

The Resilience of Balinese Tourism News During Post Covid-19 Pandemic

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Abstract

Tourism is like the industry and realistic example how to build a utopia. Tourism destination is like a real heaven to some people where they relax themselves and taking temporary happiness even though it's costly. However, in Bali, it isn't always looks like green grass. With analysis Google news traffic, we can see connected narrations through different public statement even though the news site is diverse. As a result, Bali is facing a new Divide et Impera circumstances using UU ITE tools.

Keywords: *UU ITE; Bali Tourism; Google news Traffic; Divide et Impera; Gentrification*

INTRODUCTION

Nestled in the Indonesian archipelago, Bali has become a prominent gem in the crown of global tourism. Renowned for its pristine beaches, lush landscapes, vibrant culture, and spiritual ambiance, Bali offers a captivating experience that entices travelers from all corners of the world. Let's embark on a virtual journey to uncover the enchanting allure of Bali tourism. Boasting picturesque beaches that grace its coastline, Bali presents a paradise for sun-seekers and water enthusiasts. The iconic Kuta Beach attracts surfers with its rolling waves, while the tranquil shores of Nusa Dua offer a serene escape. For those seeking a unique coastal experience, the black sand beaches of Amed and Lovina provide a captivating contrast. The breath-taking sunsets that paint the skies of Tanah Lot and Uluwatu are nothing short of mesmerizing, leaving visitors in awe of Bali's natural beauty.

Beyond its stunning shores, Bali's verdant landscapes offer a haven for nature enthusiasts. Ubud, often referred to as the cultural heart of Bali, is nestled amidst lush rice terraces and dense forests. This region captivates visitors with its serene ambiance, vibrant art scene, and spiritual retreats. The iconic Monkey Forest Sanctuary invites visitors to walk amidst playful monkeys and ancient temples, while the Tegalalang Rice Terrace showcases the island's agricultural prowess. Bali's cultural heritage is deeply ingrained in its daily life, making it a treasure trove for cultural enthusiasts. The island's countless temples, adorned with intricate carvings and vibrant ceremonies, provide a glimpse into its spiritual and religious traditions. The majestic Besakih Temple, also known as the Mother Temple, is a pilgrimage site for devout Hindus. The Goa Gajah, or Elephant Cave, invites exploration of its ancient rock formations and sacred bathing pools. Witnessing a traditional Balinese dance performance is an immersive experience that showcases the island's rich artistic heritage. The warm hospitality of the Balinese people adds an extra layer of charm to the island. Their genuine smiles and welcoming nature create an inviting atmosphere for visitors. Engaging with the locals allows travelers to delve deeper into the island's culture and traditions. Balinese cuisine tantalizes taste buds with its flavourful spices and unique blends. Savouring dishes such as Nasi Goreng (fried rice) and Babi Guling (suckling pig) provides a culinary adventure that showcases the island's gastronomic delights.

For adventure seekers, Bali offers a plethora of exhilarating activities. From white-water rafting in the Ayung River to hiking up the majestic Mount Batur at sunrise, the island presents a diverse range of outdoor pursuits. Diving and snorkelling enthusiasts can explore the vibrant underwater world of the neighbouring islands, while thrill-seekers can try their hand at paragliding or bungee jumping. Bali's tourism infrastructure is well-developed, catering to a wide range of budgets and preferences. The island is dotted with luxurious resorts, boutique hotels, and budget-friendly accommodations, ensuring there is something for everyone. Seminyak and Canggu are renowned for their trendy beach clubs and upscale resorts, while Ubud offers a serene retreat amidst nature. Ubud's vibrant markets and boutique shops cater to shopaholics, showcasing intricate handicrafts, clothing, and artwork.

Bali's allure extends beyond its natural and cultural wonders. The island also hosts a vibrant nightlife scene, with beachside bars, clubs, and music festivals that keep the party going until the early hours. Whether it's sipping cocktails on the beach, dancing to the beats of renowned DJs, or enjoying a traditional Balinese dance performance, Bali's nightlife offers endless entertainment options. However, the rapid growth of tourism in Bali has also presented some challenges. Managing the environmental impact, preserving the island's natural beauty, and maintaining the delicate cultural balance are ongoing concerns that both the local community and authorities are actively addressing. In conclusion, Bali tourism casts a spell on travelers, immersing them in a world of stunning landscapes, rich cultural traditions, and warm hospitality. The island's enchanting beauty and diverse experiences make it a sought-after destination for those seeking relaxation, adventure, and spiritual enlightenment. Bali's allure lies not only in its physical landscapes but also in the hearts and minds of the Balinese people, who warmly welcome visitors to explore and embrace their extraordinary island paradise.

