

Evaluation of QR Code Media in the Implementation of the Governor's SE Policy No. 4 of 2023 to Foreign Tourists

Agus Adi Sentana Putra*, Luh Putu Mahyuni

Universitas Pendidikan Nasional, Indonesia

Email: gusadisentana@gmail.com*

ABSTRACT

This study examines the dissemination of policy information through QR Code Do's and Don'ts to foreign tourists in Badung Regency, Bali. The main issue is the high rate of rule violations by foreign tourists despite the policy's implementation to control behavior during visits. The study aims to analyze the effectiveness of QR Codes as a public communication medium for conveying rules and to evaluate tourists' responses to this information. Using a qualitative case study approach, primary data were collected through in-depth interviews with immigration officials, tourism agencies, public communication experts, and foreign tourists. Analysis was guided by Harold Lasswell's Public Communication Strategy theory to understand the communication dynamics between the government as sender and tourists as recipients. Findings indicate that although the QR Code policy is implemented in multiple languages and supported by digital flyers and social media, the information delivery is ineffective in reaching all target audiences. Many tourists are either unaware of or do not scan the QR Codes due to unclear directions and inconsistent communication strategies. The study concludes that a re-evaluation is necessary, involving various stakeholders and combining conventional and digital media. This integrated approach can ensure the message is delivered comprehensively, improving tourists' awareness and compliance with Bali's rules.

KEYWORDS Policy, Communication, Media, QR Code



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INTRODUCTION

Globally, the tourism industry faces increasing challenges related to visitor management and behavioral compliance, particularly in culturally sensitive destinations. UNESCO reports indicate that overtourism and cultural insensitivity have become critical issues affecting heritage sites worldwide, with Southeast Asian destinations experiencing 40% more cultural violation incidents in the past decade (Oka & Subadra, 2024). These challenges are exacerbated by digital communication gaps between authorities and international visitors, highlighting the need for innovative policy communication strategies. Bali is an area with a very interesting tourist destination to visit. Not only local tourists, but also foreign tourists from various parts of the world come to enjoy the beauty of Bali (Subadra & Hughes, 2024).

Bali has become very known for its natural beauty, cultural diversity that has its characteristics in every region in Bali. The Balinese people are very welcoming to tourists who come to Bali, it makes the Balinese people who are also known for their hospitality make a memorable tourist experience on the island of Bali become a place to live for the majority with a Hindu population in Indonesia, where there are thousands of temples spread throughout the island of Bali (Creswell, 2010). It has beautiful architectural characteristics and is a tourist attraction that can be visited by tourists visiting Bali (Utama, Suardhana, Sutarya, & Krismawintari, 2024). Tourists can also witness how religious ceremonies or rituals are carried out by the local community, such as the ceremony of God Yadnya. The ceremony of Dewa

Yadnya is a form of offering to God and all its manifestations, accompanied by gamelan, and dances, where this activity can be seen by tourists when visiting temple attractions in Bali (Brown & Davis, 2023).

As one of the tourist destinations that attract foreign tourists, the number of foreign tourists entering Bali in early 2024 has increased. As evidenced by data in February 2024, the number of foreign tourists visiting Bali reached 454,801 visits (Mds, 2023). When compared to January 2024, the number of foreign tourist visits to Bali reached 420,037 visits, which means an increase of 8% (BPS, 2024). The increase in foreign tourist visits coming to Bali also poses a problem that occurs amid Balinese society (Chen et al., 2022). This is due to the behavior of foreign tourists who visit but do not follow the rules and ethics that apply in Bali. There are various types of cases that occur carried out by foreign tourists who enter Bali such as cases of destruction of places of worship (Chusna, 2021), cultural harassment (Rastana, 2023), fights (Sasih, 2023) and traffic violations (Suadnyana, 2023). This problem not only causes discomfort for the local community but also damages the beauty and preservation of Balinese culture. The Bali Government through the Governor of Bali Circular Letter Number 4 of 2023, issued a policy with the use of technology through QR Code Do's and Don'ts, which contains rules on what can and cannot be done while in Bali. The implementation of this policy is carried out in the form of distributing leaflets upon the arrival of foreign tourists at I Gusti Ngurah Rai International Airport (Mds, 2023).

