

# Model of Persuasive Communication for Russian Tourists on Handle of Digital Nomad

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DOI: <https://doi.org/10.52403/ijrr.20230549>

## ABSTRACT

Global Market is part of the norm and it is supported by the digital age. With internet, people is able to access transaction from other region or other state, hence it includes what happened to Bali tourism. Bali tourism has been part of the state's important income, it's as equal as State Owned Enterprise business. In order to preserve the business, some problems occurred and that includes how work field and multirace community faced struggle. With content analysis, the research reveals the problem of Russian Tourist and their traffic capability or the gentrification within digital nomads due to the work is being filled with foreigners. Each of them had the persuasive communication to deal with this kind of problem. The persuasive communication interestingly involves the foreigner itself with satiric content in order to make them understand the rules.

**Keywords:** Russian Tourist; Content Analysis; Digital Nomad; Bali; Persuasive Communication

## INTRODUCTION

Bali, an island in Indonesia, has long been a popular tourist destination known for its beautiful beaches, temples, and unique culture. However, in recent years, there has been a growing discussion about gentrification in Bali, particularly in areas such as Seminyak, Canggu, and Ubud. Gentrification is the process by which a historically working-class or low-income neighborhood undergoes rapid development and becomes a more affluent and upscale area, often leading to the displacement of

long-time residents and changes to the local culture. The discussion of gentrification in Bali is complex, and there are many different perspectives on the issue. Some argue that gentrification has brought economic benefits to Bali, creating jobs and increasing tourism revenue. Others argue that gentrification has led to rising property values and the displacement of locals, as developers prioritize building luxury resorts and villas over affordable housing.

One of the key drivers of gentrification in Bali is tourism. The island's stunning natural beauty and unique culture have made it a popular destination for travellers from all over the world. As a result, tourism has become a major industry in Bali, with many locals relying on it for their livelihoods. However, as tourism has grown, so too has the demand for luxury accommodations and high-end dining options. This has led to the development of upscale hotels, resorts, and villas in areas like Seminyak and Canggu, which were once relatively affordable and accessible to locals. The rise of luxury accommodations has also led to a shift in the types of tourists who visit Bali. While the island was once known for attracting backpackers and budget travellers, it is now increasingly seen as a destination for affluent and high-end tourists. This has led to a change in the local culture, as businesses and attractions cater more to the tastes of these visitors. Some argue that this has led to a loss of the unique charm and authenticity that once drew people to Bali.

Another factor contributing to gentrification in Bali is the influx of foreign investors. Many developers from overseas are investing in Bali's real estate market, attracted by the island's natural beauty and potential for high returns. This has led to a surge in property prices, making it increasingly difficult for locals to afford to live in certain areas. Some argue that this has led to the displacement of long-time residents, as they are forced to move to more affordable areas outside of the tourist zones. The debate around gentrification in Bali is complicated by the fact that there are both winners and losers in the process. On the one hand, gentrification has brought economic benefits to Bali, creating jobs and increasing tourism revenue. On the other hand, it has also led to rising property values and the displacement of locals, as developers prioritize building luxury accommodations over affordable housing. In conclusion, the discussion of gentrification in Bali is complex and multifaceted. While gentrification has brought economic benefits to the island, it has also led to the displacement of long-time residents and changes to the local culture. To address this issue, it is important to promote sustainable tourism practices and community-based tourism initiatives that benefit both tourists and locals. The purpose of this research is to discover the persuasive aspect between different social phenomenon in the digital age. The internet behaviour allows people to display some different expressions; thus, making social phenomenon like gentrification and digital nomads are more wide range to discover the pattern of its persuasiveness.

## **LITERATURE REVIEW**

Indonesia has a rich history of tourism that dates back to the ancient era when travellers and traders from around the world visited the archipelago. However, modern tourism in Indonesia began to develop during the Dutch colonial period, with the establishment of resorts and hotels for Dutch officials and wealthy tourists. During the early 20th century, the Dutch colonial government

actively promoted Indonesia as a tourist destination, highlighting the country's natural beauty, cultural diversity, and historical sites. The government also invested in infrastructure projects such as airports, roads, and hotels to facilitate tourism. After Indonesia gained independence from the Dutch in 1949, the new government continued to promote tourism as a means of economic development. In the 1950s and 1960s, the country experienced a surge in tourism, with visitors from around the world drawn to Indonesia's exotic beaches, tropical rainforests, and ancient temples (Damayanti et al., 2022; Khairiyah, 2020).