Like many other destinations heavily reliant on tourism, Bali experienced a sharp decline in visitor arrivals when the pandemic hit. International and domestic travel restrictions, coupled with fear and uncertainty, led to a drastic decrease in tourism-related activities. Hotels, restaurants, and other businesses that catered to tourists were forced to close temporarily or operate at reduced capacity, causing significant economic hardship for the local population. The Balinese government, recognizing the importance of protecting public health while also revitalizing the tourism industry, implemented a range of measures to mitigate the spread of COVID-19. Strict health protocols were introduced, including the mandatory use of face masks, temperature checks, and social distancing measures. The government also established quarantine facilities and conducted extensive contact tracing to identify and isolate individuals who had been in close proximity to confirmed cases. To support the local economy, the government-initiated stimulus packages and financial aid programs for affected businesses and workers. These measures aimed to alleviate the financial burden and promote recovery in the tourism sector. Additionally, initiatives such as the "Bali Clean and Green" campaign were launched to enhance hygiene and cleanliness standards, reassuring visitors that the island was taking the necessary precautions to ensure their safety.

As the situation improved and vaccination efforts gained momentum, Bali gradually began to reopen to tourists. Initially, a travel corridor was established with select countries, allowing vaccinated individuals to visit the island under specific conditions. These measures were aimed at striking a delicate balance between reviving the tourism industry and safeguarding public health. Bali's natural beauty and cultural attractions have played a crucial role in its recovery. The island's lush landscapes, spiritual retreats, and traditional ceremonies have enticed travelers seeking solace and relaxation during these challenging times. Furthermore, Bali's emphasis on wellness and eco-tourism has positioned it as a desirable destination for those seeking rejuvenation and a connection with nature post-pandemic. However, the road to recovery has not been without obstacles. The emergence of new variants

of the virus and occasional surges in cases have prompted the authorities to adapt their strategies accordingly. Bali has responded by adjusting entry requirements, ramping up testing capacities, and intensifying health protocols to maintain a delicate balance between reopening to tourists and preventing the spread of the virus.

Despite the challenges, Bali has shown resilience in navigating the pandemic. The island's proactive approach in implementing health measures, supporting affected communities, and promoting responsible tourism has helped instil confidence among visitors. Bali's recovery is not only essential for the island's economy but also for the livelihoods of the local population, many of whom rely on tourism-related activities for their sustenance. In conclusion, COVID-19 has undoubtedly impacted Bali, disrupting its vibrant tourism industry and causing economic hardship. However, through concerted efforts, the island has implemented measures to safeguard public health while gradually reopening to visitors. The road to recovery remains a work in progress, but Bali's determination, natural beauty, and cultural richness continue to make it a compelling destination for travelers seeking a respite from the pandemic's challenges.

The purpose of this research is to delve deep into the problem within Indonesian tourism. A good industry requires decent discussion about true problem occurs within the industry of tourism. With discussing this further, we can gain more insight and add new perspective before giving decision or making a new tourism law.

RESEARCH METHODS

The research method will be using digital news outlet in google news traffic to gather the small amount of data yet play important role in addressing the Bali Tourism issue. Digital Content had a characteristic of using less words but effective communication which mean that they directly have an impact to the issue (Jiang et al., 2022; Olagoke et al., 2020). In this issue is about Bali Tourism, through the statement from the source, the data will be put in a table in order to find the pattern between those sentences. The characteristic of the data is that of having a striking statement while the source itself also has direct involvement with the case. In order to present proper analysis, the method is mixed method instead of using one fixed model. With knowing their statement, we can track the flow of public opinion regarding Bali Tourism issues (Rohmy et al., 2021).

