



## Mapping of Migration Motivation from Digital Nomads in Bali

Daniel Susilo<sup>1\*</sup> , Ida Ayu Laksmi Sari<sup>2</sup> , Guellica Agnesia  
Claudia Thanos<sup>3</sup>, Toong Hai Sam<sup>4</sup> 

<sup>1</sup> Universitas Bunda Mulia, Indonesia

<sup>2</sup> Universitas Udayana, Indonesia

<sup>3,4</sup> INTI International University, Malaysia

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**Abstract:** The article examines digital nomadism with a focus toward migration elements utilising data analytics, observation, and interviews. It looks at the reasons digital nomads moved to Bali, stressing important elements such as mobility, cost, lifestyle convenience, and culture. The study arranges and visualises these components to spot trends among the digital nomads. Results highlight the effects on global tourist marketing plans and migration policy, therefore providing information for academics, travel agents, and legislators. Through an analysis of digital nomads' behaviour, expectations, and goals, this study helps to grasp better migration's motivating factors and shapes informed migration policy. The findings above further help digital nomads by highlighting their specific motivation and preferences. The research additionally proposes strategies for promoting sustainability and maximising the benefits of tourism activities. This study provides a basis for understanding the impact of migration on atypical lifestyles.

**Keywords:** digital nomad; migration motivation; youth and behaviour

### 1. Introduction

The term “digital nomads” is used to describe those who utilise digital technology in order to operate remotely, without being restricted by conventional office spaces or residential locations (Susilo & Hui Chen, 2023). The phenomenon of digital nomadism has emerged as a distinct form of mobility, facilitated by the integration of mobile devices into various aspects of daily living and work environments (Hannonen, 2020). The increasing prevalence of this lifestyle challenges conventional sedentary viewpoints and ties to one's residence, occupation, and even the nation-state. The nomadic lifestyle adopted

\* Corresponding author's email: [dsusilo@bundamulia.ac.id](mailto:dsusilo@bundamulia.ac.id)

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by digital nomads has the potential to significantly impact societies in terms of family dynamics and work cultures (Cook, 2023; Sánchez-Vergara et al., 2023). For places like Bali, digital nomadism might have a significant impact on local businesses, communities, and cultures. The rise of digital nomads improves tourism and local businesses, therefore creating new income sources; nevertheless, it may also increase living expenditures and create inequality. Furthermore, they present varied cultural viewpoints, which can enhance local society but may also result in cultural conflicts. Their presence transforms family interactions and workplace cultures by fostering flexible work settings and lifestyles that may deviate from local traditions, ultimately influencing community evolution and adaptation. This way of life presents novel opportunities for individuals who cross national boundaries, with Bali becoming a favoured location among them.

One definition of nomadism is general migratory theories, which include “push” and “pull” elements. Adversary circumstances in people’s home countries that force them to leave (push factors), including inadequate employment opportunities, and favourable conditions in destination countries that draw them (pull factors), including better economic prospects and improved quality of life, have historically shaped migration (Holleran & Notting, 2023; Prester et al., 2023; Susilo & Hui Chen, 2023). According to Šimová, (2023) digital nomadism evolved into a new wave of younger lifestyles that integrated personal fulfilment, mobility, and employment from 2018 to 2020. In contrast to traditional migration theories, which frequently emphasise factors such as age, political circumstances, or employment, the digital nomad lifestyle encompasses work flexibility into the migration narrative. This results in the creation of a new perspective dynamic that emphasises adaptability, freedom, and the integration of both professional and personal experiences in a variety of global contexts (Crul et al., 2023; Tagliacozzo et al., 2023).

This study investigates the motivations of digital nomads who live in Bali. The study applies typical migration theories, namely the concepts of ‘push’ and ‘pull’ factors, to this unique way of life. Conventional migration theories remain significant, even though they require adjustment to align with the dynamics of nomadism and remote work. ‘Push reasons’ for digital nomads may encompass increased flexibility and a desire to evade the limitations of traditional workplace settings (Reichenberger, 2018). On the other hand, the inexpensive cost of living in Bali, breathtaking scenery, and friendly culture draw these nomads there. Furthermore, personal preferences influence the problematic decision-making process behind their transfer, including the possibility to work remotely, the attractiveness of a warm environment, and the wish for a more laid-back lifestyle (Marikyan et al., 2024; McPhail et al., 2024; Ramalingam et al., 2023;

Susilo & Hui Chen, 2023) . Knowing these dynamics helps one see how digital nomadism changes the conventional migration story in modern settings.

## 2. Literature Review

Digital nomads run remotely and are approachable from a designated office or permanent home via digital technologies (Chevtaeva & Denizci-Guillet, 2021). The basis of this way of life is the larger change to remote work made feasible by advances in digital communication and portable technologies (McPhail et al., 2024; Susilo & Hui Chen, 2023). The digital nomad trend continues to gain traction as individuals pursue more freedom, flexibility, and work-life balance, moving away from conventional 9-to-5 employment frameworks. According to Holleran and Notting (2023), digital nomadism alters traditional migration patterns by combining work and travel, allowing people to choose where to live based on personal preferences rather than solely on professional reasons. Rather than challenging established concepts of residency and employment, this contemporary work and lifestyle paradigm offers new insights on the mobility that is already available and the global interconnection that exists (Holleran & Notting, 2023).

Digital nomads engage in worldwide initiatives or operate their enterprises remotely while residing in Bali (Sánchez-Vergara et al., 2023; Susilo & Hui Chen, 2023). The digital nomad community exhibits a wide range of diversity, encompassing independent freelancers and persons engaged in remote work for various organisations. Frequently, individuals engage in their job activities from multiple locations such as cafes, co-working spaces, rented workplaces, or their residences (de Loryn, 2022; Prayana & Darma, 2023).

Digital nomads encounter various problems upon relocating to Bali, among which visa-related matters pose a significant concern (Susilo & Hui Chen, 2023). To prolong one's stay in Bali, it is imperative to acquire a suitable visa, a procedure that might be intricate and intimidating. Despite these limitations, many digital nomads successfully surmount these obstacles and opt to reside in Bali (Subijanto, 2023). The digital nomad community in Bali is experiencing a steady expansion, primarily attributed to the distinctive appeal that Bali presents to this demographic.

Bali exemplifies novel prospects for the digital nomad lifestyle by offering a conducive atmosphere that facilitates the pursuit of personal freedom (de Loryn, 2022; Susilo & Hui Chen, 2023). The way digital nomads reside in Bali indicates their distinctive lifestyle and ideals while influencing Bali's social and economic fabric. The digital nomad community in Bali exhibits a dynamic and heterogeneous composition, drawing individuals from many geographical locations worldwide. Bali is well recognised as a prominent choice

among digital nomads due to its distinctive combination of scenic landscapes, cultural abundance, and a laid-back way of life, complemented by the essential infrastructure to facilitate remote employment (de Loryn, 2022; Jiwasiddi et al., 2022; Sánchez-Vergara et al., 2023).

A significant proportion of those who adopt a digital nomad lifestyle in Bali are engaged in freelance work, entrepreneurship, or remote employment in many domains like technology, marketing, writing, design, and consulting. They utilise technological advancements to operate remotely, employing fast internet connections, digital software, and communication applications to establish connections with their teams, clients, or consumers on a global scale (Prester et al., 2023; Stumpf et al., 2022; Susilo & Hui Chen, 2023).

Co-working spaces play a prominent role within the digital nomad culture in Bali. Spaces such as Hubud or Dojo offer individuals not just a physical environment conducive to work, but also serve as platforms for fostering networking, collaboration, and knowledge acquisition. Frequently, they facilitate the coordination of workshops, seminars, and social gatherings, so cultivating a communal atmosphere within the digital nomad community.

The digital nomad culture in Bali exhibits a notable emphasis on achieving a harmonious equilibrium between professional and personal life. The island's way of life, characterised by its offerings of yoga, surfing, nutritious dining, and environmental exploration, harmonises with the adaptable work schedule of the digital nomad (Jiwasiddi et al., 2022; Stumpf et al., 2022). The equilibrium established between professional obligations and recreational activities significantly enhances the attractiveness of Bali as a preferred destination for individuals engaged in remote work (Cook, 2023; Prayana & Darma, 2023; Prester et al., 2023; Sánchez-Vergara et al., 2023). Digital nomadism in Bali entails a multifaceted interaction of economic, cultural, and environmental consequences (Darmastuti et al., 2019; Khamdevi & Bott, 2018; Rosalina et al., 2023; Subijanto, 2023).

The arrival of digital nomads can enhance local economies by invigorating businesses, increasing tourism, and generating employment prospects, especially in hospitality, co-working environments, and recreational sectors (Prayana & Darma, 2023). This growth may result in housing shortages and increasing living expenditures for residents, which would result in the displacement of individuals with lower incomes and a transformation of the socioeconomic structure of the town (Susilo & Hui Chen, 2023). Not only does the presence of diverse lifestyles have the potential to enrich Balinese culture by fostering cross-cultural exchanges and innovation, but it also has the potential to commercialise traditional rituals and upset social relations (Prayana & Darma, 2023). This is because nomads usually put their own needs ahead of those of

the local community. Increased travel can burden natural resources, causing habitat degradation and waste management concerns. While digital nomadism can inspire eco-friendly practices and boost awareness of environmental preservation among tourists, increased infrastructure demand may strain local resources if not properly managed. As a result, while the phenomenon has many advantages, it necessitates strict regulation and community involvement in order to mitigate negative impacts and protect local interests in the face of globalisation.