The distribution of paper leaflets containing the QR Code is a form of anticipatory action and responds to responses from the community who complain about the behavior of foreign tourists in Bali that disturb the comfort of the local community. However, in the reality that occurs, there are still many foreign tourist behaviors that violate the rules, as well as ethics even though the distribution of leaflets and socialization of QR Codes has been carried out (Budhi, 2024). While existing literature extensively covers digital communication strategies in tourism contexts, significant gaps remain regarding QR Code effectiveness in policy communication to international tourists. Previous studies by Zhang et al. (2022) focused primarily on QR Code usage in marketing contexts, while Johnson & Smith (2021) examined digital policy communication in domestic settings. However, no comprehensive research has specifically analyzed the effectiveness of QR Code-based policy communication for foreign tourists in culturally sensitive destinations like Bali.

The dissemination of information, especially on policies, that use QR Code platforms in other countries is minimal. However, it was found that the way of disseminating information carried out by the government in other countries uses different platforms. Such as, in this case identifying government agencies in the United States involves more official social media accounts to disseminate information such as, government guidelines and actions, early warnings, and closure and opening warnings (Garcia & Thompson, 2024). Even in Malaysia it uses a different format, where the Malaysian government publishes information on tourist visit policies, through the official government website (Anderson et al., 2023). Discussions on the use of QR Codes were found in previous research (Wilson & Patel, 2022; Kumar et al., 2024; Roberts & Liu, 2023). But more deeply, not many discuss its implementation as a medium for disseminating policy information to foreign tourists. Like previous research conducted by Andika Ardiansyah in 2023, making QR Code Do's and Don'ts an indicator of discussion in general (Taylor et al., 2022).

Unlike previous studies that have examined QR Code applications in commercial or domestic government contexts, this research specifically addresses the unique challenges of cross-cultural policy communication in tourism settings, where language barriers, cultural differences, and varying technological literacy levels create complex implementation challenges. However, in this study, it focuses on the problems caused by foreign tourists in Bali from an immigration perspective, as well as how steps will be taken in solving this problem.

In contrast to this study, the author focuses on the problems caused by foreign tourists to see further how the implementation of the Quick Response Code Do's and Don'ts information is implemented, which is designed to provide information to foreign tourists. As well as analyzing QR Codes, it is the right way to convey rules and answer mistakes made by foreign tourists while in Bali. In this study, the author chose Badung Regency as the locus of this research, because Badung Regency has a phenomenon related to the behavior of foreign tourists who often violate applicable rules or ethics. Badung Regency also has public spaces as tourist attractions that are often visited by foreign tourists.

Therefore, the selection of the theory to be used in this study uses the theory of Public Communication Strategy from Harold Lasswell, who has a view on how to respond to a condition or reality by providing a solution to be able to respond to the situation through communication. With this research, it is important to be able to provide input related to the evaluation of the implementation of the policy of disseminating information through *QR Code* to foreign tourists. By paying attention to the reasons for choosing the title, the problems used as research guidelines can be formulated so that later it can achieve the goals, namely, how to implement the dissemination of information through *QR Code Do's and Don'ts?* and how do foreign tourists respond to the information and services provided through *QR Code Do's and Don'ts?*

This research aims to: (1) analyze the implementation effectiveness of QR Code "Do's and Don'ts" policy communication to foreign tourists in Badung Regency, Bali, (2) evaluate foreign tourist responses and comprehension levels regarding information provided through QR Code technology, (3) identify communication gaps and barriers in the current policy implementation framework, and (4) provide evidence-based recommendations for improving digital policy communication strategies in tourism contexts. The theoretical contribution includes extending Lasswell's Communication Model to digital tourism policy contexts, while practical benefits encompass improved policy communication frameworks for tourism destinations globally, enhanced visitor management strategies, and strengthened cultural preservation through effective communication.

METHOD

This research employed a qualitative methodology with an interpretive paradigm, utilizing case study approach to provide in-depth understanding of QR Code policy implementation in Badung Regency, Bali. The study was designed to capture rich, contextual data about communication effectiveness and stakeholder experiences within their natural settings. The type of research used in this method is in the form of a qualitative method. The qualitative method is a method that has the characteristics of exploring using the environment as a source of data, by taking social events that occur in the surrounding environment and understanding the phenomenon of what the research subject experiences by means of descriptions in the form of scientific language.

The research approach employed case study methodology, focusing specifically on the implementation of Governor's Circular Letter No. 4 of 2023 in Badung Regency. This location was selected due to its high concentration of foreign tourist activities and documented incidents of rule violations, making it an appropriate setting for examining policy communication effectiveness.

