Digital Nomad Visa as a Development Instrument for Indonesian Tourism Diplomacy

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Abstrak

Visa Digital Nomad di Indonesia muncul seiring berkembangnya teknologi informasi dan komunikasi. Terminologi digital nomad berasal dari para remote workers yang kebanyakan bekerja dalam sektor digital, di mana para pelaku remote workers dapat mengerjakan pekerjaan mereka dari mana saja, tanpa terikat ruang, sejauh tersedia jaringan digital. Para remote workers yang menyebut diri mereka sebagai digital nomad ini, biasanya akan tinggal di suatu wilayah yang memiliki daya tarik wisata. Hal ini didorong oleh kemampuan mereka untuk bekerja di mana saja, sehingga mereka bisa memilih tempat yang nyaman untuk bekerja sekaligus mengusung ide work-life balance. Tren pekerja digital nomad ini semakin menjamur di berbagai wilayah, termasuk Indonesia, saat pandemi Covid-19 melanda dunia. Pemerintah Indonesia, dalam hal in Kementerian Pariwisata dan Ekonomi Kreatif (Kemenparekraf), melihat fenomena ini sebagai peluang bagi pengembangan pariwisata Indonesia dalam mengusung digital nomad tourism. Penelitian ini bertujuan meneliti bagaimana peran kebijakan Visa Digital Nomad sebagai instrumen pengembangan diplomasi pariwisata Indonesia. Penelitian ini adalah penelitian kualitatif. Data-data yang telah telah dikumpulkan dan dipilih ini lalu akan diproses untuk diolah dalam tahap pengolahan data. Data yang paling relevan serta mampu mendukung penelitian akan diproses untuk dilakukan analisis sehingga didapatkan hasil penelitian yang paling sesuai. Data-data tersebut dianalisis dengan interpretasi menggunakan landasan teori yang dari landasan konseptual. Analisis data yang diperoleh lalu disajikan dengan disesuaikan pada tujuan dan perumusan masalah yang telah ditentukan dalam penelitian.

Kata Kunci : *Visa Digital Nomad, pariwisata, remote worker, diplomasi pariwisata*

Abstract

The Digital Nomad Visa in Indonesia emerged along with the development of information and communication technology. The term digital nomad comes from remote workers who mostly work in the digital sector, where remote workers can do their work from anywhere without being bound by space, as long as a digital network is available. These remote workers, who call themselves digital nomads, will usually live in an area that has tourist attractions. This is driven by their ability to work anywhere, so they can choose a comfortable place to work while promoting the idea of work-life balance. This trend of digital nomad workers is increasingly mushrooming in various regions, including Indonesia, as the COVID-19 pandemic hits the world. The Indonesian government, in this case the Ministry of Tourism and Creative Economy (Kemenparekraf), sees this phenomenon as an opportunity for the development of Indonesian tourism by promoting digital nomad tourism. This research aims to examine the role of the Digital Nomad Visa policy as an instrument for developing Indonesian tourism diplomacy. This research is qualitative. The data that has been collected and selected

will then be processed in the data processing stage. The data that is most relevant and able to support research will be processed for analysis so that the most appropriate research results are obtained. These data were analyzed by interpretation using a theoretical basis based on a conceptual basis. The analysis of the data obtained is then presented in accordance with the objectives and problem formulation that have been determined in the research.

Keywords: Digital Nomad Visa, tourism, remote workers, tourism diplomacy

Introduction

This research discusses the digital nomad visa as an instrument for developing Indonesian tourism diplomacy. The emergence of the idea of a digital nomad visa policy in Indonesia initially came along with the development of technology and information. The term digital nomad comes from remote workers who mostly work in the digital sector, where remote workers can do their work from anywhere, not limited to an office building, place, or certain area. These remote workers, who call themselves digital nomads, will usually live in an area that has tourist attractions. This is driven by their ability to work anywhere, so they can choose a comfortable place to work while promoting the idea of work-life balance.

This trend of digital nomad workers is increasingly mushrooming in various regions, especially Indonesia, as the COVID-19 pandemic hits the world. During the pandemic, people are asked to stay at home and do their work from home to minimize the spread and transmission of the Corona virus. This appeal to stay at home has led to the emergence of more work sectors that were previously only done in the office and can now be done anywhere. Apart from that, during the pandemic, people were also prohibited from traveling, including for tourism purposes. At first, this did not cause problems, but because of the length of the pandemic period, people eventually felt bored. Therefore, when the COVID-19 pandemic began to subside and restrictions began to be relaxed, people began to choose a place that was comfortable for them to work while relieving the stress that had been present due to the travel ban.