Despite these challenges, Bali's digital nomad community thrives. Due to its caring environment, enticing lifestyle, and remote work freedom, Bali is a popular destination for digital nomads worldwide. Bali will likely remain a hub for the modern, mobile workforce as the work landscape evolves. Due to the global growth of co-working facilities, digital nomads emerged. Digital nomads like co-working spaces because they offer a comfortable work environment, reliable internet, professional networking, and a community.

The expanding demographic of digital nomads has driven the proliferation of co-working spaces in destinations such as Bali. A comparable pattern has been observed in cities worldwide. Given the increasing prevalence of the digital nomad lifestyle, it is plausible to anticipate the perpetuation of this phenomenon in the post-COVID-19 era (Holleran & Notting, 2023; Leducq et al., 2022; Susilo & Hui Chen, 2023).

The global outbreak of COVID-19 has had a substantial effect on worldwide mobility and employment structures, leading to far-reaching consequences for the digital nomad population residing in Bali (Agniera et al., 2023; Prabawa & Pertiwi, 2020; Susilo & Hui Chen, 2023). The relationship between the pandemic and the digital nomad phenomenon is characterised by many aspects, encompassing intricate interactions among socio-economic variables, health-related issues, and transformations in work culture (Chevtaeva & Denizci-Guillet, 2021; Hannonen, 2020; Holleran & Notting, 2023; Šimová, 2023).

The COVID-19 epidemic has increased the number of individuals working remotely, broadening the scope of those who can adopt a digital nomadic lifestyle (Cook, 2023; Jiwasiddi et al., 2022). In light of global lockdown measures, corporations have implemented remote work arrangements, allowing employees to operate from various locations (Agniera et al., 2023; Liestiadre et al., 2024). The transition above has spurred a fresh surge of individuals who adopt a nomadic lifestyle, relying on digital means for their work. Many of these individuals have selected Bali as their primary location, mostly due to its advantageous living conditions and a thriving digital nomad network.

The global pandemic has significantly impacted international travel, giving rise to various obstacles and influencing the movement patterns observed among individuals who identify as digital nomads (Chevtaeva & Denizci-Guillet, 2021; Prabawa & Pertiwi, 2020; Susilo & Hui Chen, 2023). Travel limitations and the need to prioritise health considerations have introduced complexities to the international mobility process, impacting individuals' choices regarding the timing, destination, and manner of their movement (Velu et al., 2022). Although certain obstacles have dissuaded a portion of prospective digital nomads, a group has been incentivised to establish long-term residency in Bali due to the island's effective management of the pandemic and the allure of its lifestyle in the face of worldwide uncertainties (Hannonen, 2020; Jiwasiddi et al., 2022; Sánchez-Vergara et al., 2023; Susilo & Hui Chen, 2023).

During the COVID-19 pandemic, Bali experienced a notable increase in the number of expats opting to work remotely from the island, resulting in over 65,000 individuals selecting this tropical location as their temporary residence (Sugiari, 2021). Surprisingly, a significant majority of these individuals constituted digital nomad tourists, accounting for 80 percent of the total. The digital nomads, originating from various nations such as Spain, Russia, Australia, and America, were attracted to Bali due to its favourable employment conditions, vibrant cultural heritage, and agreeable weather conditions. Many individuals opted to utilise co-working spaces and villas, capitalising on the island's robust infrastructure to facilitate remote work.

The existence of these digital nomads carries significant economic ramifications for Bali (Liestiane et al., 2024; Prabawa & Pertiwi, 2020). Digital nomad tourists, who have an extended Length of Stay, typically incur an average expense of US\$1,000 per person per month. The allocation of funds towards housing rent, credit expenses, automobile rental, consumption, and other necessities contributes a substantial influx of income into the local economy (Velu et al., 2022). To effectively capitalise on the opportunities presented by digital nomad tourism, it is imperative that the government establishes comprehensive regulatory frameworks. The implementation of a specialised visa for expatriates has the potential to augment their perception of security and stability in their residency and employment in Bali. These efforts have the potential to not only enhance the appeal of Bali for digital nomads but also make significant contributions to the sustainable development of this industry (Agniera et al., 2023; Chevtaeva & Denizci-Guillet, 2021).

Nevertheless, the surge of digital nomads in Bali within the global epidemic has also elicited apprehensions. The presence of digital nomads has significant ramifications for local communities' socio-economic dynamics, resources, and infrastructure. Furthermore, due to its global character, the digital



nomad lifestyle presents possible health hazards. The challenges mentioned above highlight the necessity of implementing meticulous management and sustainable practices within the digital nomad community (Holleran & Notting, 2023; Leducq et al., 2022; Prester et al., 2023; Subijanto, 2023).

The Bali digital nomad movement has been fueled and challenged by the COVID-19 pandemic. The phenomena has spurred telecommuting, changed mobility patterns, and demanded serious consideration of its effects. As the situation is dynamic, more research is needed to understand the long-term effects of these patterns and guide digital nomad regulation and implementation. Digital nomads frequent Bali, therefore this study analyzes its effects on the island to add to the literature.

This study builds on previous studies on digital nomads' qualities and intentions to investigate their long-term consequences on Bali's economy, culture, and environment, as well as their benefits and drawbacks. This study examines the economic benefits of increased visitor and local spending and the issues of rising living expenses and local resident relocation, a nuanced perspective often overlooked in larger discussions. Examining digital nomads' cultural relationships highlights the possibility for enrichment and economic exploitation of previous activities. Reviewing the environmental impact of increased tourism emphasizes sustainable management. This comprehensive analysis maps Digital Nomads' movement reason in Bali to help policymakers and stakeholders understand the complex world of digital nomadism in Bali amid rapid globalization, filling a need for more literature.

### **3. Method and Theory**

#### **3.1 Method**

The researcher utilised a case study approach, as suggested by Robert K. Yin, in the present investigation (Yin, 2009). The case study approach is highly advantageous for examining a current occurrence within its authentic context, mainly when the distinction between the phenomenon and its setting is not readily discernible (Neuman, 2011, 2014).

The study included seven key informants: five foreign persons residing in Bali as digital nomads, and two native Balinese individuals who often interact with digital nomads (See Table 1). These informants are valuable for gathering a wide range of ideas, combining the experiences of digital nomads and locals who often engage with them.

Table 1. Key Informants Background

No	Informant Code	Age (years old)	Gender	Origin	Length of Stay in Bali	Place of Residence in Bali
1	BA	28	Female	British (With Ukraine and Russian Decent)	2 years	Nusa Penida
2	AC	36	Male	Australian (Bangladeshi Decent)	1 years	Seminyak
3	YT	29	Female	Netherlands	3 years	Canggu
4	DM	32	Male	Russia	2 years	Uluwatu
5	MK	27	Male	Ukraine	2 years	Uluwatu
6	KD	46	Male	Bali	46 years	Canggu
7	MKB	39	Female	Bali	39 years	Denpasar

Source: Data Processed by Authors (2024)

The methodology involved purposive sampling to guarantee that the selected interviewees accurately represented the diverse experiences and interactions between digital nomads and the indigenous population in Bali. The selection of five primary informants, together with two supplementary informants, was methodically conducted to elucidate the intricate dynamics within these groups. The seven informants exemplify a varied cross-section of the digital nomad community and local Balinese inhabitants, each offering distinctive perspectives derived from their individual experiences and relationships.

The chosen digital nomads were selected for their capacity to express the diverse impact they have on the community, encompassing economic, cultural, and social aspects. Simultaneously, the informants from the Balinese community offered significant insights derived from their frequent and continuous interactions with the digital nomad demographic. This method guarantees that the thoughts and conclusions from these informants accurately represent the broader trends identified during the research in Bali, providing a thorough understanding despite the limited number of essential informants. Consequently, they function as a representative subset that precisely embodies the varied experiences and interactions recorded in the study.

The study seeks to get insights into the interactions between digital nomads and locals by including a wide range of informants. To achieve this, in-depth semi-formal interviews are conducted, each lasting between two to three hours to allow for thorough discussions. Each participant is interviewed at least twice, fostering an environment of trust and openness that encourages deeper



reflections on their experiences. This facilitates the development of mutual comprehension between the digital nomad community and the local Balinese society, establishing the foundation for enhanced contacts and integration. This methodology guarantees an equitable portrayal of the perspectives and encounters of varied participants, facilitating a profound comprehension of the correlation between digital nomads and the local community.

The data collection was conducted in May 2023, employing observational techniques and interviews. Through their observations, the researcher obtained primary insights about the lifestyle and interactions of digital nomads in Bali. On the other hand, interviews allowed the informants to articulate their experiences, perceptions, and thoughts, offering a substantial reservoir of qualitative data (Susilo et al., 2023).