RESULTS AND DISCUSSION

NEWS TITLE	NEWS SITE NAME	STATEMENT
Memviralkan Ulah Turis Asing di Bali Berujung Ancaman UU ITE	DetikBali	"Peran serta masyarakat dan perilaku memviralkan itu juga, kan ada UU ITE, itu juga akan kami proses. Jadi tidak

		sembarangan juga,"
Niluh Djelantik Akan Terus Memviralkan Ulah Turis Asing di Bali	DetikBali	"Nah, sekarang salahnya di mana? Kategori apa saja yang kalau diviralkan oleh masyarakat yang bisa dikenai jerat Undang-Undang ITE,"
Kondisi Miris di Bali, Turis Asing Ambil Alih Pekerjaan Warga Lokal	Merdeka.com	"Dalam konteks ini kami mendorong Kemenlu agar isu ini juga menjadi perhatian. Melalui Dubes warga asing di Indonesia bisa dikeluarkan semacam imbauan terkait larangan bekerja tanpa izin untuk warga negaranya di Indonesia khususnya Bali,"
DPR RI Sorot Turis Asing Kerja di Bali, Sentil Kedaulatan Negara dan Peran Kemenlu	JPNN.com	"Keluhan terkait ini belakangan semakin marak dan Bali hari ini bukan saja tempat wisata bagi para turis tetapi tempat mereka mencari uang,"
Turis Asing Berbisnis di Bali Buat Resah, Kemlu Diminta Ikut Turun Tangan	Merdeka.com	"Dalam konteks ini kami mendorong Kemenlu agar isu ini juga menjadi perhatian. Melalui Dubes warga asing di Indonesia bisa dikeluarkan semacam imbauan terkait larangan bekerja tanpa izin untuk warga negaranya di Indonesia khususnya Bali,"

According to the data above, there are total five news gathered inside the table. As it was described before, the google news present these five which resulted in same striking line that the discussion is the problem of working chance for locals or Bali natives. The problem they refer to is the problem of gentrification, not anything related to race or gender. The post-colonialism state and also how difficult it is to get a job makes Bali natives grow anxious about the Gentrification. It is also interesting that beside the media seems diverse in google news search, it has aligned topic between sentence to sentence. This gives new characteristic that journalism is not journey of physical appearance but a journey to see the depth of connections between narrations instead of staying in the same place (Susilo et al., 2022).

The Danger of Gentrification

Gentrification, the process of revitalizing and upgrading urban areas, has become a double-edged sword for many popular destinations around the world. Bali, a renowned Indonesian island paradise, is no exception to this phenomenon. While the concept of urban renewal may seem positive at first glance, the rapid gentrification occurring in Bali poses significant dangers to the local community, culture, and environment. This topic explores the adverse effects of gentrification in Bali, highlighting the threats it poses to the island's social fabric, economy, and natural resources (Suyadnya, 2022).

Displacement of Local Communities:

One of the most significant perils of gentrification is the displacement of local communities. As property values skyrocket due to increased demand from foreign investors, locals are often forced out of their homes and neighborhood. The rising cost of living and the proliferation of luxury accommodations and businesses create an exclusionary environment, pricing out the majority of Balinese residents. This displacement disrupts social cohesion and erodes the sense of community that has long characterized the island.

Loss of Cultural Identity:

Bali's unique cultural heritage is a major draw for tourists worldwide. However, gentrification threatens to commodify and dilute this rich cultural identity. As tourist-oriented businesses replace traditional Balinese establishments, the authenticity of the island's arts, crafts, and rituals may be compromised. The relentless pursuit of Westernized aesthetics and commercialization can transform Bali into a generic tourist destination, erasing the distinctive local character that captivates visitors.

Socioeconomic Inequality:

Gentrification exacerbates socioeconomic inequality within communities. The influx of wealthy tourists and expatriates can create a stark divide between the haves and have-nots. Local workers in the tourism industry often face low wages and precarious employment conditions, while the profits flow primarily to foreign investors. The income disparity intensifies social tensions and increases the vulnerability of marginalized populations, leading to an unequal distribution of resources and opportunities.