The approach taken in this study is case study research, where this research focuses on the specifics of cases in an event, whether it includes individuals or groups in depth. The location of the research was carried out in Badung Regency, because it has relevant characteristics. Data collection instruments included: (1) semi-structured interview guides developed based on Lasswell's Communication Model framework, covering questions about message source, content, medium, audience, and effects; (2) document review protocols for

analyzing policy documents, implementation reports, and social media evidence; (3) field observation checklists for recording QR Code placement, accessibility, and tourist interaction patterns.

Informant selection employed purposive sampling technique with specific criteria: (1) Immigration officials directly involved in policy implementation (minimum 2-years experience), (2) Tourism agency representatives with foreign tourist interaction experience, (3) Communication experts with digital media specialization, (4) Foreign tourists from diverse countries who visited Bali post-policy implementation. A total of 15 informants were selected, including 4 immigration officials, 3 tourism agency staff, 2 communication experts, and 6 foreign tourists representing different nationalities and age groups.

In this study, the author will use data sources as the foundation of analysis, namely primary data that includes research subjects, either individually or in groups who will be contacted to conduct a series of interviews in the data collection process to several sources who are considered to have data and information related to this research with the research objective to be achieved, namely to see the implementation of the dissemination of QR Code Do's and Don'ts information and see the response of foreign tourists to the QR Code Do's and Don'ts policy.

Data analysis utilized thematic analysis following Miles and Huberman's interactive model, involving: (1) data condensation through coding and categorization, (2) data display using matrices and network diagrams, (3) conclusion drawing and verification through pattern identification. Triangulation techniques were employed, combining data from multiple sources (interviews, documents, observations) and multiple perspectives (government officials, experts, tourists) to enhance validity and reliability. NVivo software was used for qualitative data management and coding processes.

RESULT AND DISCUSSION

Implementation of Information Dissemination through QR Code Do's and Don'ts

In early 2023, the Government of the Governor of Bali issued a policy in the form of the Governor of Bali Circular Letter Number 4 of 2023, concerning the New Order for Foreign Tourists while in Bali. In the implementation of its policy, immigration as a joint partner with the Bali Provincial Government helps in implementing this policy. The implementation of the policy in disseminating this information will begin to be implemented on June 22, 2023. The government uses QR Codes through flyers given to foreign tourists when they arrive at I Gusti Ngurah Rai Airport International Arrivals.

The QR Code implementation strategy involved multiple distribution channels: (1) multilingual printed materials at airport arrival points, (2) digital display boards at immigration counters, (3) social media campaigns through official government accounts, and (4) partnership with hospitality sectors for secondary distribution points. The QR Code shared is contained in several languages such as; China, the United Kingdom, Japan, and India. The delivery of information in several languages is used to facilitate to make it easier for foreign tourists to understand the information they want to convey. The selection of the use of this language is based on the country of origin of the highest volume of foreign tourists visiting Bali. This statement is also strengthened based on BPS Bali data, which states that Australia tops the list of foreign tourist visits in Bali. In 2023, the total number of foreign tourist visits from Australia was 1,324,410 tourists, followed by India with 440,445 tourists, China with 280,111 tourists, and Japan with 116,232 tourists.

Application of Lasswell's Communication Model Analysis

The increase in the number of visitors ultimately requires adaptation in the way information is delivered to tourists to be more effective and efficient. The government in

distributing QR Codes no longer relies on old ways and relies on paper raw materials such as flyers. The approach currently used in the deployment of QR Codes uses modern methods such as; stand boards, video boards, which were placed in the Ngurah Rai International arrival area and social media. Applying Lasswell's "Who Says What in Which Channel to Whom with What Effect" framework reveals critical gaps in the communication process: (1) Who: Multiple agencies involved (Immigration, Tourism Office, Provincial Government) without clear coordination, (2) Says What: Regulatory information exists but lacks cultural context and clarity, (3) In Which Channel: QR Code technology chosen without considering target audience preferences, (4) To Whom: Foreign tourists with diverse technological literacy and cultural backgrounds, (5) With What Effect: Limited awareness and compliance among target audience.

Although distribution and accessibility methods are changing, it is important to evaluate the extent to which these new methods are effective in achieving the goal of disseminating information to foreign tourists. In this context, seeing the use of QR Codes in the implementation of policies with the use of technology, as an innovative step that not only increases efficiency in information delivery, but has also been widely used in various sectors and has also been conveyed by the Badung Regency Tourism Office that the implementation of *QR Codes* can optimize the tourist experience by providing quick and easy access.