A triangulation approach was implemented to enhance the credibility and dependability of the data. This approach entails the process of cross-validating information from several sources or applying numerous methodologies to substantiate research outcomes. This process involves cross-validating information across several sources, hence enhancing the research results. Examining cross-data trends among informants, evaluating current research on digital nomadism, and integrating relevant theoretical frameworks enabled data triangulation. This study thoroughly explores how digital nomads engage with local communities, combining insights from interviews with findings from academic literature. Confirming the consistency of many data sources boosts the reliability of the results (Susi Nurdiningsih et al., 2024).

The data was analysed using NVivo 12 Software for data analysis on digital nomad migration motivations. This tool utilised by researcher to categorize, organize, and organise qualitative data for better analysis. Deduction using semantic content analysis required familiarising with the data, generating initial codes, exploring themes within the codes, reviewing themes, defining and identifying themes, and producing the report. Focusing on destination characteristics, creative tactics, stakeholders, and agency-structure relationships, the themes were tailored to the study's three research questions. Each theme has carefully developed codes, and content was meticulously matched to them. This involved categorising digital nomad innovation techniques under important subcategories.

The analysis sought to connect various themes and categories to understand the factors driving innovation and evaluate the possible effects of digital nomads on their chosen destinations (Zhou et al., 2024). This detailed methodological framework provides a deep insight into the digital nomad phenomenon in Bali, especially considering the distinctive conditions brought about by the COVID-19 pandemic. This thorough analysis reveals the reasons

behind the actions of digital nomads and highlights their wider effects on Balinese society and the economy.

### 3.2 Theory

Understanding the motivations of nomads is highly important when it comes to communication perspectives. One of the aspects that enables the nomad lifestyle is the ability to maintain social and professional networks through digital communication tools. According to Castells theory the network society has emerged as a result of the revolution, where digital technologies have significantly influenced our structure (Arsenault & Castells, 2008; Bell, 2006; Castells, 2014). In this structure networks driven by technology have become a dominant force, in various aspects of life such as economy, politics and society (Dinansyah et al., 2024). This theory provides insights into how digital nomads utilize their networks for professional purposes.

Additionally Kaplans Attention Restoration Theory (ART) introduces a concept known as ‘being gone’ which can be seen as a motivation for digital nomads (Crossan & Salmoni, 2021; Koprivec et al., 2022). According to this hypothesis being in an environment preferably one with surroundings can help rejuvenate cognitive abilities and reduce mental exhaustion. Bali, well known for its scenery offers an ideal setting for digital nomads seeking cognitive rejuvenation while engaging in their work. However, it’s important to acknowledge that the life of a nomad is not without its challenges (Liestiandre et al., 2024). Furthermore their transient lifestyle often leads to feelings of isolation and difficulties in forming long term relationships (Prabawa & Pertiwi, 2020).

Other aspects add to the allure of Bali for individuals engaged in the digital nomad lifestyle. To begin with, Bali presents an aesthetically pleasing natural setting, characterised by its tropical climate, culturally diverse atmosphere, and serene way of life (Darmastuti et al., 2019; Lansing et al., 2017; Pradana et al., 2020; Robustin & Hariyana, 2019; Wright, 2015). Additionally, Bali possesses the necessary prerequisites to accommodate digital nomads, as it offers affordable living expenses and a robust digital infrastructure with high-speed internet connectivity (Susilo & Hui Chen, 2023).

To analyze the data using Castells’ Theory of the Network Society and Kaplan’s Attention Restoration Theory (ART), different variables and elements can be utilised (Crossan & Salmoni, 2021; Koprivec et al., 2022). To begin with, Castells’ idea of “networks” provides a way to examine how digital nomads use digital communication tools to create and sustain their social and professional relationships (Arsenault & Castells, 2008; Bell, 2006; Castells, 2014). This analysis focuses on the characteristics of these networks, their geographical spread, and how often and effectively interactions occur through digital platforms.

Grasping the significance of these elements can shed light on how digital nomads maneuver through professional settings and build communities even when spread across different locations. Secondly, the factors linked to Attention Restoration Theory, like environmental aesthetics and cognitive rejuvenation, can be examined to grasp how the scenic beauty and peaceful surroundings of Bali enhance the well-being and productivity of digital nomads. Factors like reported mental fatigue levels, how often one engages with nature, and self-assessed cognitive restoration are important in this context. This study utilizes theoretical frameworks to analyze the data, revealing the complex relationship between digital nomadism and Bali's socio-environmental context (Darmastuti et al., 2019; Lansing et al., 2017; Pradana et al., 2020; Robustin & Hariyana, 2019; Wright, 2015). This approach offers a richer insight into the attractions and difficulties associated with the nomadic lifestyle. This thorough examination will provide important insights into how these theories come together to influence the experiences of digital nomads in Bali.

## 4. Results and Discussions

### 4.1 Identify the Origin of Foreign Tourists

Prior to the emergence of the COVID-19 epidemic, Bali served as a prominent epicentre for global tourism. Renowned for its picturesque beaches, lively cultural scene, and hospitable residents, it entices millions of international travellers annually. The island's distinctive combination of pristine natural landscapes and profound cultural heritage, along with its cost-effectiveness and exceptional quality of hospitality services, have established it as a highly sought-after destination for global travellers. Bali's economy was primarily dependent on the influx of tourists, with a substantial proportion of its population involved in tourism-related activities and companies.

Relocating from Australia to Bali, Informant AC described Bali Island's appeal as an attractive distant work hub in the post-COVID-19 age. *"After the pandemic, when remote work became more common, I found Bali incredibly attractive,"* he said. *"Compared to Australia, the cost of living is lower; the way of life here is wonderful—there's the ideal mix between leisure and work. Furthermore, the island's natural beauty—its beaches and cultural surroundings—offers a rejuvenating backdrop that increases my output and inspiration. Emphasising the strong digital infrastructure,"* he said. *"The internet speed here surprised me; it's on par with what I was used to back home; it makes working remotely seamless."* AC's experience emphasises the elements guiding many digital nomads to select Bali to balance lifestyle, environmental, and financial aspects.

Informant DM revealed his decision to leave Russia because of the Russia-Ukraine crisis, seeking safety and new opportunities in Bali. He articulated the necessity to evade the stress and uncertainty of the war: *"I selected Bali after learning from other Russians that it is highly accessible and conducive to remote work."* Within the context of the solid sense of community that prevails among expats in Bali, he made the following observation: *"There is a well-established network of remote workers here who are highly supportive."* It is possible to adapt without any difficulty, thanks to the comprehensive infrastructure and the co-working settings. According to DM, who underlined the importance of the alterations that took place after COVID-19, *"Numerous companies now offer flexible remote work arrangements, which were not available before, allowing me to engage in international projects from this picturesque location."* The intricate interplay of geopolitical issues and emerging work patterns that influence the decisions of digital nomads regarding relocation is brought to light by his action.

Nevertheless, the topography underwent a significant transformation following the emergence of the COVID-19 pandemic in 2020. The tourism sector saw a decline, causing the once lively island to become quiet. In 2023, Bali had a resurgence, primarily due to the emergence of a new kind of tourists known as digital nomads. Figure 1 illustrates the emergence of the digital nomad lifestyle as a prominent trend following the epidemic. The rebound of Foreign tourists' arrival (Susilo & Hui Chen, 2023) to Bali (2023) shows the Digital Nomad lifestyle also affects the tourism revival in Bali. These individuals, who can work from any area due to the flexibility provided by remote work arrangements, began selecting Bali as their temporary place of residence. This transition not only revitalised the local economy but also introduced a new vitality in the cultural and social structure of the island. Data from Indonesian Statistic on November 2023 also show Australia and India being the dominant origin of Foreign Tourist in Bali, meanwhile Russia and Ukraine also slightly significant on the Top 6 and Top 7 (See Table 2).