During the 1970s and 1980s, Indonesia's tourism industry grew rapidly, thanks to the development of new hotels and resorts, increased air travel, and aggressive marketing campaigns. The government also launched several initiatives to boost tourism, including the "Visit Indonesia Year" campaign in 1991. However, the 1997 Asian Financial Crisis hit Indonesia's tourism industry hard, with visitor numbers dropping significantly. The tourism industry also suffered during the political turmoil of the late 1990s and early 2000s, as well as the terrorist attacks of 2002 and 2005. Despite these setbacks, Indonesia's tourism industry has continued to grow in recent years. The country's unique cultural and natural attractions, such as Bali's beaches and Borobudur Temple, continue to draw millions of visitors each year (Doornbos et al., 2021; Prodan, 2021).

Today, Indonesia is one of the world's most popular tourist destinations, with millions of visitors from around the world visiting the archipelago each year. The country's tourism industry contributes significantly to its economy, providing jobs and generating revenue for local communities.

Indonesia's tourism industry is also notable for its emphasis on sustainable tourism practices (Rahmawati & Lilik Kartika Sari, 2022). The country has implemented several initiatives to promote eco-tourism and preserve its natural and cultural heritage. For example, the government has established

several national parks and protected areas to conserve Indonesia's biodiversity and natural resources. In recent years, Indonesia has also embraced digital technology to promote tourism. The country has launched several mobile applications and online platforms to make it easier for tourists to plan their trips and explore the country's attractions.

In conclusion, Indonesia's tourism industry has a rich history that spans centuries. From the ancient era to the modern day, travellers and traders have been drawn to the archipelago's natural beauty, cultural diversity, and rich history (Handayani et al., 2021; Kholifah et al., 2021). Today, Indonesia's tourism industry is a significant contributor to its economy and a vital source of jobs and income for local communities. As the country continues to develop and promote sustainable tourism practices, it is likely to remain a popular destination for visitors from around the world for years to come.

Over the past few years, there has been a significant rise in the number of digital nomads flocking to Bali. These individuals, who have the freedom to work remotely while traveling, have been drawn to the island's tropical climate, vibrant culture, and low cost of living. In this article, we'll take a closer look at the rise of digital nomads in Bali and explore some of the reasons why the island has become such a popular destination for remote workers (Wiranatha et al., 2020). One of the main reasons why Bali has become such a popular destination for digital nomads is the island's affordability. The cost of living in Bali is relatively low compared to other popular digital nomad hotspots like New York, San Francisco, or London. This makes it easier for remote workers to stretch their budgets and enjoy a comfortable lifestyle while working from paradise. Additionally, Bali offers a variety of affordable accommodation options, from budget guesthouses to luxury villas, which makes it possible for digital nomads with different budgets to find a place to stay that suits their needs (von Zumbusch & Lalicic, 2020).

Another factor that has contributed to the rise of digital nomads in Bali is the island's growing community of remote workers. In recent years, Bali has become a hub for digital nomads, with a thriving community of like-minded individuals who work together, share resources, and collaborate on projects. This community has been instrumental in helping new digital nomads settle into life on the island and make connections with other remote workers. Bali's vibrant culture and beautiful natural landscapes are also major draws for digital nomads. The island is home to a rich culture that is steeped in tradition, with stunning temples, colourful festivals, and delicious food that reflect Bali's unique heritage. In addition, Bali's beautiful beaches, lush rice terraces, and stunning waterfalls provide a picturesque backdrop for digital nomads to work, relax, and explore.

