

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Subject**

The author aims to focus on two target audiences, one of them is domestic tourists as the primary target who visits Bali who frequently visits entertainment areas compared to touring cultural or sacred areas. The secondary target is investors who only see economic activity or potential when visiting Bali after many tourist developments are increased around the Golden Triangle of Bali, especially Canggu.

##### **3.1.1 Primary Subject (Domestic Tourists)**

Domestic tourists who travel to Bali only to see entertainment destinations and participate in its activities are the primary target audience for this social campaign. The tourists would engage in various entertainment pursuits with their intention to be entertained based on their planned itineraries before departing.

##### **1) Demographic**

- a. Gender: Male and Female
- b. Age: 18 – 25 years old

Based on the Central Bureau of Statistics (BPS), a total of 9.8 million domestic tourists visits Bali in the last two years. The highest number that Bali received was in the month of December with 1.2 million domestic visitors in 2023 Hudiono (2022). In Indonesia, generation Z is the age group that most often vacations. This was stated by an expert at the Center for Tourism Studies, Universitas Gadjah Mada, Yoyok Wahyu Subroto. Yoyok explained that the results of Alvara's research in 2020 stated that 3 out of 10 Gen Z's go on vacation every year. Based on the results of the 2020 population census of the Central Statistics Agency (BPS), Gen Z is the largest age group, reaching 27.94 percent of the total 270.2 million Indonesian population (Daeng, 2024). From a survey conducted by RedDoorz

Indonesia towards Gen Z and Millennial tourists, 67% of respondents from the Gen Z and millennial tourist groups went on vacation because they wanted to relieve stress (Nugraha, 2024). Social identity theory states that individuals construct their identities through affiliation with social groups. Gen Z, through virtual communities, has many opportunities to construct their identities. Erikson's theory of identity development also emphasizes the importance of exploration in identity formation (Putri et al., 2024).

c. Education: Minimum bachelor's degree

d. Socio Economic: B – A

Atlas Beach is known to be one of the biggest beach clubs in the world. They are also recognized as a club that holds special events that often invite international artists and DJs to perform. These events attract thousands of visitors from all over the world, making Atlas the center of Bali's sophisticated nightlife. The entry fee to set foot inside Atlas Bali Beach Club is charged as much as Rp 173.000 per person. This price includes vouchers for drinks and free access to the swimming pool. However, the ticket price excludes meals and tickets for special events (Sitoresmi, 2021). Several domestic tourists who come to Bali during the long Lebaran 2024 holiday could spend millions of rupiah when buying souvenirs before returning to their home regions (Muliantari, 2024). The average spending of domestic tourist money while in Bali is predicted to reach Rp1.5 million per day per person per day. This is an increase compared to weekdays when they visit Bali, where the average expenditure is only around Rp1 million per day per person (Suryantara, 2024).

## **2) Geographic**

Jakarta Metropolitan Area.

The 2020 Population Census conducted by the Central Statistics Agency recorded that the population of Indonesia in 2020 reached 270.2 million people. Of that number, 71.5 million of them are

generation Z. The number of the Gen Z population in the Special Capitol Region of Jakarta is 2.6 million (Kurniawan, 2024). According to the Central Bureau of Statistics (BPS), 40,19% of domestic tourists consist of 25 to 34-year-olds in 2023. This specific age group are known as the productive age group who have entered the world of work and have financial stability or possibly do not have large family responsibilities, so they are more flexible in planning their travel. Another portion of 13,06% covers that ages below 25 years old are also tourists or travelers. 51,05% of the total of the domestic tourists claims that their goal when travelling is to vacation, while 15% of each other purposes such as joining religious events and business are a proportion of 15% (Aberth, 2024).

### **3) Psychographic**

- a. Domestic tourists who seek entertainment in tourist destinations
- b. Domestic tourists who are luxurious and have an active lifestyle as well as they hunt shops to purchase souvenirs to bring home or to for gifting
- c. Domestic tourists who visit popular destinations recommended by others or friends

#### **3.1.2 Secondary Subject (Investors)**

The secondary intended target audience is investors who focus on making profit, doing economic activity and searching for a certain potential for supply and demand. The investors focus on making businesses and buildings such as clubs, hotels, or bars in the southern and northern part of Bali as it gives an advantage when most tourists visit those said areas.