Table 2. Origin of Foreign Tourist in Bali November 2023

Rank	Origin of Foreign Tourist	Number
1	Australia	107,410
2	India	33,967
3	China	22,825
4	Singapore	21,426
5	South Korea	18,271
6	Russia	12,113
7	Ukraine	11,120

Source: Data Processed from Indonesian Statistic by Authors (2023)

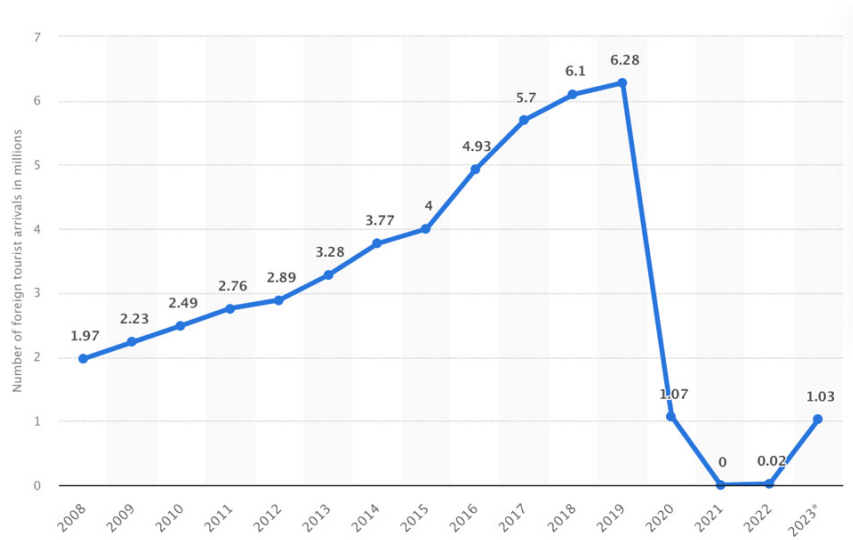


Figure 1. Number of Bali Foreign Tourist Arrival in Million (Source: Statista, 2023). Note: Data of 2023 captured only until March 2023

The qualitative data analysis pertaining to digital nomads in Bali involves the classification of interview data into distinct code categories for the purpose of identifying the nationalities of tourists who visit Bali. The primary classification employed is “TravellerSource,” facilitating a more comprehensive comprehension of the variations in perception among travellers from diverse nations.

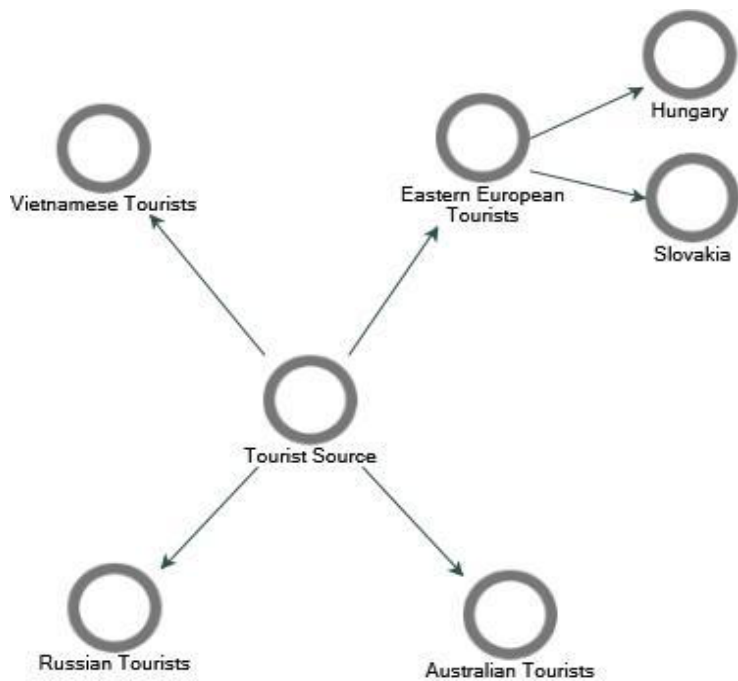


Figure 2. Origin of Digital Nomad Tourist (Source: NVivo Processed Results, 2023)

Australian visitors especially find Bali appealing since they interact with the local people and show ease with the island's facilities. Along with a clear category for "Russian Tourists," the classification also includes "Eastern European Tourists," people from Hungary and Slovakia. Results show that while travellers from other countries identify different reasons for visiting Bali, Russian visitors are more likely to see digital nomadism as a profitable economic possibility. Figure 2 illustrates more insights.

A fascinating combination of personal, economic, and geopolitical variables can be evaluated through Castells' Theory of the Network Society and push-pull migration theories (Castells, 2014; Prabawa & Pertiwi, 2020). Informants AC and DM's motivation to migrate and embrace the digital nomad lifestyle in Bali may be seen as an example of this interaction. The migration made by AC highlights the pull factors associated with Bali's allure as an accessible and desirable destination for remote work. This allure is driven by Bali's affordable cost of living, robust digital infrastructure, and appealing natural environment. This aligns with Castells' (2014) concept of a network society where location-independent work thrives.

On the other hand, the relocation of DM highlights strong push reasons, the most important of which is the requirement to flee the political upheaval and safety concerns that have arisen due to the conflict between Russia and Ukraine. The decision that he made is reflective of the more general concept of migration that is prompted by necessity and opportunity. In this context, Bali's encouraging remote work environment and established network of digital nomads serve as decisive attractiveness factors. Castells's theory that digital technologies and global connectivity enable individuals to redefine their work-life balance and seek out environments that promise both informants demonstrate professional opportunities and personal safety (Bell, 2006; Castells, 2014). This illustrates how the dynamics of modern migration patterns are constantly evolving.

#### ***4.2 Identify Tourist Activities and Job***

Digital nomads are a contemporary cohort of professionals who utilise technological advancements to carry out their work tasks from anywhere across the globe. In well-known nomadic hubs like Bali, individuals engage in their professional obligations in a manner akin to that of a conventional office environment, albeit against a distinct backdrop. With portable computing devices and stable online connectivity, digital nomads can frequently engage in professional activities within community coffee shops, shared office environments, or even temporary residential accommodations (Holleran & Notting, 2023; Leducq et al., 2022; Susilo & Hui Chen, 2023). These individuals participate in various activities, including coding, design work, content creation,



and digital marketing, allowing them to contribute value to their organisations from remote locations (Hannonen, 2020; Sánchez-Vergara et al., 2023; Susilo & Hui Chen, 2023). This lifestyle affords them the advantages of flexibility and freedom.

Currently living in Nusa Penida, Informant BA expressed her passion for snorkelling and her aspiration to become a snorkelling instructor, stating, *“Living in Nusa Penida has had to transform effects on me.”* She has immersed herself in studying the underwater world. She aims to share this joy with others while promoting her Christian faith, noting, *“Being in Bali feels like an ideal spot to blend my passion for water sports with my desire to promote positive messages of faith.”* This reflects how digital nomads can intertwine spiritual goals, career ambitions, and personal interests. Digital nomads also participate in wellness activities such as yoga and meditation, which help balance work, promote community in Bali, and explore the island’s cultural legacy and surf. Reluctant MK, who left the unrest in Ukraine, said Bali was a haven for personal development: *“Bali has helped me find peace in the chaos of my everyday life.”* He elaborated on the connection between leisure and spirituality, emphasising that travel enriches self-awareness. These narratives illustrate how external circumstances influence personal choices, highlighting the blend of exploration, work, and spiritual growth among digital nomads.

#### 4.2.1 Education Background, Language, Cultural Perception and Knowledge

All participants in this study hold higher education degrees, highlighting the educational achievements of those who embrace digital nomadism. Digital nomads across various professions—such as technology, marketing, consulting, and writing—leverage their qualifications for remote work, combining job satisfaction with the freedom to explore diverse cultural environments. The high percentage of digital nomads with higher education degrees reveals their demographics. The idea is that people with more education are more likely to be digital nomads since remote work in disciplines that need a university degree is more accessible. Destinations like Bali, with robust remote work infrastructure, will so continue to draw highly educated and skilled people. These folks increase the local cultural interaction and economic growth.

The study’s findings indicate that all participants show multilingual abilities, demonstrating fluency in many languages, such as English, Russian, Dutch, and Ukrainian (See Figure 3). The presence of linguistic diversity among these individuals indicates their cosmopolitan backgrounds or mixed heritage, significantly influencing their nomadic way of life. The ability to speak in different languages not only facilitates individuals’ experiences while travelling but also enhances their capacity to collaborate with diverse teams or clientele on

a global scale. Negotiating various cultural contexts and establishing meaningful connections with residents and fellow digital nomads is paramount.

In addition to their language skills, BA, MK, and DM understand foreign cultures, particularly Russia and Ukraine. Cultural knowledge helps digital nomads feel more global and adapt to other cultures. Their international origins and language proficiency help us understand Bali's digital nomads. Digital nomads across the globe chose Bali since its numerous cultures produce a vibrant and cosmopolitan environment. Cultural literacy has tremendously enhanced the lives of digital nomads in Bali, MK, BA, and DM, therefore fostering global citizenship and flexibility. MK said, *"Acquiring proficiency in bahasa Indonesia has facilitated numerous dialogues with locals, enabling me to establish personal connections and value the profound culture present here."* BA stated, *"Forming friendships with Balinese individuals has not only enhanced my comprehension of their customs but also fostered a sense of belonging within the community rather than merely being a visitor."* DM reiterated this opinion, adding, *"As I engage with the local culture, I discover that it facilitates the dismantling of barriers and authentically embodies this lifestyle."*

Language has a fantastic power to bring people together and bridge gaps. They stressed how crucial cultural literacy was in their lives because it helped them make meaningful connections and move through different cultural settings more easily and clearly. Experiencing things together shows how involving yourself in local cultures can change you when you live abroad.