The rise of coworking spaces in Bali has also made it easier for digital nomads to work remotely on the island. Coworking spaces provide a professional and productive environment where remote workers can focus on their work while also networking and socializing with other like-minded individuals. Many coworking spaces in Bali offer amenities like high-speed internet, comfortable seating, and free coffee or snacks, making it easier for digital nomads to stay productive and energized while working. The Indonesian government has also recognized the potential benefits of attracting digital nomads to the country and has taken steps to make it easier for remote workers to live and work in Bali (Nash et al., 2021). In 2021, the government introduced a new visa scheme specifically designed for digital nomads, which allows them to stay in Bali for up to six months without having to leave the country or apply for a work permit. This visa scheme has made it easier for digital nomads to settle into life on the island and enjoy all that Bali has to offer.

While there are many benefits to being a digital nomad in Bali, there are also some challenges that remote workers may face. One of the biggest challenges is the time difference between Bali and the rest of the

world, which can make it difficult to communicate with clients or colleagues in different time zones. Additionally, Bali's tropical climate can be both a blessing and a curse, with hot and humid weather that can be challenging to work in, especially if you're not used to it. In conclusion, the rise of digital nomads in Bali is a trend that shows no signs of slowing down (Rahayu et al., 2022; Sukma Winarya Prabawa & Ratih Pertiwi, 2020). The island's affordability, vibrant culture, beautiful landscapes, growing community of remote workers, and supportive government policies have all contributed to making Bali a top destination for remote workers looking to combine work and travel.

However, for some bright chance and benefit out of it, there are some problems circling around it. Bali, Indonesia has long been a popular destination for digital nomads, thanks to its affordable cost of living, beautiful scenery, and thriving coworking scene. However, the COVID-19 pandemic has brought a new set of challenges for Bali's digital nomad community (Chevtava & Denizci-Guillet, 2021). In this article, we will explore some of the key issues that digital nomads in Bali are facing, and what can be done to address them. One of the biggest challenges facing digital nomads in Bali is the lack of reliable internet infrastructure. While there are many coworking spaces and cafes that offer free Wi-Fi, the quality of the connection can be highly variable (Bahri & Widhyarto, 2021; Prabawati, 2021). This can make it difficult for digital nomads to stay connected with clients, upload large files, or participate in video calls. In some cases, the internet connection may be so slow that it's impossible to work effectively at all.

Another issue facing Bali's digital nomads is the uncertain legal status of their stay in Indonesia. While Indonesia technically allows for tourist visas that last up to 60 days, many digital nomads choose to stay in Bali for much longer than this. To do so legally, they must obtain a business visa, which can be a complex and time-consuming process.

Even then, there is a risk of being deported if authorities decide that a digital nomad is not adhering to the terms of their visa. This can make it difficult for digital nomads to plan their stay in Bali with confidence. The COVID-19 pandemic has also brought new challenges for Bali's digital nomads. In 2020, the Indonesian government closed its borders to all foreign visitors, including digital nomads. While Bali has since reopened to tourists, the situation remains unpredictable. Many digital nomads who were previously based in Bali have had to leave the country due to visa issues or concerns about the pandemic. This has led to a sense of instability and uncertainty among the digital nomad community in Bali.

Another issue facing digital nomads in Bali is the impact of tourism on the island. Bali has become an increasingly popular tourist destination in recent years, and this has led to a range of issues, from environmental degradation to overcrowding (Rakhmadi, 2022). Digital nomads who are sensitive to these issues may feel uncomfortable contributing to them by staying on the island. Additionally, the influx of tourists has driven up the cost of living in Bali, which can make it more difficult for digital nomads to live there affordably. Despite these challenges, Bali remains a popular destination for digital nomads. The island's unique blend of natural beauty, cultural richness, and affordable living make it an attractive option for many remote workers. However, in order to address the challenges facing the digital nomad community in Bali, there are a few things that can be done.