### **1) Demographic**

- a. Gender: Male and Female
- b. Age: 35 – 45 years old
- c. Education: Bachelor's degree
- d. Socio Economic: A

The 2020 Population Census recorded the millennial generation in second place with the most dominant population, reaching 25.87 percent of the population. The characteristics of the millennial generation who are tech-savvy and easy to invest in the capital market make the position of the millennial generation relatively dominant in the Indonesian capital market. This is stated in a publication conducted by the Indonesian Central Securities Depository (KSEI). In investor demographics as of September 2021, KSEI recorded the dominance of millennial investors at 59.23 percent of the total investors in Indonesia (Dinata, 2021).

## **2) Geographic**

Jakarta Metropolitan Area.

Yonatan (2024) claims that the island of Java is said to be where most Indonesian capital market investors are based according to the region's allocation. Investors make up 67.79% of all national capital market investors, up from 67.74% in June 2024.

## **3) Psychographic**

- a. Investors who seek economic activity when visiting tourists' areas, especially with open and tropical land
- b. Investors believes that profit comes first than other aspects when building their businesses
- c. Investors who set aside cultural values and only focuses on to supply on economic demands

The author aims to create an interactive social campaign towards target domestic tourists and investors alike. Domestic tourists who seek entertainment from knowing viral or new tourism destinations and investors who only sees economic potential aside from reflect on the cultural aspects being affected by new tourism developments and businesses.

## **3.2 Human Centered Design**

The method called Human Centered Design, or known as HCD, is a framework that specializes in web-based system development. The author

preferably chooses Human Centered Design because this design method solely distinguishes it from other approaches to problem-solving by highlighting the significance of comprehending the perspective of the user who are currently experiencing an issue. This design approach will also help ascertain whether the created solution is successfully meeting their needs. The interface design process that focuses on usability goals, environment, tasks, user characteristics and workflow in its design defines HCD. With this framework, it will aid users to use the design that was made to help achieve their goal, and it also a way to create a system to be more interactive and functional (Wulantari et al., 2021). The main point of Human Centered Design is to solve problems by understanding the user's behavior and needs. Problem solving is the essential action in following the procedure of HCD.

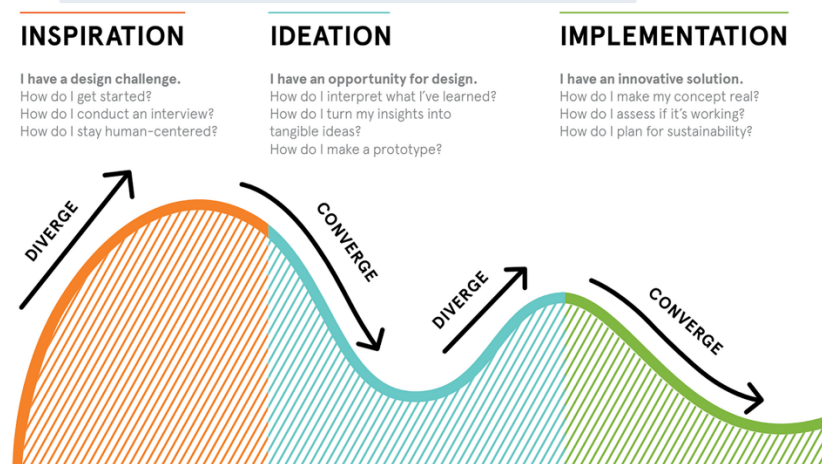


Figure 3.1 Human Centered Design (IDEO)

Source: <https://medium.com/@monicarayscott/why-you-should-do-ideo-orgs-introduction...>

### 3.2.1 Inspiration

In the first phase of human centered design, the author must narrow down and identify the problem that needs to be solved. The purpose of this phase is to understand the issue and listing down the challenges that will potentially appear, interact and communicate to the target audience or the community to identify their desires and how to design the solution. In this Inspiration phase, the author will conduct several methods from this phase, such as Secondary Research, Interviews, Expert Interview, Define Your

Audience, and Resource Flow. From implementing these methods, the author could pinpoint the bigger picture of the problem at hand (IDEO, 2015).