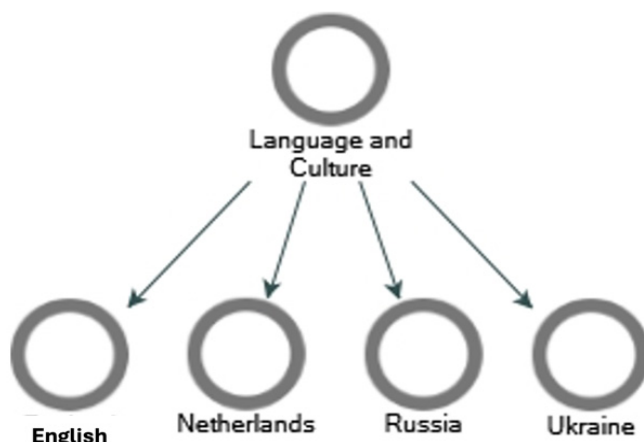


Figure 3. Language Background of Informants (Source: NVivo Processed Results, 2023)

The qualitative data analysis revealed many coding categories that highlight Bali visitors' cultural perspectives and offer new perspectives on their

interactions with guests from different origins. One prominent topic is “Cultural Differences between Russia and Asia,” which discusses family support and independence. Russian visitors often regard Asian cultures as having strong family systems. Meanwhile, Russian culture values individual liberty. The study also highlights modest cultural differences between Russians and Latvians in language and culture. It contrasts Russians and Ukrainians, who have similar languages and cultures but different dynamics due to political disputes. Studies reveal that tourists to Asian countries value family stability and child welfare, acknowledging their complexity. Visitors learn that Asian societies value family and community support more than Western ones in the “Perceptions of Living in Asia” subcategory about self-reliance. By examining these coding categories, we can gain insights into the various cultural perspectives of travellers and their impact on the overall tourist experience in Bali (Figure 4). This study aims to enhance comprehension of the dynamics of intercultural encounters among tourists from diverse cultural backgrounds, explicitly focusing on their reactions towards the cultural disparities seen during their vacation in Bali.

Mainly for their residence in Bali, cultural literacy greatly enhances the experiences of digital nomads by raising a greater knowledge and respect of the many cultural settings they come across. For MK, BA, and DM, learning bahasa Indonesia—a language that would seem far-off given their varied linguistic backgrounds—helps them to interact more with the local populace, therefore reflecting their commitment to cultural immersion. While exploring their new environment, they encounter fascinating cultural distinctions, notably the significant focus Asian countries place on child welfare and familial stability. These insights enable them to contemplate and contrast their own Eastern European cultural values, so enhancing their worldview. The findings indicate that although many cultural standards may seem forbidden or strange, they embody the intricacies intrinsic to Asian culture, characterised by a rich tradition and a focus on community. This profound comprehension fosters empathy and respect, enabling digital nomads to traverse cultural nuances with compassion. This cultural interaction enriches individual experiences and fosters a more integrated, globally conscious community of visitors.

The experiences of digital nomads, as articulated by MK, BA, and DM, can be further understood through several relevant theories, including Hofstede’s Cultural Dimensions Theory and Bourdieu’s concept of cultural capital. Hofstede’s framework provides a lens through which to examine the cultural differences they encounter, particularly the emphasis on collectivism and familial ties prevalent in many Asian cultures compared to the individualistic tendencies in Eastern European societies (Budiyanti et al., 2020; Hofstede, 1980; Susilo & Hui Chen, 2023). A theoretical viewpoint on how cultural values

impact social interactions and relationships in Bali helps digital nomads adjust to their new social contexts. Bourdieu’s cultural capital theory also emphasises the significance of learning the local language and knowing cultural norms to improve social integration and adaptability. By learning cultural literacy, informants enrich their experiences and gain social currency that helps them make authentic relationships and engage meaningfully in the community.

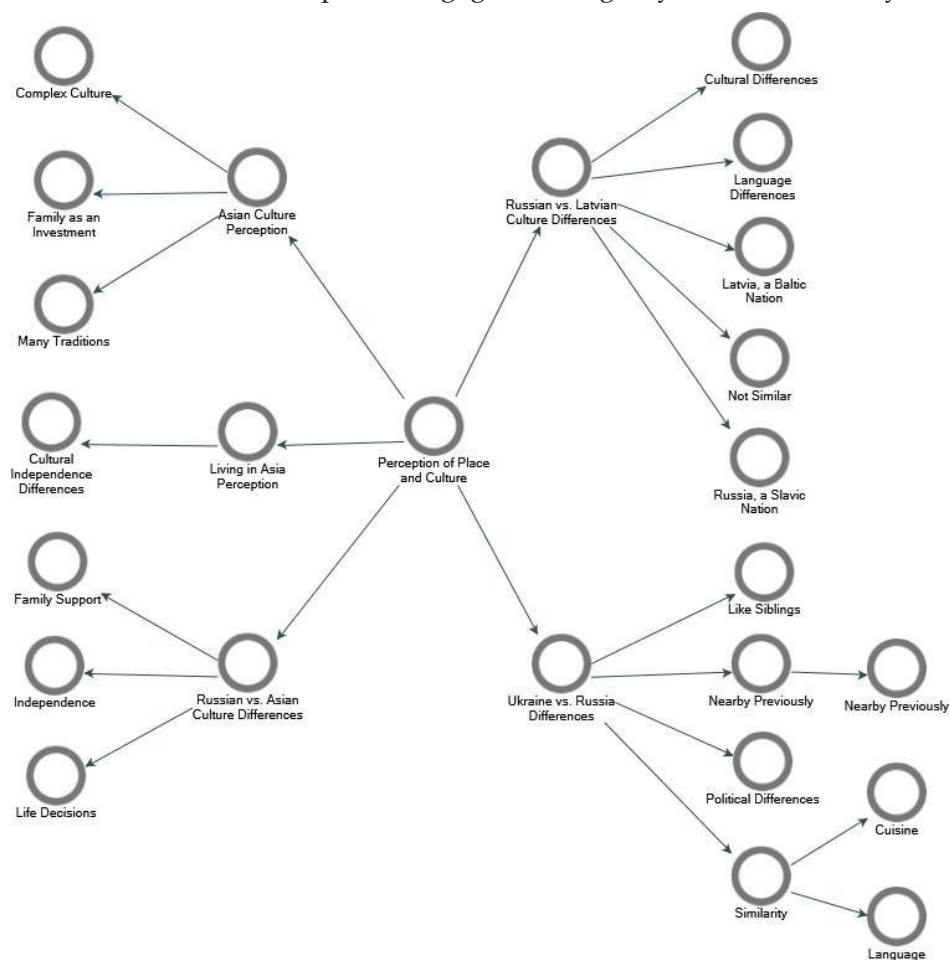


Figure 4. Cultural Perception and Knowledge Mapping (Source: NVivo Processed Results, 2023)

#### 4.2.2 Working Experience and Occupation

Analysis of the data shown in Figure 5 demonstrates that many tourists to Bali mostly discuss their work experiences while expressing an interest in embracing nomadism, therefore demonstrating a discrepancy between their professions and the desire for a nomadic existence. Usually seen as a leisure trip, a brief respite from obligations, Bali is seen by visitors as a place for cultural activities and relaxation rather than as a nomad destination actively

sought out. As informants MK and BA noted, most visitors intend to return to their professional lives after their vacation, underscoring their commitment to careers that require their presence and diminishing their inclination toward a nomadic lifestyle. Their prioritisation of vacation experiences—escaping work routines and enjoying travel—further reinforces that most surveyed visitors are not inclined to adopt a nomadic way of life. Thus, it can be concluded that the nature of their jobs and their primary goal of leisure travel inform their limited interest in becoming digital nomads.

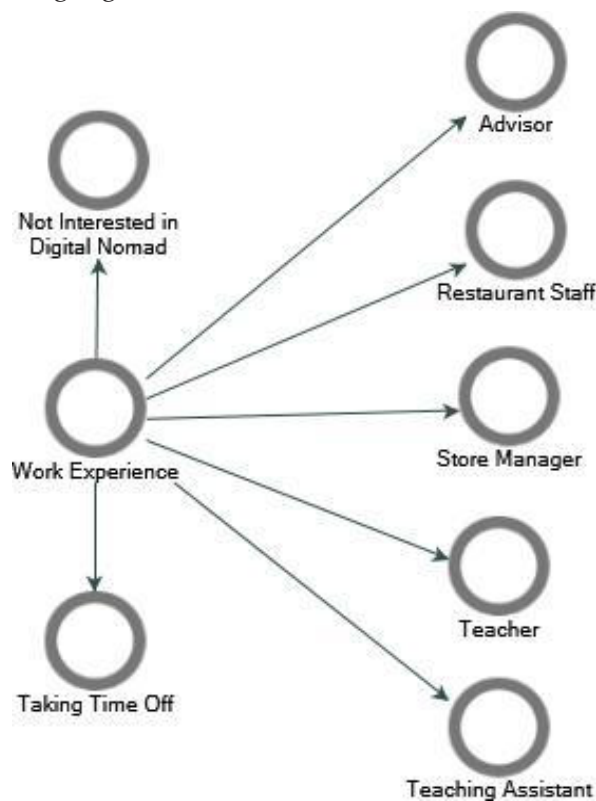


Figure 5. Digital Nomad Tourist Occupation in Bali (Source: NVivo Processed Results, 2023)

Informant YT, who just shifted from the Netherlands to Bali, recounted her experience of adapting to a new lifestyle while advancing her job as a video editor. *“I previously served as a store manager at a Dutch retail chain, and although I cherished that position, I sensed a desire for transformation,”* she articulated. *“Bali’s laid-back culture has enhanced my productivity as a video editor and motivated me to pursue a comparable managerial role in retail here.”* YT conveyed assurance in her capacity to balance both roles, asserting, *“I am confident in my ability to manage my time efficiently to oversee both store management and my side venture in video editing.”* The tranquil atmosphere enables me to concentrate and foster creativity. She

underscored the significance of sustaining a balanced lifestyle, stating, “*I ensure to allocate time for exploring Bali’s natural environment and practicing yoga, which rejuvenates my mind and stimulates my creativity in both capacities.*” Her account demonstrates how the Balinese culture uniquely enriches her professional endeavors while fostering personal well-being and inquiry.