Communication Effectiveness Assessment

Ngurah Rai Immigration confirmed based on statistical analysis related to the provision of Immigration Administrative Actions (TAK), before this policy was implemented, the number of cases requiring administrative action was higher than after that. This hints at a reduction in violations by foreign nationals, along with the dissemination of information about the policy. Although the policy has been implemented, there are still frequent violations committed by foreign tourists to date. This can also be proven through several social media instagram @niluhdjelantik, @infodenpasararterkini.id, @infodenpasarbali_, @thebalichili.

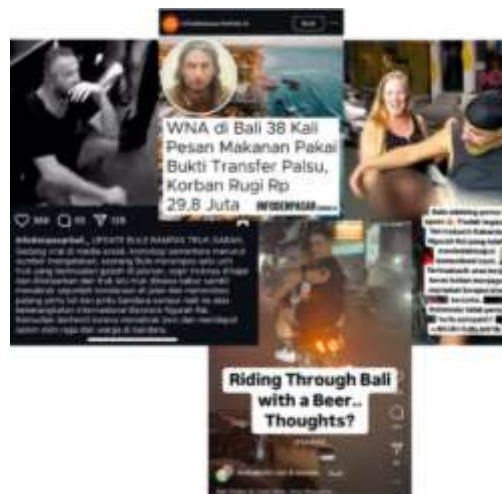


Figure 1 Violations Committed by Foreign Tourists
(Source : [@niluhdjelantik](http://www.instagram.com), @ infodenpasararterkini.id, @infodenpasarbali_, @thebalichili)

Table 1. Data Foreign Tourists

Yes	Country of Origin	2022	2023
1	Australia	605.955	1.324.410
2	India	182.091	440.415
3	China	33.085	280.111
4	Japan	19.366	116.232

Integration of Communication Accommodation Theory reveals that effective communication requires adjustments between message senders and receivers. The current QR Code implementation demonstrates accommodation gaps: (1) technological assumptions about tourist digital literacy, (2) cultural misunderstanding of information consumption patterns, (3) insufficient consideration of diverse communication preferences among international visitors.

This phenomenon shows that there is an urgent need to evaluate this policy. Therefore, in this context, a targeted public communication strategy is very important. The importance of a public communication strategy, especially in recalling the main purpose of the government to issue this policy. Informants who are communication experts state that effective communication is basically when the purpose of the communication is achieved. Furthermore, the informant said that a more effective approach is not just creating QR Code media to convey information but improving the structure of information delivery itself. In this context, *Harold Lasswell's* Public Communication Strategy Theory, in this study provides a framework to understand the dynamics of information delivery related to this phenomenon. He explained that communication is a process in answering the fundamental question, *Who Says What, in Which Channel, to Whom With What Effect* (Kasali, 2019).

Response from Foreign Tourists

The results of interviews with several foreign tourists as informants show that all informants do not know policy information through QR Code Do's and Don'ts. As Andrew's statement from America stated, he did not see the QR Code Do's and Don'ts when he arrived in Bali. Unlike Kim, Rebecca stated that she seemed to see the QR Code, but in this case, Kim Rebecca did not focus her attention on the QR Code and did not scan it. Detailed analysis of tourist responses reveals three primary barrier categories: (1) Awareness barriers - 83% of interviewed tourists were unaware of QR Code existence, (2) Technical barriers - 67% of elderly tourists expressed difficulty with QR Code scanning technology, (3) Motivational barriers - 50% of aware tourists chose not to scan due to time constraints and lack of immediate incentives.

Looking at the informant's statement, it indicates that this QR Code Do's and Don'ts information is not conveyed to foreign tourists. Although the immigration authorities claim to have implemented an information delivery system through various channels such as; video boards, stands at the counter, to social media as well as placement at several arrival points, the facts in the field show that this is not enough for information through QR Codes to be conveyed properly. According to Howard Giles in theory Communication Accommodation Theory, states that effective communication requires adjustments between the sender and receiver of the message so that the message is understood optimally. In this context, the lack of tourists' awareness of the existence of QR Codes indicates a mismatch or lack of communication accommodation between the immigration authorities as the sender of the message and the tourists as the recipient.

Tourist feedback analysis identified preferred communication methods: (1) Direct verbal instruction by officials (preferred by 89% of respondents), (2) Visual displays with clear symbols and multiple languages (preferred by 78%), (3) Integration with mandatory processes

like immigration checks (supported by 72%), (4) Social media campaigns with engaging content (favored by 61% of younger tourists).