### **3.2.2 Ideation**

IDEO (2015) explains that Ideation is the phase where the author already obtained enough data to identify opportunities and design. The author will generate several ideas from the information that they have concluded. From using the method Download Your Learnings to Rapid Prototyping, the point of the Ideation phase is to review the compiled information acquired from the previous phase, and to form ideas and build rough prototypes, then refine them before launching the solution to the designated target audience.

### **3.2.3 Implementation**

The final phase of Human Centered Design is to bring the solution to life and be assessed and be given feedback. With the method Live Prototyping, the author can run its solution to the real world and be used by the designated users. To understand about the feasibility and viability of the launched design, the method could aid in gaining feedback that can improve the solution to be effectual that could touch the hearts of the user. This phase will also become a guideline on how to pitch and test the solution thus getting sufficient evaluation. The Implementation phase will conclude the overall accomplishment that can be benefited by the target audience (IDEO, 2015).

## **3.3 Design Techniques and Procedures**

The author uses interview techniques, Focus Group Discussion, and questionnaires to deeply understand about the behavioral traits and experiences of domestic tourists, as well as acknowledging the process of gentrification that is starting to be normalized amongst locals in Bali. The main purpose of this data collection is to gain rich and in-depth insights into the goals of domestic tourists visiting Bali, and how gentrification has started to impact in various aspects of the livelihood in Bali, for that reason the designed interactive social campaign effectiveness will give a relevant impact to the designated target audience. The author will collect the data by documenting with recording interviews and a Focus Group Discussion through online platforms. Gentrification is first coined by Ruth



Glass that describes the working-class residents of London neighborhoods being displaced by middle-class newcomer (Richardson, 2019). With this theory, the author will be able to formulate the questions that would be asked using the data collecting methods.

### **3.3.1 In-Depth Interview**

To deepen the research, the author will conduct an interview with three different experts. Each expert will cover important parts of the research, from verifying the phenomena and problem, to understand the behaviors and interests of the target audiences, and to gain additional knowledge on the kind of information that is needed for the approach on the interactive social campaign to happen.

#### **1. In-Depth Interview with I Ketut Susila Dharma**

The author carried out an in-depth interview with I Ketut Susila Dharma, a Deputy Secretary General of Puskor Hindunesia, Manggala (Leader) Saba Desa Adat Bungaya, and is a doctoral student of the Faculty of Religious Sciences Arts and Culture at University of Hindu Indonesia Denpasar. The goal in interviewing Mr. Ketut is to understand about the purpose of both domestic and foreign tourists visiting Bali and the gentrification process happening in Bali. The information obtained by this interview will help to broaden the topic about gentrification and be used in the interactive social campaign to spread awareness on how it could affect cultural aspects and others. The questions asked are as follows based on Ruth's theory (2019):

- 1) Mengapa masyarakat harus memahami dan mengetahui tentang gentrifikasi?*
- 2) Baru-baru ini ada 2 hal yang sedang terjadi di Bali yaitu kedatangan banyak turis dan juga digital nomad berkeliling di berbagai tempat wisata, khususnya di area yang ramai (Kuta, Canggu, Seminyak, Sanur). Menurut Anda, fenomena yang mana yang punya dampak dalam*

*jangka pendek dan panjang yang pengaruh banyak ke Bali dalam aspek overtourism/gentrifikasi?*