First, the Indonesian government could invest more in internet infrastructure. By improving the quality and reliability of the internet connection in Bali, digital nomads would be able to work more effectively and productively. Additionally, the government could clarify the legal status of digital nomads in the country and make it easier for them to obtain long-term visas. Second, the digital nomad community in Bali could work together to advocate for their needs. By organizing events and campaigns, digital

nomads could raise awareness of the challenges they face and encourage local authorities to act (Mulyana et al., 2020; Utama, 2021). This could include lobbying for improved internet infrastructure or working with local businesses to create more digital nomad-friendly spaces. Finally, individual digital nomads can take steps to reduce their impact on the environment and support sustainable tourism in Bali. This could involve choosing to stay in eco-friendly accommodations, or supporting local businesses that prioritize sustainability. By making these choices, digital nomads can help to ensure that Bali remains a beautiful and vibrant destination for years to come.

## **MATERIALS & METHODS**

Krippendorff Content Analysis is a research method used to analyse textual data, including interviews, documents, and social media posts. This method is commonly used to identify patterns, themes, and meaning within large amounts of text (Daniel Susilo & Lu Hui Chen, 2023). The analysis is based on a set of predetermined codes or categories that are applied to the data. Digital nomads are individuals who use digital technology to work remotely while traveling. They rely on a variety of tools, such as laptops, smartphones, and Wi-Fi, to perform their work from anywhere in the world. Digital nomads have become increasingly popular in recent years, with estimates suggesting that there are over 10 million digital nomads worldwide.

Krippendorff Content Analysis can be used to analyse the experiences and behaviours of digital nomads. Researchers can use this method to identify the key themes and patterns that emerge from digital nomad narratives, such as the benefits and challenges of remote work, the impact of technology on work-life balance, and the role of social media in digital nomad communities (Daniel Susilo, 2023). The first step in using Krippendorff Content Analysis to study digital nomads is to identify the sources of data. Researchers may collect data through interviews with digital nomads,

online surveys, or analysis of social media posts. Once the data has been collected, it is transcribed or coded into a format that can be analysed using Krippendorff Content Analysis.

The next step is to develop a coding scheme that will be used to analyse the data. This involves identifying the key themes or categories that will be used to classify the data. For example, themes may include the reasons why digital nomads choose this lifestyle, the challenges they face in their work, and their experiences with social isolation. After developing the coding scheme, researchers can apply it to the data using Krippendorff Content Analysis software or manual coding. This involves systematically analysing each piece of data and assigning it to the appropriate category or theme. The analysis should be iterative, with the coding scheme revised as new themes or categories emerge from the data.

Once the data has been analysed using Krippendorff Content Analysis, researchers can draw conclusions about the experiences and behaviours of digital nomads. They can identify the key themes and patterns that emerge from the data, such as the importance of flexible work arrangements, the role of social media in digital nomad communities, and the challenges of maintaining work-life balance. Krippendorff Content Analysis has several advantages when used to study digital nomads. It allows researchers to analyse large amounts of textual data quickly and efficiently (Daniel Susilo et al., 2023). It also allows for a systematic analysis of the data, ensuring that all relevant themes and categories are identified. Additionally, Krippendorff Content Analysis is flexible, allowing researchers to revise the coding scheme as new themes or categories emerge from the data. In conclusion, Krippendorff Content Analysis is a useful research method for analysing the experiences and behaviours of digital nomads. By using this method, researchers can identify the key themes and patterns that emerge from digital nomad narratives, providing insights into the




benefits and challenges of remote work and the role of technology in work-life balance.

**Analysis Technique**

The analysis technique for this topic will be gathering the video around Russian tourist. The title will be the main data highlight and

the gathered data will be put inside the table. The detailed analysis will be written down after the data in the table is filled. The data of this research is taking qualitative characteristic in order to have in-depth analysis on social phenomenon.

**RESULT**

CONTENT	TITLE	DESCRIPTION
	<p>Pemeran Thor Chris Hemsworth Pakai Helm saat Naik Motor di Bali, Tuai Pujian Netizen Indonesia</p>	<p>A video by Bangka Pos Official Youtube Channel about Chris Hemsworth visiting Bali. The title highlights about Chris Hemsworth’s helmet.</p>
	<p>Chris Hemsworth Liburan di Bali, Tertib Naik Motor Pakai Helm #Shorts</p>	<p>A video by Liputan6 Official Youtube Channel about Chris Hemsworth visiting Bali. The title highlights about Chris Hemsworth’s helmet.</p>
	<p>Even Thor wears a helmet: Indonesians praise Chris Hemsworth for obeying rules while riding motorcycle in Bali</p>	<p>A video addressed by Coconuts Baku Official Youtube Channel about Chris Hemsworth visiting Bali. The title highlights about Chris Hemsworth’s helmet.</p>