### 4.3 Digital Nomad Preferences

The coding data results on digital nomad preferences indicate that most tourists are not interested in adopting the digital nomad lifestyle (Figure 6). The disinterest in the digital nomad lifestyle among visitors in Bali can be ascribed to various issues, including financial instability, additional uncertainties, and an aversion to prolonged stays. “Income Availability” suggests that many tourists require a consistent source of income to sustain such a lifestyle, as financial stability is a primary concern deterring them from considering nomadism. Additionally, “Uncertainty” highlights fears related to economic instability and the unpredictability of finances and job security, particularly for those with financial obligations. Furthermore, some tourists expressed disinterest in prolonged stays, with many planning to return to their jobs and everyday lives after their visit, as indicated by commitments to “Personal Assistant” roles or “Family Company” obligations. These elements highlight the need of financial security and vocational obligations in their decision-making processes since they expose a better knowledge of why most visitors lack interest in choosing a digital nomad lifestyle in Bali.

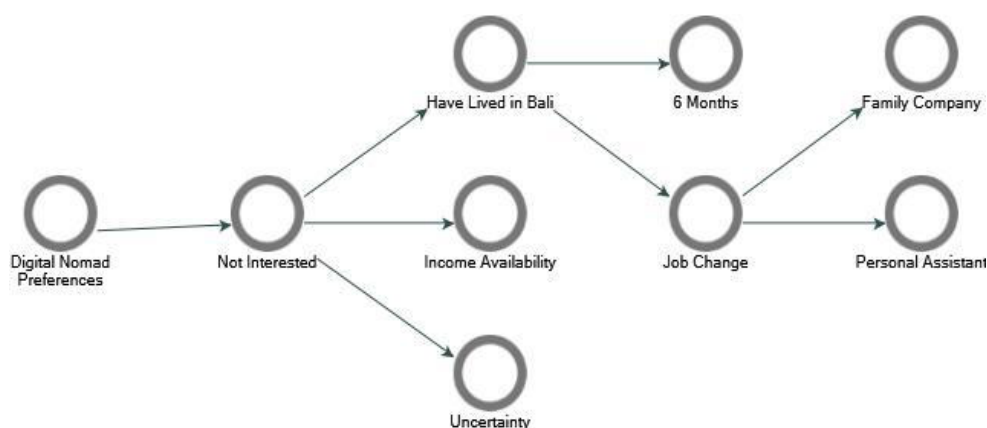


Figure 6. Digital Nomad’s preferences (Source: NVivo Processed Results, 2023)

### 4.4 Digital Nomad Tourist Plan and Perception of Local Balinese

#### 4.4.1 Digital Nomad Future Plan and Itinerary in Bali

The analysis of the data coding results about the travel plans of visitors visiting Bali reveals various plan and motivations (Figure 7).



*Vacation* - The primary reason most tourists visit Bali is for leisure. Individuals perceive Bali as a destination that provides a rejuvenating vacation experience separate from their regular daily activities. Their objective is to enjoy and appreciate their leisure time without being burdened by work or any other obligations. This encompasses the exploration of well-known tourist destinations, such as Uluwatu, the enjoyment of Bali's beaches and natural beauty, and the engagement with the island's own cultural elements. These tourists perceive Bali as an optimal destination to encounter a sense of liberation and enjoyment throughout their vacation periods.

The phenomenon of "Vacation Elsewhere" pertains to a specific group of travellers who possess a broader range of aspirations and intentions when it comes to seeing various destinations in Indonesia, extending beyond the popular tourist hub of Bali. The proposed travel plans encompass visits to urban centres such as Jakarta and Yogyakarta (often called Jogja), alongside significant historical and cultural landmarks, including temples. The tourists perceive Bali as a gateway to explore Indonesia's extensive cultural diversity and abundant natural splendour. The objective of the individual is to gain exposure to the diverse aspects of the country through the exploration of a multitude of captivating sites.

The phenomenon of social interaction and the use of social media platforms among tourists has garnered significant attention. A subset of travellers is keenly interested in engaging in social interactions and disseminating their travel experiences through various social media channels. This phenomenon reflects a current pattern in which travelling individuals aspire to capture and record their vacation experiences and, after that share them with their acquaintances, relatives, and online audience on various social networking sites.

The stunning scenery and unique Balinese culture often drive social involvement. These travelers are also interested in local cuisine. Many people enjoy posting about indigenous Balinese food on social media. The desire for a relaxing vacation, the chance to discover Indonesia, and social media influence Bali visitors' itinerary. These explanations offer unique perspectives on tourist behaviours and expectations, providing valuable insights for Bali and other tourism stakeholders. Bali visitors have three goals and incentives, according to data coding. These preferences include those who see Bali as a short break before returning to work and those who wish to immerse themselves in Indonesian culture and society. The collection shows these vacationers' diverse origins and interests, demonstrating Bali's appeal to all types of travelers.

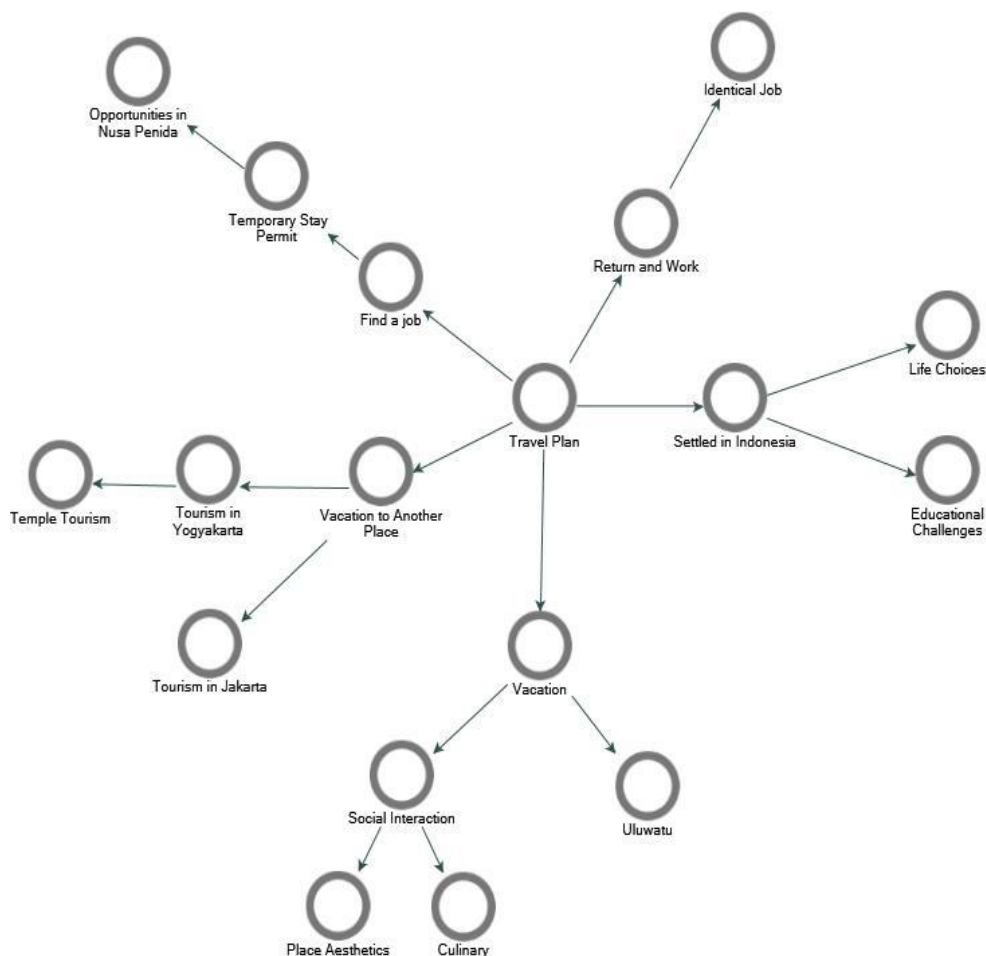


Figure 7. Digital Nomad Future Plan, Motivation, and Itinerary in Bali (Source: NVivo Processed Results, 2023)

*Returning to Work* - Certain Bali tourists plan to return to work following their vacation. This indicates a high level of professional dedication or obligations. After a well-deserved holiday in Bali, the person may feel pressured to return to work. This strategy follows a traditional travel pattern in which vacations are a break from busy living.