- 3) Bagaimana turis/digital nomad bermain peran dalam gentrifikasi?*
- 4) Seiring berjalannya waktu, bagaimana sikap penduduk lokal di Bali terhadap banyak pembangunan baru sekitar kampung-kampung mereka dan investor lokal/asing yang tertarik dengan tanah mereka?*
- 5) Mengapa Kerama (desa adat) ingin berpartisipasi dalam proses pengembangan?*
- 6) Berdasarkan jurnal Suyadnya, para investor nasional, yang bekerja sama dengan pengusaha lokal setempat, berinvestasi modalnya di sektor pariwisata. Menurut Anda, mengapa mereka berpikir bahwa Bali hanya dapat mengandalkan industri pariwisata/pembangunan sebagai sumber utama keuntungan ekonomi provinsi?*
- 7) Siapa yang paling bertanggung jawab atas dimulainya proses gentrifikasi di Golden Triangle Bali (Sanur, Kuta, dan Ubud)? Para investor dan pengembang, atau Bendesa (Pemimpin Adat)?*
- 8) Bagaimana overtourism berkontribusi dalam gentrifikasi, atau prosesnya sebaliknya?*
- 9) Berdasarkan Fodor's Travel, Bali dalam daftar destinasi yang tak layak dikunjungi pada 2025 akibat overtourism. Menurut Bapak, apakah Bali memang sudah dapat terlalu banyak turis?*
- 10) Daerah mana di Bali yang tidak dimodernisasi dan masih memegang nilai-nilai tradisional yang dapat dikunjungi oleh pendatang/pengunjung/wisatawan dibandingkan pembangunan atau tempat-tempat yang dibangun oleh investor?*



*11) Bagaimana Bali bisa diversify selain mengandalkan dengan sektor pariwisata?*

## **2. In-Depth Interview with Finishtra Desriansyah**

The author Finishtra Desriansyah is a music director and a DJ or disk jockey, and he goes back and forth when he visits Bali. Mr. Finish usually does his DJ gigs in Seminyak, Uluwatu, Petitenget, Kuta, and Ubud. The bars, lounges, and beach clubs that invited him to play music at the events were from small to big companies like the Shady Group which consist of Shadypig, Shady Flamingo to Red Ruby, Missfish, Tabu, Savaya, and Cafe del mar. By interviewing Mr. Finish, the author could obtain more information on the certain behaviors that motivates domestic tourists to attend entertainment places such as beach clubs and bars, therefore the author could add a perspective in the social campaign. The questions based on Ruth's theory (2019) are as follows:

- 1) Kakak sudah berapa lama menjadi DJ di Bali? Apa yang membuat DJ di Bali lebih menarik/menonjol dibandingkan area lain?*
- 2) Apa itinerary kakak saat sudah tiba di Bali? (during having a gig/not)*
- 3) Menurut kakak, apa yang mendorong orang-orang mengunjungi klub atau bar di Bali? Apakah karena popularitas, estetika, atau kegiatan hiburan yang diadakan?*
- 4) Apa yang membuat sebuah tempat hiburan terkenal/layak untuk dikunjungi? Apa yang dibedakan dengan tempat hiburan di Bali dengan daerah lain? Jika iya/tidak, mengapa?*
- 5) Menurut kakak, apakah tempat-tempat hiburan di Bali sudah se-rasio/seimbang dengan tempat-tempat yang berhubungan dengan budaya di Bali? Jika iya/tidak, mengapa?*

- 6) *Mengapa wisata domestik datang ke tempat-tempat hiburan? Apakah dari segi hiburan saja atau ada tujuan yang lain?*
- 7) *Bagaimana masyarakat dan turis seimbangkan dengan mengunjungi tempat hiburan tetapi juga ada keinginan untuk belajar budaya dan nilai-nilai tradisional Bali?*

### **3. In-Depth Interview with Resort Business Owner**

The owner is the managing director and co-founder of their business, a jungle resort Bali that resides in Tabanan, Bali. The goal in interviewing the owner is to gain perspective about how investors decide to invest in certain businesses, particularly fitting in with the lifestyle that Bali has brought to them that encourages the potential investment towards entertainment and leisure lifestyle. The questions formulated using Ruth's theory (2019) are as follows:

- 1) What are the main objectives for investment in entertainment lifestyle (beach clubs, night clubs, bar) and leisure lifestyle (spa, resort, hotel, country clubs) in Bali? What motivates investors to invest in these entertainments to suit the lifestyle of tourists in Bali? Which areas in Bali are often invested in for that type of business? Why are many people interested in investing in entertainment lifestyle and/leisure lifestyle in Bali?
- 2) How do investors decide to invest in entertainment venues? Is it because they know that it will generate economic potential, or because they like entertainment venues themselves? Did they find it online or did they search for it themselves/told by their peers?
- 3) After investing in the entertainment business, what are the changes in the social and physical environment, culture and lifestyle in the area? How can investors balance investing

in entertainment venues but also help preserve the culture and traditional values in Bali?

