear performance reviews, and the impact of the omnibus law on their pension. They are preparing for new challenges. Personal education is also a consideration for employees when it comes to their development in the workplace, and it may influence their decision to stay or resign. In reply to @hrdbacot, a worker explains that they quit to focus on finding a scholarship for a master's degree. Education plays a crucial role in personal development, and the misalignment led the employee to resign. Employers can recognize that their employees' education can be part of their personal development, which the company can facilitate.

Another reason that pushes the workers to resign is the opportunity for growth. In a tweet by @hrdbacot, the worker waited almost a year because their previous environment provided no further growth opportunities. They had savings equivalent
to two years’ salary from their last job. Eventually, they found a new job and reunited with old colleagues. Two tweets highlight how the work environment is a factor that influences whether employees decide to stay or resign. A supportive and nurturing environment is crucial for an employee’s growth. The theme of growth encompasses several aspects, including career advancement, education, and the work environment.

Personal value is also among the reasons people quit their jobs. Value here is defined as a set of fundamental principles that workers are committed to. These principles serve as guidelines for life, consisting of strict commandments and prohibitions. Therefore, if there are cases in the workplace that do not align with the held values, workers choose to resign. Based on the coding results, five tweets discuss the value aspect. From these five tweets, workers’ grievances regarding the value aspect are related to religious values such as freedom of worship, honesty, and commitment to the prohibition of usury.

It shows that commitment to religious values is one of the main reasons for Twitter users to leave their jobs. When the job aligns differently with their religious commitments, workers will choose to resign even without having a replacement job. The value aspect not only includes the religious commitments of the workers but also encompasses moral values and the sense of right and wrong.

Although the workers have various reasons regarding their decision to resign, the self-disclosure performed by workers from a personal perspective is done implicitly and explicitly. Workers attempt to explicitly express their reasons for leaving the company. Many also express emotions such as anger, disappointment, depression, and self-pity. Some of them also use inappropriate language to express themselves. As a form of self-disclosure conveyed in a public space, they are not hesitant to inform the audience about their problems, ranging from issues with bad superiors and colleagues, financial difficulties, to mental health problems that ideally should only be shared in private spaces. Based on the eight aspects above, social, supervisory, and salary, which topics are more personal and tend to be internal issues to the company, are discussed more by workers than more public aspects such as professional growth, which ranks second from the bottom. That suggests that workers are more comfortable expressing themselves about private matters in the public domain rather than discussing topics that deserve to be publicly known. That aligns with what Mason & Carr (2021) refer to as masspersonal communication, where online communication has blurred the boundaries between personal and mass communication. In interpersonal communication, the information conveyed in the affective exchange stage is usually shared with someone who already has closeness, such as a close friend. However, in masspersonal communication, the delivery of privacy-related information occurs in public space. The concept of online self-disclosure, as mentioned by Ledbetter (2009), makes individuals feel much more comfortable expressing themselves online and less embarrassed than expressing themselves directly.

The self-disclosure expressed through tweets cannot be separated from the interaction between workers, how they retweet and like each other. We also liked some tweets that represented our feelings on resignation, which aligned with our personal opinions or experiences. That can also shift the research position from passive and observational to more interactive (Kozintes, 2020). In an emotional immersion, we felt sad and sympathetic to the tweets. Many inequalities still occur in the workspace and need to be balanced with adequate safety protection. Many workers feel threatened and experience health problems due to their work environment and workload. These tweets illustrate that many companies still do not value their workers. Moreover, the decision of workers to express their grievances in the digital space shows that there is still an unsafe space for workers to express their opinions offline, so they choose to express their opinions about resignation through the #EsokHariPastiResign.
Forms of Workers' Self-Disclosure on Twitter

We categorized users' tweets based on their form of self-disclosure to see how workers use Twitter to express their job satisfaction. Our findings can be seen in Table 2.

Table 2. The Forms of Workers' Self-disclosure on Twitter

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Analysis</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informational</td>
<td>Workers only share information about their reasons for resigning. They do not disclose themselves to build relationships with other users or gain psychological intimacy.</td>
<td></td>
</tr>
<tr>
<td>Process Reflective</td>
<td>They disclose themselves with their future job fate in mind.</td>
<td></td>
</tr>
<tr>
<td>Process Impulsive</td>
<td>They disclose their resignation reasons to express their emotions and experiences.</td>
<td></td>
</tr>
</tbody>
</table>

Based on our findings, we observed that workers express their job satisfaction through the tweet #EsokHariPastiResign primarily on an informational level. While they express their resignation reasons, they do not disclose themselves to regulating proximity and distance toward others or seek psychological intimacy with other users when tweeting about their motives. Therefore, according to Dienlin and Trepte's (2015) online privacy dimensions, we argue that workers' disclosure about job satisfaction on Twitter falls under the informational level, not the social or psychological levels.

Furthermore, scholars argue two processes are behind people's decision to disclose themselves online (Ostendorf et al., 2020). Our findings show the reflective and impulsive process of the workers' online disclosure to the #EsokHariPastiResign thread. We found 13 tweets have the reflective process and 230 tweets in the impulsive process.