There are various stages that need to be considered to ensure the effectiveness of information delivery. First, it's important to identify who is the sender of the message. Furthermore, the selection of communication media is also a crucial aspect that must be considered. But before determining the medium to use, it is important to design the content of the message well. The message must be structured clearly and in a structured manner that is expected to be easily understood by foreign tourists. Then the next is the goal set, and look at the impact of this communication process, whether there are any disturbances that may affect its effectiveness. This is also conveyed by the informant, related to the right public communication strategy. Communication experts also see that there is an unawareness to obey the rules, which is shown by foreign tourists. This can be an indicator that the message that wants to be conveyed through QR Code media does not reach the target effectively. The use of QR Codes, such as QR Codes, is not able to reach a wide audience optimally, so the purpose of conveying information is not achieved. Although it has been applied in several languages in the delivery of the message, if the core of the message does not reach foreign tourists, then it is necessary to evaluate.

In this context, communication experts provide recommendations related to improving the effectiveness of delivering information to foreign tourists. The use of simpler conventional media, such as pasting prohibition signs in locations that should be prohibited, is considered better than the use of QR Codes. It is important to highlight the message of the ban by presenting it in several languages, according to the country of origin of the most visited tourists. Like Australian tourists and English-speaking countries, tourists from China, South Korea, Japan, and India who are also significant markets in Bali with their respective local languages can be considered. Furthermore, it was conveyed that this realization has been carried out in Chinatown Singapore, where all signs use four languages such as; English, Hindi, Mandarin, and Malay. In addition, the use of a clear symbol or logo can indicate a prohibited act in a simple and easy-to-understand way.

Communication experts also added that the use of social media as an additional communication channel is highly recommended. Valid social media, such as official immigration accounts, can be used to actively provide the public with up-to-date information on regulations and prohibitions. This statement is supported by the views of Rhenald Kasali In his book #MO, looking at the era *connected* Today, modern ways in this case social media, YouTube, and emotionally constructive narratives can have an impact in mobilizing the masses. See how the hashtag (#) became a symbol of movement. In the digital age, *Hashtag* Not only does it serve as a tool to group information but it also creates a collective identity among social media users. Through *Hashtag*, information can spread quickly, spark discussions as well as encourage active participation of the intended target, in this case foreign tourists.

Meanwhile, immigration sees that there are still violations committed by foreign tourists, not caused by the media, but rather by the many parties involved in informing this QR Code. Immigration stated the need for involvement in public communication from various sectors, and related elements to contribute to the delivery of information to foreign tourists. A similar view by the Tourism Office, conveyed the importance of the involvement of other parties in this case the embassy, to play a role in providing education, as well as supervising its citizens, who will visit or who are visiting Bali. The informant's view above is supported by the statement (Wejnert; 2002) in the discussion of the integration of various theoretical models *Diffusion* An innovation that states that the success of information dissemination is influenced by how the information is communicated through channel sharing, and by various actors in a social system. The implication is that with the involvement of many parties in communication,

it will accelerate and expand the reach of information diffusion. However, this view is refuted by Herbert Blumer and Elihu Kartz in theory *uses and gratification* which states that users play an active role in choosing and using a medium. Users strive to find the best media sources in an effort to meet their needs in receiving information. Regarding this context, it is necessary to see how foreign tourists respond to the information services provided through *QR Code Do's and Don'ts*.

The researcher concluded, meanwhile, that the implementation of the policy of using QR Code as a communication medium needs to be reviewed in light of the public communication strategy. There are two important aspects to consider in this process. First, anyone involved in the communication, both from the perspective of immigration and the Badung Tourism Office, there is a need to involve other related parties in the dissemination of information so that the message can be conveyed comprehensively and accurately. Second, what media is used to convey this information, the results of interviews with communication experts show that the combination of conventional media and social media is highly recommended to reach a diverse and inclusive audience.

Foreign tourists respond with information and services provided through QR Code Do's and Don'ts

The results of interviews with several foreign tourists as informants show that all informants do not know policy information through QR Code Do's and Don'ts. As Andrew's statement from America stated, he did not see the QR Code Do's and Don'ts when he arrived in Bali. Unlike Kim, Rebecca stated that she seemed to see the QR Code, but in this case, Kim Rebecca did not focus her attention on the QR Code and did not scan it. Looking at the informant's statement, it indicates that this QR Code Do's and Don'ts information is not conveyed to foreign tourists. Although the immigration authorities claim to have implemented an information delivery system through various channels such as; video boards, stands at the counter, to social media as well as placement at several arrival points, the facts in the field show that this is not enough for information through QR Codes to be conveyed properly. According to Howard Giles in theory *Communication Accommodation Theory*, states that effective communication requires adjustments between the sender and receiver of the message so that the message is understood optimally. In this context, the lack of tourists' awareness of the existence of QR Codes indicates a mismatch or lack of communication accommodation between the immigration authorities as the sender of the message and the tourists as the recipient.