Environmental Degradation:

The unchecked growth associated with gentrification poses a significant threat to Bali's fragile environment. The construction of hotels, resorts, and infrastructure necessitates deforestation, water overconsumption, and increased waste generation. These activities contribute to habitat destruction, soil erosion, and pollution, endangering the island's diverse flora and fauna. Additionally, the strain on resources and inadequate waste management

practices put a strain on Bali's delicate ecosystems and pristine beaches (Hadiyati & Pitaloka, 2021a).

Loss of Livelihoods:

As gentrification transforms the island, traditional livelihoods and industries suffer. Local farmers, fishermen, and artisans often find themselves marginalized in favour of tourist-oriented businesses. The encroachment of commercialization erodes the foundations of sustainable practices that have sustained Balinese communities for centuries. This loss of livelihoods further perpetuates socioeconomic disparities and undermines the resilience of local economies.

The danger of gentrification in Bali cannot be understated. The rapid influx of foreign investment and the subsequent transformation of the island pose severe threats to its social fabric, cultural heritage, and environment. The displacement of local communities, loss of cultural identity, exacerbated socioeconomic inequality, environmental degradation, and erosion of traditional livelihoods all contribute to the erosion of Bali's unique charm and authenticity. To mitigate these risks, it is crucial to adopt sustainable development practices that prioritize community participation, equitable economic opportunities, and the preservation of Balinese culture and natural resources. Only through a holistic and inclusive approach can Bali safeguard its future while maintaining the essence that has made it a beloved destination for generations (Hadiyati & Pitaloka, 2021b).

➤ **The Incoming Divide Et Impera**

The strategy of "divide et impera" involves exploiting existing divisions within a group or society or creating new ones to weaken unity and resistance. By sowing discord and pitting different factions against each other, a ruler or conqueror can effectively maintain control and prevent collective action against their authority. This approach has been used throughout history by various rulers, empires, and military leaders to consolidate power and extend their dominance (TRIFU, 2022). The success of the "divide et impera" strategy relies on several factors. First, it requires identifying and exploiting existing fault lines, such as religious, ethnic, political, or socioeconomic divisions within a population. These divisions can be exacerbated through propaganda, manipulation, or even direct support for rival factions. Second, it is essential to prevent alliances or cooperation among different groups that may pose a threat to the ruler's authority. This can be achieved by fostering mistrust, promoting competition, or manipulating conflicts between factions (Mann, 2021).

While "divide et impera" can be an effective short-term strategy for those in power, it often leads to long-term instability and societal harm. By fueling divisions and conflicts, it can deepen animosities, promote discrimination, and impede social progress. It is a strategy that relies on manipulation and exploitation rather than fostering unity and cooperation among diverse groups. In summary, "divide et impera" is a strategy of maintaining power by intentionally dividing and pitting factions against each other (Solovei et al., 2016). It has been employed by rulers and conquerors throughout history to weaken opposition and control populations. How exactly? In the data above, we can see how the police threatened about using UU ITE, it was actually an attempt to later accuse Indonesia of racism since the police really said that in their public statement. The police's public statement will be used against Bali natives in order to make Bali more open. However, Indonesia actually isn't changing much or learn from colonialism history (Kusumo et al., 2021; Nasution & Abduh Aqil, 2022).

CONCLUSION

The conclusion of this research is that this case of Bali tourist keeps popping up in the feeds are because we're still a developed country, yet the dollar users are still gaining money more than the locals on their own land. The reports and viral posts on social media are a call to be clearer about solving this case, yet we get threatened by UU ITE instead for discussing about that case. Regarding the UU ITE (Undang-Undang Informasi dan Transaksi Elektronik) or the Electronic Information and Transactions Law, it is an Indonesian law that regulates electronic information and transactions. The law was enacted in 2008 and has been subject to criticism due to its broad scope and potential for misuse.

The UU ITE has been controversial because it has been used to restrict freedom of speech and target individuals for expressing their opinions or criticism online (Andryanto, 2021; Indriyana et al., 2021). It has been criticized for being vague and open to interpretation, which has led to concerns about its impact on free expression and digital rights. People who have been accused of violating the UU ITE can face severe penalties, including fines and imprisonment. The law has been criticized for being used to suppress dissent and target activists, journalists, and ordinary citizens who express their opinions online (Putri et al., 2022).

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