For the reflective process, we observed that workers disclose their resignation reasons while considering their future job prospects. We identified various patterns in their tweets. Some users disclose their future career plans, specifically about early retirement. Others drop hints about their workplace to raise awareness among other users, seek advice on resigning, and share insights to enlighten others. Through these findings, we argue that some workers consider several things before expressing their job satisfaction through tweets on Twitter.

On the other hand, we also found that some workers expressed their job satisfaction through reasons for resignation to express their emotions and experiences. We collected 230 tweets that exhibited impulsive processes. We observed several trends in the tweets in this group.

First, we found that workers seek social support for the problems they experience (Andalibi and Forte, 2018). Although they do not intend to build relationships with other users, they seek similar information that reinforces the perception that they are not alone in going through these difficult times while they disclose their resignation reasons. The internet allows workers to express personal matters to a broader group. This online self-disclosure can make personal information accessible to everyone. Users disclose themselves on social media without targeting specific recipients because they feel the positive benefits of such activities. These positive benefits can include relief and gratitude from the workers who have resigned from jobs they
consider detrimental to their health, lack job security, or have payment issues.

Secondly, workers utilized the #EsokHariPastiResign thread to self-express the issues they experience in their jobs. This finding aligns with the functional theory proposed by Derlega and Grzelak (1979), indicating that there are several expected goals of someone's self-disclosure, one of which is self-expression. Self-expression is considered to reduce the pressure individuals feel by releasing negative emotions and expressing their problems (Bazarova & Choi, 2014). However, they still manage the private information they share on social media regarding their grievances. They hide specific vulnerable details that may include their personal identity, the name of the institution/office, the name of the supervisor, and other personal information. The intention of self-disclosure as grievances serves as a barrier for workers so that self-disclosure on social media does not put them in a vulnerable position, especially since personal and work-related information is disclosed to the public through social media.

This study finds implicit forms of self-disclosure among workers. Although they try to express their job dissatisfaction, we did not find explicit tweets mentioning the specific place where these workers are professionally affiliated. Moreover, only a few of them mention the characteristics of the company they work for, such as referring to it as a "start-up" or a "Big4" for a public accounting firm. There is no mention of company names, which are essentially public. Only a few individuals mention their professions. Instead, most people describe it implicitly, such as saying, "bored working just looking at trees and poles," which does not explain the original profession of the worker.

Besides the messages, they also manage their privacy through their profile. Social media also allows users to hide or present themselves anonymously. We analyzed this concerning anonymity, where despite disclosing private matters, most workers maintain anonymity by not using their real names as usernames, some displaying unreal profile pictures, and not mentioning their company names and job positions. This anonymity puts them in a "safe" position and they are not easily recognized or identified through their tweets, except by people who already know and follow their accounts. That also supports greater self-disclosure because anonymity creates minimal risk. They are not worried about being judged for what they express online (Lee et al., 2010, Peter et al., 2005).

One of the reasons in these findings is that workers resign from their jobs due to a toxic work environment. Topics like this are not easily discussed in face-to-face communication with everyone, even the human resource staff in the office. Workers may need help finding a circle accommodating discussions about work-related grievances in face-to-face communication. Social media also provides a space for workers to receive or provide social support to others, whether emotional support, information, or instrumental support (Luo & Hancock, 2020). This social and emotional support makes it more comfortable for workers to engage in work-related self-disclosure online.

Our findings demonstrate that self-disclosure on social media has transformed the principles of private communication, shifting them into the public domain, while public aspects have shifted into the private realm. We assume that the motivation for workers' self-disclosure depends on their needs, considering the risks that may arise from the shared information. For example, workers feel safe sharing their grievances with real or anonymous profiles because they know that their tweets do not specifically accuse specific parties. They consider risks such as security, status, and reputation (Jameson, 2014).

We observed that self-disclosure among Twitter users through the #EsokHariPastiResign hashtag occurs due to a shared interest in discussing job dissatisfaction. Based on the analysis of the coded tweets, we found that workers
express their grievances descriptively and evaluatively. Morton (in Tolstedt and Stokes, 1984) states that individual self-disclosure can be descriptive or evaluative. In descriptive self-disclosure, individuals explain facts related to themselves that may not be known to others, such as their job and place of residence.

Evaluative self-disclosure involves expressing personal opinions or feelings, such as likes, dislikes, disgust, or fatigue. In descriptive self-disclosure, social media users through the #EsokHariPastiResign hashtag describe their jobs, such as situations in the work environment that lack support from superiors or workloads that are not commensurate with salaries. Evaluative self-disclosure is also found in tweets with the #EsokHariPastiResign hashtag, using words like disgust, fatigue, dislike, and others to describe the workers’ dissatisfaction in the workplace.

Workers choose to maintain the reputation of themselves and the affiliated company by not disclosing it publicly. They are aware of the risks associated with such information, such as tarnishing the company’s reputation or being considered disinformation. As a result, they decide to protect their own reputation as well as the reputation of the company by not revealing it publicly. The wide network size also influences them not to freely express negative things as it may disturb the positive impression they have. The age of the workers can also influence this, as Stacy Snyder mentioned in White (2014), older individuals usually pay more attention to their privacy than younger ones.