*Job Seeking in Bali* - Certain individuals visiting Bali indicate a desire to secure employment opportunities and potentially acquire a KITAS, which stands for Temporary Stay Permit in Indonesia. This demonstrates their inclination towards adopting a more environmentally conscious way of life in Indonesia, with Bali perhaps serving as the destination where they aspire to find adequate employment. Obtaining a KITAS signifies an individual's dedication to establishing a prolonged residence in Indonesia, necessitating engagement in

the job search process. This implies that tourists may express a wish to make a positive impact on the local population and economy of Bali.

**Long-term Residency in Indonesia:** Certain tourists entertain the idea of establishing permanent residence in Indonesia. Individuals may contemplate the prospect of relocating their family or engaging in higher education endeavours within the nation. This depiction portrays their perspective of Indonesia, encompassing Bali, as a region wherein they aspire to develop a more enduring and ecologically sound livelihood. The inclusion of education and family planning in their goals demonstrates their keenness to foster a more profound integration into Indonesian society and culture.

In doing more comprehensive research, it is imperative to acknowledge that tourists who visit Bali exhibit diverse reasons and itineraries. This observation underscores the wide range of origins and goals shown by the individuals in question. The provided coding data presents a comprehensive analysis of how Bali, as a popular tourist destination, appeals to a wide range of tourists with varying travel itineraries and reasons.

#### 4.4.2 *Balinese Perception of Digital Nomad*

The coding data offers a comprehensive perspective on tourists' perceptions of Bali and the local population's attitudes towards these tourists (Figure 8). The presented data elucidates the intricate interplay between tourists and local Balinese, influenced by a multitude of factors including cultural identity, multiculturalism, alterations in infrastructure, and regional progress.

Visitors to Bali, who show a great respect for the island's rich cultural legacy and interreligious tolerance, help to highlight the phenomena of cultural identity and multiculturalism. These people not only want fun but also show a strong wish to interact with Bali's unique cultural and cosmopolitan aspects, thereby displaying a positive recognition that is necessary to keep the island's special appeal. Their respect of the variety of Balinese culture helps to highlight the depth and complexity of the area, therefore promoting the harmonic coexistence of several religions and civilizations.

The informants KD and MKB presented their perspectives regarding the growing trend of digital nomadism in Bali, highlighting the connection between this movement and the island's diverse cultural fabric. KD observed that *"as more digital nomads arrive in Bali, I see a fascinating blend of cultures on the island."* Many people come here not only to find work but also to have a firsthand view of the culture of Bali. They have a genuine appreciation for the local customs and celebrations, as well as how communities incorporate a variety of faiths. This view was shared by MKB, who made the following observation: *"It is energising to observe how these newcomers frequently interact with*

local artisans, acquire knowledge about traditional practices, and take part in activities at the community level.” An increased level of knowledge and respect for the local way of life is fostered as a result of this connection.

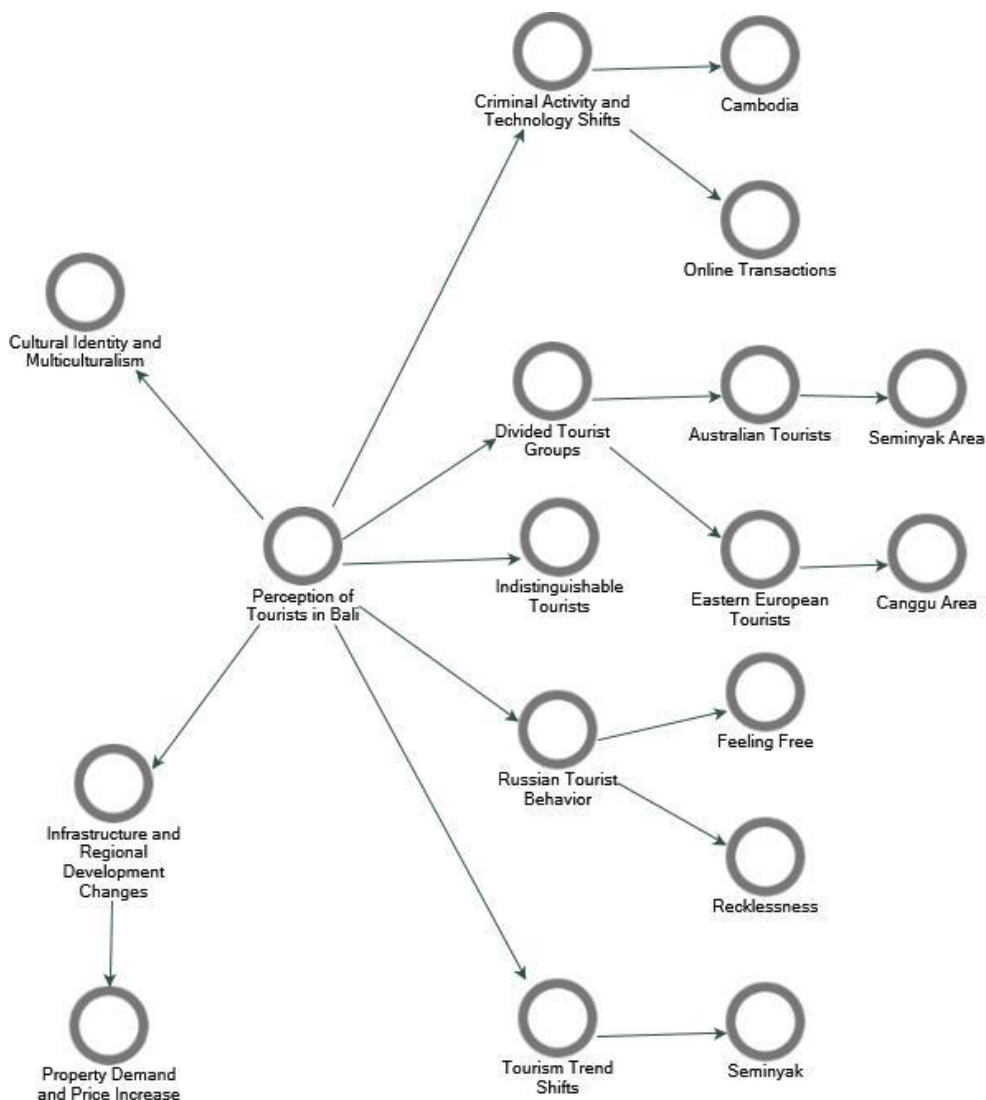


Figure 8. Mapping of Balinese’ perception among Digital Nomad in Bali (Source: NVivo Processed Results, 2023)

Nevertheless, both of the informants voiced their concern that the presence of digital nomads, even though it offers economic benefits, also requires careful supervision in order to prevent the cultural commodification of the area. KD observed: *“It is essential that as this community grows, there continues to be a focus on preserving what makes Bali remarkable.”* Therefore, we must ensure that this

flood does not water down the same culture that draws people in the first place. As MKB said, *“It is essential to strike a balance between preserving our culture and sharing it with others. By promoting genuine cultural exchanges rather than superficial tourism, we can improve the experience for digital nomads while protecting our identity.”* Their points of view illustrate the possibilities for mutual enrichment while also highlighting the significance of sustainable practices in retaining the cultural distinctiveness of Bali in the face of the growing tide of digital nomadism.

Concerns regarding the swift alterations in infrastructure resulting from the expansion of the tourism sector have been voiced by local residents. Although these alterations yield economic advantages, they also raise apprehensions regarding environmental sustainability. The escalation in property prices resulting from heightened demand from visitors and investors might engender economic challenges for local residents. The daily lives of local residents can be directly influenced by alterations in infrastructure, which may have implications for their ability to utilise public amenities and services.

Russian tourists are viewed differently by locals. While some community members report positive experiences, others view Russian tourists as reckless, especially when occurrences cause anxiety or conflict. Personal interactions with this group shape these opinions. Challenge of Tourist Identification: Due to cultural similarities, Russian and Ukrainian tourists in Bali are difficult to distinguish from locals. This makes it hard for residents to predict Russian tourists' moods, especially in touristy areas. Bali's criminal activity and technological use have changed due to tourism. Russian tourists have been reported for disturbances or illegal actions. Tourist technology crimes have also been highlighted. Bali's governmental agencies and relevant parties must monitor the concerns to protect indigenous people's well-being and privacy. Tourism developments, particularly in Seminyak, suggest changes in tourist tastes and behavior. These changes may benefit indigenous peoples, but they may also make them uncomfortable.

The investigation demonstrates variations in tourist preferences regarding the selection of specific destinations within Bali. The observed variation in interests among tourists can be attributed to the intricate nature of comprehending their choices and the impact of personal experiences on their inclination to visit a specific destination.