Based on the data above, the striking characteristic regarding this case is how the video is mostly about Chris Hemsworth visiting Bali and how their daily footage, but the video title uses direct message how Chris Hemsworth using a proper helmet. The linguistic satire occurred in this video is recently sparked by the problems where foreign tourist continuously makes problem around local law. All 3 videos have same videos which contain slice of life visual or daily travel, but the title highlights the same thing about Chris Hemsworth using proper helmet. This proves that it is a persuasive communication in satiric manner.

### **Tourist Problem**

One of the most pressing issues related to Bali tourism is the strain on the island's infrastructure. Bali's roads, sewage systems, and waste management facilities were not designed to accommodate the sheer volume of tourists who visit the island every year. As a result, traffic congestion is a major problem in many areas, and waste management has become a significant challenge. Then, another problem occurs that tourists face when it comes to traffic in Bali is the chaotic and congested road conditions. Bali has become a popular tourist destination, and its infrastructure has not been able to keep up with the increasing number of visitors.

As a result, the roads can be crowded, with heavy traffic during peak hours, and the streets can be narrow, with poor lighting and uneven surfaces (Suyadnya, 2022). Tourists may also find it challenging to navigate the local road rules and driving customs, which can be quite different from what they're used to in their home country. For example, in Bali, it's common to see motorbikes weaving through traffic, and many drivers do not use turn signals or follow other traffic laws. Additionally, there have been instances of tourists breaking traffic laws, such as driving without helmets or licenses, speeding, or driving under the influence of drugs or alcohol. These violations can lead to accidents, injuries, or legal consequences,

and tourists should always prioritize safety when driving or riding on the roads in Bali. To address these issues, tourists should take precautions, such as hiring a local driver, using ride-hailing services, or using public transportation to navigate Bali's roads safely. Additionally, tourists should familiarize themselves with the local traffic rules and customs before driving or riding on Bali's roads to avoid any misunderstandings or legal issues.

## **DISCUSSION**

### **Bali and Gentrification Through Digital Nomad**

Bali is a popular tourist destination known for its beautiful beaches, lush green rice terraces, and rich cultural heritage. In recent years, Bali has also become a hotspot for digital nomads - people who work remotely and use technology to earn a living while traveling the world. However, the increasing number of digital nomads in Bali has created some challenges for both the tourists and the local community. Some of the problems faced by Bali tourists who are also digital nomads include:

**High Cost of Living:** Bali has become a popular destination for digital nomads due to its relatively low cost of living. However, as more digital nomads flock to the island, the cost of living has been steadily increasing. This can be a problem for digital nomads who are on a tight budget and need to keep their expenses low. **Internet Connectivity:** Reliable internet connectivity is essential for digital nomads to work remotely. However, the quality of internet connectivity in Bali can be inconsistent, with some areas having slow and unreliable connections. This can be frustrating for digital nomads who need to stay connected to their clients and colleagues (Ginaya et al., 2020).

- **Infrastructure:** While Bali has a well-developed tourism industry, the island's infrastructure is not always conducive to remote work. Many cafes and co-working spaces do not have adequate power outlets or comfortable seating,

which can make it difficult for digital nomads to work for long hours.

- Culture Shock: Bali has a rich cultural heritage, and digital nomads who are new to the island may experience culture shock. This can make it challenging to adjust to the local way of life, which can impact their work productivity and mental health.
- Visa Issues: Digital nomads who wish to stay in Bali for an extended period may face visa issues. Indonesia has strict visa regulations, and digital nomads may need to leave the country periodically to renew their visa or apply for a new one.