Weller et. al (2014) explained the Twitter’s elements enabling personal publics can be grouped into three dimensions: technological features, social and textual relations, and shared rules. These factors shape the online communicative space but don’t entirely dictate user actions and choices. The way users interact with one another and engage in conversations on Twitter contributes to the formation of personal publics. These social interactions, coupled with the textual content of tweets, create unique communication dynamics within the platform.

Workers disclose themselves since Twitter’s design fosters real-time interactions among users, creating a strong sense of social presence. As people engage through tweets, replies, and retweets, they feel connected to a larger virtual society, leading them to share more about themselves to establish and maintain relationships within the Twitter community. Weller et al. (2014) explained that technological features and emerging networks of people and text alone do not suffice to constitute (and describe) a communicative space. The topic of #EsokHariPastiResign was also built on the basis of collective agreements regarding topics for communication, which also touch upon privacy concerns.

Twitter also empowers individuals to freely express themselves. Users have control over what they share, allowing them to find a balance between self-expression and privacy. This sense of agency motivates users to disclose aspects of their lives that they are comfortable sharing. The workers’ decision to go on Twitter to express their willingness to resign from the job is also part of an indirect style of communication that is popular among Indonesians. Martin & Nakayama (2013) explained that some cultural groups prefer a more indirect style, emphasizing high-context communication. Preserving the harmony of relationships has a higher priority than being honest. Although the eight main reasons covered in the tweets are related to the work and how the companies run their day-to-day engagement with their workers, those are not common discussion topics between the management and employees. Twitter has become a new safe place for workers to disclose their concerns and issues related to the work.

The findings of this research align with Marwick & Boyd (2010), where Twitter users, including workers, still limit the information they share in tweets by concealing certain aspects. When writing a tweet, workers have an imagined audience in mind,
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but they also consider the existence of a 'nightmare reader,' such as family members, superiors, or partners (Marwick & Boyd, 2010). This limitation affects workers' self-disclosure on Twitter. Our study also aligns with Zaskya, Boham, and Lotulung's (2021) research, which suggests that Twitter users believe the platform allows them to express emotions, concerns, and anxieties, leading to a sense of relief when sharing a tweet. However, informants in that study did not engage in overt openness, instead setting boundaries on what they keep hidden.

Conclusion

The workers used Twitter, a micro-blogging platform, to express themselves or vent their frustrations about their reasons for resigning from work. In this study, eight factors were found to be the reasons for workers' resignation: social problems, supervisory, health concerns, personal issues, pay or salary-related issues, job security, professional growth, and personal value. In expressing these eight reasons, they are more open to revealing private things in the public sphere, such as topics related to superiors, salaries, and personal reasons, compared to reasons that should be open to the public, such as professional growth. That aligns with the concept of masspersonal communication, where social media blurred the boundaries between personal and public communication.

However, workers' online self-disclosure is not free from anonymity. They keep their identities and the companies they work for in a safe space, as some information can put them in a vulnerable position. They prefer to anonymously express their reasons for resignation and frustration on social media instead of talking openly with those responsible in the company to provide them with more tangible solutions. The topic of #EsokHariPastiResign was also built on the basis of collective agreements concerning issues at work.

As for the forms of self-disclosure, we found that workers limit their disclosure to an informational level while disclosing themselves online. Although they share their job satisfaction through their tweets about resignation reasons, they do not intend to regulate proximity and distance toward others or seek psychological intimacy with other users when tweeting about their motives. They also show two processes for disclosing their information online: reflective process where they disclose their resignation reasons while considering their future job prospects and impulsive process where they disclose to express their emotions and experiences. However, they still manage privacy boundaries when they reveal themselves on social media, whether through the messages they share or their Twitter profiles.

This study has limitations that can be further developed in future research. These limitations include that this study only focuses on one issue, resignation, to see how workers express dissatisfaction with the company, which makes them consider resigning. Not all workers express their grievances about their jobs to resign. That means that other factors can be explored in future research to understand how workers utilize digital spaces as platforms to express themselves regarding work issues.

While there have been numerous studies on self-disclosure on social media, only a few have focused on workers specifically. This study contributes to the academic understanding of workers' self-disclosure on social media. Previous research has linked social media self-disclosure to career orientation, but our study reveals that workers' self-disclosure serves various purposes beyond that. Additionally, we enhance the academic understanding of how workers self-disclose, showing that they mainly do so at an informational level and consider privacy boundaries.

On the other hand, the eight themes of workers' self-disclosure found in our research can be valuable for companies looking to improve their policies and enhance workers' job satisfaction. By addressing these aspects, companies can increase worker
loyalty.

We also suggest that future research investigate the reasons behind implicit forms of self-disclosure by workers and the specific details that remain hidden. Another topic that can be explored is the examination of other forms of self-disclosure, such as more sensitive topics like gender equality or sexuality. Future research is expected to employ more advanced data collection and analysis tools and explore other digital media platforms used for self-disclosure, including different formats such as audio or visual content.

References


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