Figure 9. The author and the Digital Nomadism Informant blended into a discussion in Nusa Penida Island (Source: Daniel Susilo Documentation, 2023)





Figure 10. One of the Informant (YT) enjoyed the Balinese Beach regularly after long haul of Zoom Meeting (Source: Daniel Susilo Documentation, 2023)

The coding data analysis offers a full perspective on the intricate interactions between tourists and local residents in Bali (See Figure 9 and Figure 10). This underscores the imperative of considering the diverse interests and viewpoints of tourists alongside the impacts of tourism on indigenous populations. This strategy has the potential to enhance the development of strategies that adequately cater to the needs and interests of both tourists and local inhabitants, consequently fostering the sustainable growth of the tourism sector in Bali.

#### ***4.5 Theoretical Implications and Discussion***

According to theory, an individual's behaviour is significantly influenced by their environment (Ahadzadeh et al., 2017; Kim, 2009; Ruben & Stewart, 2016). Bali offers a setting characterised by weather, beautiful coastlines, vibrant botanical landscapes, friendly locals, and a rich cultural atmosphere. The presence of these elements creates an enjoyable living environment for nomads and is a significant driving force behind their decision to relocate to Bali (Hannonen, 2020; Susilo & Hui Chen, 2023).

Moreover, according to theory, using rewards and punishments is crucial in modifying behaviour (Susilo & Hui Chen, 2023). Bali benefits those involved in nomadism, such as lower living expenses, improved quality of life, and flexible work schedules. These appealing incentives serve as a motivation for

nomads to relocate to Bali (Pickel-Chevalier & Yanthy, 2023; Rosalina et al., 2023).

Additionally, behavioural theory highlights the significance of comparison in influencing behaviour (Day et al., 2023; Ogutu et al., 2023; Wang et al., 2023). Bali is widely recognised as a destination among the nomad community, further fuelling their desire to move there (Khamdevi & Bott, 2018; Robustin & Hariyana, 2019; Tajeddini et al., 2017). Furthermore, behavioural theory suggests that self-efficacy plays a role in shaping individuals' behaviour (Liu et al., 2023; Oh & Pyo, 2023). Bali provides nomads with experiences and challenges that enhance their self-confidence and strengthen their inclination to relocate (Pradana et al., 2020).

According to theories of expectancy principle, individuals' behaviour is driven by their expectations and goals (Grzybowski & Brinthaup, 2022; Ye et al., 2023). Digital nomads have hopes and aspirations for their life on Bali Island, significantly influencing their decision to migrate there. The reasons behind nomads migrating to Bali have been examined using theory. Understanding these motivations is crucial in comprehending their actions.

Our data analysis method determines why individuals from different countries chose Bali as their top trip location. Code categories linked to "Reasons to Go to Bali." helped us explore. "Cost," showing that many tourists choose Bali for its affordability, emerged. A burdensome lifestyle is possible in Bali due to its low cost of living. Compared to other countries, Bali has affordable lodging, food, transportation, and amusement. The "Loving the Island of Bali" category showcases Bali's beauty and culture, which attracts tourists. In the "Place Facilities subcategory," Canggu and Nusa Penida are known for their nomad-specific amenities. These amenities offer various working places and lovely natural settings. The phrase "outpost" is also common among amenities seekers.

In the "Hobby Preferences" category, tourists were advised to choose Bali based on their hobbies, economic factors, and natural beauty. Swimming, diving (Nusa Penida has great dive locations), and surfing influence their selection. Bali accommodates all skill levels and the digital nomadic lifestyle. The "coding data shows that some people visit Bali for meditation or yoga. Bali is known for fostering these behaviors. The island has retreats, yoga centers, and meditation spots for personal growth and relaxation.

People from varied backgrounds may visit Bali to find pleasant vibrations, a serene lifestyle, and a deep spiritual connection with themselves and nature. Bali is often used as a starting point or transit hub for tourists exploring Southeast Asia due to its proximity to popular tourist destinations like Thailand, Malaysia, Singapore, and the Philippines ("Travelling"). This makes Bali a vital

gateway to Southeast Asia's cultural and visual riches. Thus, it boosts tourism in this region. Understanding these motives helps us understand why tourists worldwide pick Bali. This helps us understand Bali's tourism attractiveness. It may inspire more investigation.

Digital Nomad's trip through the Philippines and Thailand following Bali can be studied. Both countries resemble Indonesia, notably Bali. Both countries are tropical Asian jewels with powerful tourism brands and coastlines. This paper examines theoretical implications of modern migration trends. It provides important new insights on why digital nomads move to Bali. Combining Push and Pull Theory with Castells' Network Society Theory shows how environmental factors and human aspirations influence migration choices. Leaving geopolitical problems in home country is a huge push force, but economic benefits like low cost of living are a major pull factor. Bali's cultural diversity and natural beauty also highlight how migration is increasingly driven by personal and professional fulfillment rather than economic need.

Moreover, the identification of these reasons via theoretical prism highlights the need of cultural literacy and adaptation in the life of digital nomads. As these people build relationships inside the local setting, the impact of digital networks helps them fit into Balinese culture, therefore supporting Castells' belief that a networked environment improves social contacts and career chances. Reflecting a changing scene of employment and community, the study emphasises how digital nomads deliberately seek settings that fit their lifestyle choices and collaboration possibilities. Examining the reasons and actions of digital nomads not only adds to the body of current migration studies but also motivates more research on the broader effects of nomadic lifestyles on local businesses, cultural interaction, and environmental sustainability in popular sites like Bali.

## 5. Conclusion

This research emphasises the difficulties that can compromise the long-term viability of the digital nomad way of living in Bali. It emphasises the consequences of the research results, mainly how the conduct of digital nomads affects migration policies and worldwide tourism promotion. Policymakers, tourist marketers, and academics, as well as others, depend on an awareness of the reasons for migration since it shapes the formulation of policies fit for the changing dynamics of digital nomadism. Furthermore, the results highlight the requirements and preferences of people living this way, offering an understanding of how to help them fit into their surroundings.

The study does, although, also recognise some limits in its approach. The rather small sample size could not adequately represent the experiences of every digital nomad and their contacts with local people. Dependency on self-reported data exposes the possibility of biases, such as social desirability bias or recollection or social desirability bias, influencing the results' correctness. Moreover, language and cultural obstacles could have limited the thoroughness of the information acquired, yet the subjective character of qualitative data lacks the statistical strength of quantitative methods.

Future studies should investigate a more complete strategy to increase the long-term viability of digital nomads. The sample size should be increased to understand the situation better, and a mixed-methods approach, which combines qualitative and quantitative data, should be used. Even though longitudinal studies may better capture their changing community interactions, translators or cultural liaisons may help digital nomads overcome language barriers. These studies help build sustainable policies and actions by laying the groundwork for understanding digital nomadism's consequences in various situations. In its conclusion, this study sheds light on digital nomads and their effects on migration policy and tourism marketing. Thus, nomads and residents can live together sustainably.

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### Authors' Profiles

**Daniel Susilo** - Associate Professor of Communication and Digital Media Studies at Graduate School of Communication Studies, Universitas Bunda Mulia Jakarta. He also served as a Visiting Research Fellow at several World Class Universities such as Vrije University Amsterdam, Leiden University Netherlands, and Waseda University Tokyo during 2018-2022. He also acts as the National Committee of Scientific Journal Accreditation, Ministry of Higher Education, Science, and Technology Republic of Indonesia, and Committee of Internationalisation and Scientific Publication for the Association of Communication Science Higher Education Program, one of the Indonesian organisations that facilitated Networking inter Superintendents of Communication Science Higher Education in Indonesia. Email: dsusilo@bundamulia.ac.id

**Ida Ayu Laksmi Sari** has been a lecturer at the Department of Japanese Literature, Faculty of Humanities, Udayana University in Bali since 2008. She obtained her undergraduate degree from the Department of Japanese Literature at the University of Indonesia in 2007, her master's degree from the Faculty of Humanities at Udayana University in 2012, and her doctoral degree from the Linguistics Study Programme at University of Udayana in 2019. Her book titled

*Cerita Rakyat Bali Aga dan Ainu Jepang* published by Elsa Press, 2022. Currently, she serves as the head of the Library at the University of Udayana. Email [laksmi\\_sari@unud.ac.id](mailto:laksmi_sari@unud.ac.id)

**Guellica Agnesia Claudia Thanos** is a Graduate Student (MBA) at INTI International University Malaysia under a University Scholarship. Her research interests are Marketing Communication, Financial Literacy, and Social media. Email: [I24029656@student.newinti.edu.my](mailto:I24029656@student.newinti.edu.my)

**Toong Hai Sam** - Professor at INTI International University Malaysia, a multi-disciplinary researcher and entrepreneur, excels in science, technology, and academia with over 20 years of global business expertise. Honored as a Young Talented Scientist for ASEAN by China, he represents Malaysia at ASEAN forums. His research spans intelligent and precision agriculture, earning acclaim for advancing international scientific research, higher education, and talent cultivation in business and academia, seamlessly integrating his achievements in science, research, and innovation. Email: [toonghai.sam@newinti.edu.my](mailto:toonghai.sam@newinti.edu.my)