The Indonesian government, in this case the Ministry of Tourism and Creative Economy (Kemenparekraf), sees this phenomenon as an opportunity for the development of Indonesian tourism by promoting digital nomad tourism. Indonesia, especially Bali, is one of the destinations chosen by digital nomads as a place for them

to work and travel. According to data compiled by the Ministry of Tourism and Creative Economy, there were 3,017 foreign tourists who used social and cultural destination tourism for digital nomads during the January–August 2022 period who came to Bali. These digital nomads mostly come from Russia, the United States, and England (Alatas, 2022). This figure includes quite high donations, considering that throughout 2021, Bali only received a total of 51 foreign tourists due to the impact of the COVID pandemic. The contribution of these digital nomads in donating tourists international threats in Indonesia, making the Indonesian government interested in implementing a special visa for digital nomads. Apart from the fact that there are quite a lot of them, the duration of digital nomads' stay in Bali is also quite long. Digital nomads are in Bali not only for tourism purposes, which is usually only a few weeks, but also for work purposes, so they can stay in Indonesia longer, up to several months. This contributes to the income of business actors in Bali and also contributes more to the country's foreign exchange.

On the occasion of the G20 meeting in November 2022, the Indonesian government promoted visa facilities for digital nomads who want to work while enjoying Indonesian tourism with two visa options. Digital nomads who want to stay in Indonesia for 3-6 months can choose the option to use the B211A visa. Meanwhile, digital nomads who want to live and work in Indonesia for more than 6 months to a maximum of 5 years can use a second home visa (Itsnaini, 2022). From the explanation above, a question can be drawn: what is the role of the Digital Nomad Visa as an instrument for developing Indonesian tourism diplomacy?

Methods and Theoretical Framework

Diplomacy, or formal negotiations between representatives of countries, has a long history. The earliest history of diplomacy or negotiation comes from the Fertile Crescent, where court envoys of Egypt and other Near Eastern countries corresponded with each other as part of an extended diplomatic network (Rosenbaum, 2019). Modern diplomacy as we know it began with the Peace of Westphalia in 1648 AD, which ended the Thirty Years' War and guaranteed the country's independence. Since then, diplomacy has expanded to include not only formal negotiations between embassies, consulates, and career diplomats but also more informal interactions among a wider

range of international figures (Rosenbaum, 2019). In fact, the definition of modern diplomacy to date and the scope of its development are increasingly expanding in various fields. Today's modern diplomacy can include international sporting events, culinary diplomacy, which has its own term, namely gastrodiplomacy, cultural activities packaged with today's technology, and the tourism sector, which is increasingly developing with advances in technology and information. Tourists unwittingly function as informal diplomats; they can also make connections that improve relations between nation-states.

The formation of the World Tourism Organization (UNWTO) was approved in 1970. This international organization is responsible for creating guidelines related to tourism issues. Therefore, tourism has been introduced as an industry and a vital force for commonality of thought, community development, and cultural interaction among nations. Tourism has the ability to act as a connecting factor for the formation of human interactions between nations around the world. In recent years, this industry has ranked third in the world's main economic areas after the oil and automotive industries. Researchers also predict that tourism will become the largest industry and economic activity in the world (Shiva Jalalpour, 2014).

In recent years, along with the development of technology and information, there has been an increase in a digital society whose lifestyle and work are not limited by location. The rise of the digital nomad has been championed by popular media as a desire to escape the relentless grind of modern life. Digital nomads are also heralded as a dream to live, providing an option to escape from the obligation to work from morning to evening. Those who follow this lifestyle are redefining "work" by pursuing work that allows for work while traveling locally and globally, flexibility in working hours, and escape from the traditional office environment (Nash et al., 2018).

Digital devices that can be compact and carried anywhere allow digital nomads to do various jobs while traveling. The majority of digital nomads work in the categories of programmer, developer, designer, or content creator. Many digital nomads who work in the scope of programming and development have careers in the fields of software engineering and web development. But not limited to programming and web developers, some digital nomads also work in the fields of blogging, graphic design,

translating documents, digital marketing, creating podcasts and YouTube videos, as well as financial and business consulting (Nash et al., 2018).