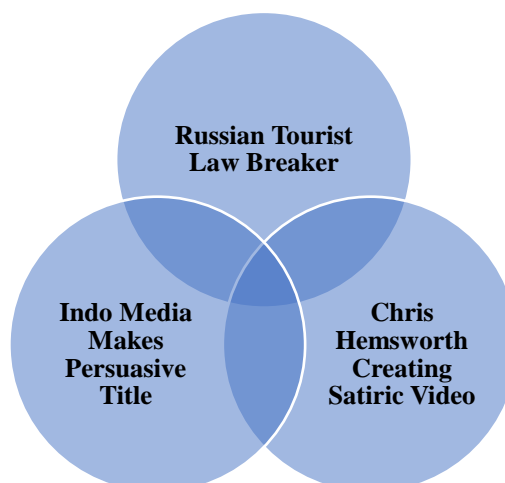
In conclusion, while Bali offers many attractions for digital nomads, there are also several challenges to consider. Digital nomads should do their research and prepare themselves adequately before embarking on a work and travel adventure in Bali.

The Bali tourist problem has also had a significant impact on the island's culture. Many tourists come to Bali for its unique traditions and customs, but the influx of visitors has led to a commercialization of Balinese culture. Many local businesses now cater to tourists, offering cheap souvenirs and fake traditional ceremonies that do not accurately represent Balinese culture. This commodification of culture can lead to the

loss of traditional practices and the erosion of local identity. The Bali tourist problem has also resulted in social and economic inequality. Many Balinese people who work in the tourism industry earn low wages, while tourists enjoy luxurious accommodations and activities. The economic benefits of tourism are not always distributed fairly, with many local communities not seeing the benefits of the industry. This can lead to resentment and social tension between locals and tourists.

Finally, the Bali tourist problem has had an impact on the island's security. The high volume of tourists on the island has led to an increase in crime, including theft, scams, and drug-related offenses. The local police force is often overburdened, and some tourists may feel unsafe traveling to certain areas of the island. In conclusion, the Bali tourist problem is a complex issue with far-reaching impacts on the island's infrastructure, environment, culture, economy, and security. Addressing these challenges will require a coordinated effort from all stakeholders, including the government, the tourism industry, local communities, and visitors themselves. By working together, we can ensure that Bali remains a sustainable and responsible tourism destination for generations to come.

## The Persuasive Model



Based on the model above, as Digital Nomad caused gentrification in Indonesia, foreign

tourist started to oppose traffic law or openly reject it; as a result, other foreign tourist



especially Russian tourist becomes main topic in bringing disaster to Indonesia. That kind of protest creates a new trend, that Bali tourist started to act like colonialist (Ginaya & dkk., 2020). Christ Hemsworth serves as a role that bridges the foreigner and Indonesian, the white that shows you how to do it. The persuasive communication directed at Russian Tourist is a form of critique that western people is still containing their arrogance due to dollar superiority and stigmatizing Indonesia as poor country.

## CONCLUSION

Based on the analysis above, the conclusion of this analysis is that tourism is familiar of local protest and it's not as beautiful as tourism aesthetic promoted by different environment. The persuasive communication is delivered in satiric manner in order to deal with western ego. Rather than stigmatizing Russian tourist, it is rather showing how unsafe Indonesian security is treating people who isn't good at driving gets a free ride around Bali and break the traffic. The protest against this kind of traffic law arrogance is a result of years of gentrification by western digital nomad around Bali. The role of Chris Hemsworth in his video itself I am proof that white people only listen to white people, Asian or Indonesian are more like inferior / sub-human for them.

Author's suggestion for this research is that to have more detailed in-depth research regarding this phenomenon. This kind of social phenomenon needs special attention from researchers and media because it observes and discover what kind of form is the persuasive message we have? The persuasive message could influence and changes the shift of culture. Not only that, but the suggestion also itself is continuous recommendation regarding the future of this topic.

### Declaration by Authors

**Acknowledgement:** None

**Source of Funding:** None

**Conflict of Interest:** The authors declare no conflict of interest.

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How to cite this article: Daniel Susilo, Lu Hui Chen. Model of persuasive communication for Russian tourists on handle of digital nomad. *International Journal of Research and Review*. 2023; 10(5): 415-424.  
DOI: <https://doi.org/10.52403/ijrr.20230549>

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