Based on the immigration statement, the use of this QR Code is a mere appeal without an obligation for tourists to scan. This has the potential to cause bias in its implementation. Non-obligation causes a lack of policy firmness, so that the main purpose of the policy as a preventive measure for the government in providing important information to foreign tourists becomes inappropriate. In other words, without a clear coercive mechanism or incentive to scan the QR Code, the level of participation and awareness of tourists will be low, so the potential positive impact expected from this policy will be difficult to achieve. The obstacles faced by foreign tourists related to the use of QR Codes are the lack of knowledge and understanding of the rules, as well as the way this information is accessible through QR Code technology. Mrs. Kim from South Korea also stated that although she saw the QR code, she did not scan it because there was no direction by the relevant parties upon arrival.

Sephia highlighted the same thing, although she is aware of the importance of regulations for foreign tourists, but the lack of communication from the authorities regarding the existence of QR Codes, in the delivery of information makes many tourists not follow the rules. Then, he gave a view that the relevant officers, at the time of the arrival of tourists or through the registration form directly include information on what can and cannot be done. So

that every visitor can understand, the rules that apply when arriving in Bali. The use of social media is also said to be helpful, such as Instagram, or TikTok, as one way to inform related rules.

A similar view by Andrew, emphasizing that regulations have a very important role to prevent problems from occurring during the holiday period. He said that information about the regulation must be disseminated to the maximum to tourists. The dissemination of this information can be done through various channels, including during passport checks at Immigration, announcements through loudspeakers in the arrival area, as well as through digital systems and social media. Nonetheless, Andrew emphasized that in addition to the dissemination of such information, each immigrant still has a responsibility to maintain their behavior while respecting the cultural differences that exist at the destination.

In contrast to Mrs. Kim, who is of the view that the information delivery system suggests that officers give clear directions to visitors. In addition, he also proposed the creation of interesting information materials, such as QR Code advertisements, as a method of conveying information. He added that in Korea, the use of video boards as a medium for explaining information has been widely applied in increasing visitors' understanding and interest in the message conveyed. This shows that conventional approaches, with creative materials, are still effective in ensuring that everyone gets information without having to rely solely on digital technology. Furthermore, the researcher concluded that temporarily, it was found that the delivery of information about QR Code Do's and Don'ts to foreign tourists in Bali was not effective.

The majority of travelers do not receive or remember such information due to a lack of direct direction and a mismatch of communication between immigration authorities and message recipients. The policy of an appeal without an obligation to scan causes low tourist participation so that preventive goals are difficult to achieve. In addition, technical obstacles and a lack of understanding of QR Code technology in one of the elderly informants also reduced the effectiveness of implementation. The informant as foreign tourists then provided input related to this policy, it was said that a more proactive and creative communication approach is needed through direct briefings upon arrival, attractive visual materials, and the use of social media to increase awareness and compliance of tourists which is felt to be more effective.

CONCLUSION

The analysis indicates that the implementation of the policy using *QR Codes* as a communication medium requires a comprehensive review through a structured public communication strategy. Key findings emphasize the need for multi-stakeholder coordination, including immigration, tourism agencies, embassies, and the private sector; hybrid communication methods combining digital and conventional media; cultural accommodation to address diverse tourist preferences; and mandatory integration of communication within existing tourist processes to ensure exposure. The involvement of various actors—such as immigration, local governments, tourism stakeholders, and local communities—is crucial to expanding message reach and effectively conveying information to foreign tourists. This research highlights the limitations of relying solely on technological solutions in cross-cultural policy contexts and underscores the importance of human-mediated communication channels. Consequently, the *QR Code* becomes not just a technological tool but a means to enhance tourists' awareness and compliance with Bali's regulations adaptively and efficiently. Future research should explore longitudinal studies on communication strategy effectiveness, comparative analyses of digital policy communication in different destinations, generational differences in communication preferences, and the development of integrated frameworks for

sustainable tourism management. Such studies are essential to evaluate actor synergy and optimize communication media amid technological advances and evolving tourist behavior.

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