Another important component of digital-based work is that, whatever the application, digital workers rely heavily on internet connectivity to work on applications and deliver their completed digital work to their clients. In choosing their destination, many digital nomads from online forums ask about the best way to get internet access in various countries. Some digital nomads discuss using public WiFi, whereas others use their mobile data depending on several factors such as price, accessibility, and secure connection. However, digital nomads' reliance on digital tools and services to perform work means that an internet connection is required (Nash et al., 2018). After the Indonesian government officially stated that it would support digital nomads and even included digital nomad tourism as one of its tourism diplomacy strategies, it is necessary to see to what extent the government provides facilities for digital nomads. The success or failure of the tourism industry in each country directly depends on supportive government policies, so the more government support for tourism, the more this section will develop into various branches (Armaghan, 2014). With the implementation of the digital nomad visa, the government has started the initial stage in the process of developing Indonesia's digital tourism ecosystem by targeting the digital nomad community as the target of this policy.

In addition, it is necessary to consider that if security and proper regulations or infrastructure are provided in tourism, the benefits will further increase (Armaghan, 2014). Digital nomad tourism is a tourism diplomacy development strategy that will involve various aspects of society. Starting from transportation providers, internet service providers, co-working space providers, housing providers, entertainment providers, as well as food and beverages Therefore, it is very possible that digital nomad tourism will contribute to the local economic sector. Apart from that, due to the longer duration of stay and tourism under the guise of work, which involves daily activities such as carrying out daily activities in a second home, it is also possible that community-based development can be formed involving the digital nomad ecosystem. Data collection through literature studies carried out by researchers has produced several findings. These findings include the motivation of digital nomads, the urgency

of providing special visas for digital nomads, the role of digital nomads in supporting tourism in Bali, and community-based development that is built on the community of digital nomads.

Results and Discussion

The motivation of digital workers who decide to become digital nomads comes from the desire to get away from the traditional values at work that have existed so far. In the late 1960s, human mobility increased due to higher living standards and better infrastructure, making it easier for people to travel. The basic goal of humans who have the desire to travel is usually to find one's inner purpose of satisfaction and search for meaning in other social cultures globally. In addition, individuals who oppose the idea of a monotonous and sedentary life are seen as the pioneers of modern nomadism (Haking, 2017). Compared to the pioneers of nomadism in the 1960s, the motivation behind the digital nomad lifestyle is to break away from the location-dependent structure of traditional society and employment. The most desired motivation is the freedom factor found in several contexts, namely professional freedom, spatial freedom, and personal freedom (Haking, 2017).

Professional freedom is the motivation to work independently, choosing and organizing work that is related to one's passions, and increasing feelings of purpose. Then, spatial freedom arises from the motivation to do virtual work while learning about lifestyles, cultures, norms, and other perspectives outside of their daily lives. Then, personal freedom arises because of the motivation to be more productive, creative, and, most importantly, for self-development and increased happiness (Haking, 2017).

After it was discovered that the digital nomad community was growing in size in Indonesia, especially in Bali, there was an urgency to provide firm and clear regulations specifically for digital nomads. In general, the main problem for Digital Nomads in Bali is the problem of residence permits, especially for Digital Nomads who often use Visit Stay Permits (ITK) while in Bali, which can cause visa validity problems and cause them to overstay a lot (Octavia, 2021).

Apart from that, there are other obstacles related to residence permit violations where it has not been explained what types of work digital nomads can and cannot do. Therefore, with its existence, the digital nomad visa is considered to be able to better regulate and categorize digital nomad actors, such as by regulating digital work patterns and determining administrative factors in the form of terms and conditions, for example, in terms of the amount of security deposit. By having a security deposit, the amount of which is specifically regulated for digital nomads, we will be able to screen out foreigners who have the potential to benefit Indonesian society (Octavia, 2021).

The attraction of Bali, which can realize the idea of working while still enjoying life, and the development of a digital nomad visa can also be a strategy to maintain the vitality of Bali tourism. With the proliferation of digital nomads in Bali, many coworking spaces have emerged. A coworking space is a comfortable place with fast electricity and internet access for digital nomads to do their work remotely. Famous coworking spaces in Bali include Hubud in Ubud, Dojo Bali in Canggu, Outpost Canggu in Canggu, and Sanur Creative Hub in Sanur. Seeing the large number of digital nomads in Bali, the opportunity to develop coworking spaces can also become a potential new business in the Bali tourism sector (Rakhmadi, 2021).

Digital nomads can also create community-based development. These developments include the health service sector for digital nomads, knowledge transfer from digital nomads to local communities, digital creative economy ecosystems, and sharing new perspectives with digital nomads from various countries. Coworking spaces understand the digital nomad's need to have a community. In terms of knowledge sharing, digital nomads have actively shared their knowledge at events held by coworking spaces. However, if you want to share knowledge with the local community, there are cultural barriers, such as differences in language and gestures between digital nomads and young local professionals. Apart from that, knowledge transfer can also be a formal networking event organized in collaboration with local universities in Bali and government cooperation (Rina A. Christiansen, 2023).

Then, with the existence of a digital nomad community, competency improvements for local Balinese people can also be carried out, such as improvements in education, skills, language (Indonesian and English), and the benefits of sharing

various fields of knowledge. Bali needs experienced people, such as digital nomads, to guide young professionals to get remote jobs in the global realm or to create start-ups. Creating a startup is inherently risky, and many will fail, which is why it is important to create a startup culture.

The Digital Nomad Visa can act as an important instrument in developing startups that focus on the tourism sector in Bali. Here are several ways Visa Digital Nomad's role can support the development of tourism startups in Bali:

- Attracting Young Entrepreneurs: The existence of the Digital Nomad Visa will attract the attention of young entrepreneurs from various countries to settle and operate in Bali. They can take advantage of the creative environment and huge tourism market potential on the island to establish their own startup.

- International Collaboration: Digital nomads have extensive global networks. They can open the door to collaboration between local entrepreneurs and entrepreneurs from various countries. This could result in innovative projects in the tourism sector, such as the development of applications, online platforms, or tourism support services.

- Creative Ideas and Fresh Views: The presence of digital nomads can bring fresh ideas and new perspectives regarding the tourism industry in Bali. They can help identify innovative and untapped business opportunities for local residents, such as leveraging new technology to enhance the tourist experience.

- Funding and Investment: High-income digital nomads may be interested in investing in local startups. This can be a valuable source of funding for young entrepreneurs in Bali to grow their businesses.

- Global Promotion: Tourism startups founded by digital nomads can leverage their global networks to promote Bali as a tourism destination. They can become active tourism ambassadors by sharing their experiences with international audiences via social media and other online platforms.

- Mentoring and Mentoring: Digital nomads who have business and technology experience can act as mentees for local entrepreneurs. They can share their knowledge and experience to help local startups grow and develop.

- Sustainable Innovation: Visa Digital Nomad can drive innovation in the tourism sector with a focus on sustainability. Startups founded by digital nomads may create environmentally friendly solutions or services that support sustainable development in Bali.

However, to ensure successful collaboration between digital nomads and local entrepreneurs, there needs to be a clear regulatory framework. This will help regulate business, intellectual property rights, and tax obligations, ensure that benefits from tourism startups reach local communities, and support Bali's sustainable development. With a good approach and close collaboration, Visa Digital Nomad can be a strong tool in driving the tourism startup sector and improving the tourism industry in Bali.

Another benefit for young professionals is having the confidence to compete in the global market. Meanwhile, with community-based development like this, the benefit for digital nomads is that they do not become isolated communities but become more integrated into local society (Rina A. Christiansen, 2023).

Conclusion

From this research, it can be concluded that the Digital Nomad Visa has great potential to act as an instrument for Indonesian tourism diplomacy in the digital era. improving Indonesia's tourism industry. This can be reflected in the growth in the number of digital nomads visiting Indonesia, which can then have a positive impact on the tourism sector, such as accommodation, food, transportation, and other related sectors.

The Digital Nomad Visa can be an effective diplomatic instrument by improving Indonesia's image in the eyes of the world. The presence of digital nomads who share their positive experiences on social media and online platforms can help promote Indonesia's natural beauty, culture, and friendliness to a global audience. This research may also find that Indonesia needs to develop infrastructure and facilities that

support digital nomads, such as fast and stable internet access, co-working spaces, and health services. This is an important factor in making Indonesia an attractive destination for digital nomads.

The Digital Nomad Visa can also open up opportunities for diplomatic collaboration with other countries that have similar programs. Through cooperation with partner countries, Indonesia can improve its diplomatic relations and promote joint tourism. Supporting aspects of Digital Nomad include visa services, taxes, and other legal aspects that need to be considered carefully to maintain the security and sustainability of this program. Finally, it can be concluded that the Digital Nomad Visa can act as an instrument for Indonesian tourism diplomacy if it is managed well and supported by the right steps.

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