#### **4. In-Depth Interview with Domestic Tourist**

The author interviews 2 domestic tourists who go to Bali with the purpose of entertainment and to go to places that they have already decided to plan to before departing and coming back to those same places that they used to visit before. Both domestic tourists occasionally use English as their speaking language even though they live in Indonesia, therefore the author decided to write the questions in the English language. The questions formulated using Ruth's theory (2019) are as follow:

- 1) How many times do you go to Bali once a year?
- 2) When you visit Bali, where do you usually stay?
- 3) In Bali, what activities do you usually do (based on your itinerary)?
- 4) Have you ever done any activities that revolves around exploring the culture in Bali? If yes, please specify with activity. If no, what is the reason behind it?

#### **5. In-Depth Interview with Balinese Community**

The author interviews 3 Balinese individuals about the overtourism and gentrification phenomenon. The goal in interviewing them is to understand their perspective upon the increasing number of tourists visiting Bali and how it affects their livelihoods with their point of view of the overall tourism sector of Bali. The questions formulated using Ruth's theory (2019) are as follows:

- 1) *Apa pendapat Anda tentang kenaikan harga rumah/properti karena pengembangan pariwisata yang semakin meluas? Apakah kebanyakan investor dari dalam maupun bermain peran dalam situasi ini?*
- 2) *Menurut Anda, mengapa Bali hanya berputar di sekitar sektor pariwisata saja yang dapat memberikan manfaat*

*bagi perekonomian? apakah sektor pariwisata juga berpengaruh terhadap wilayah spasial?*

- 3) *Fodor's Travel menempatkan Bali dalam daftar destinasi yang tak layak dikunjungi pada 2024 akibat overtourism. Menurut Anda, bagaimana masyarakat Bali menanggapi dan mengadaptasi hal tersebut?*
- 4) *Apa yang berdampak kepada masyarakat Bali serta budayanya dengan adanya over tourism dan juga gentrifikasi? Bagaimana kaum wisatawan dan juga lokal di Bali harus melakukan untuk menghindari hal tersebut terjadi?*

### **3.3.2 Focus Group Discussion**

The author held a focus group discussion with 5 to 6 participants who fits the criteria domiciled in Jabodetabek and doing entertainment activities, more specifically clubbing or visiting bars/beach clubs in Bali. This procedure aims to understand and decipher the behavior and psychographic traits when they visit to Bali in attending entertainment places such as beach clubs or bars and cultural spots. The questions formulated are based on Ruth's theory (2019):

- 1) *Sudah berapa kali kamu ke Bali dari tahun ke tahun? Di mana kalian berkunjung, kegiatannya apa, dan kalian banyak nongkrong di area mana?*
- 2) *Kalian tahu tempat club/bar dari mana/siapa, apakah sesuai ekspektasi kalian? Kalian sering balik ke tempat yang sama, atau bakal lanjut eksplor ke tempat lain?*
- 3) *Apa itinerary (jadwal perjalanan) kamu ketika sudah di tiba di Bali? Dari pagi, siang, sore sampai, malam, melakukan aktivitas apa saja? Berapa kalian mengeluarkan selama melakukan aktivitas tersebut?*

- 4) *Selain ke tempat hiburan/entertainment, apakah kalian pernah ke tempat-tempat budaya/yang sakral di Bali? Kalo iya, ceritain dong pengalamannya*
- 5) *Apa yang kalian akan prioritaskan jika sudah di Bali? Apakah ke tempat club/bar/resort lebih terdahulu atau ke tempat-tempat yang berhubungan dengan budaya?*
- 6) *Apa pendapatmu kamu tentang fenomena banyaknya pembangunan beach club/bar/resort di Bali? Apakah cukup rasionya, atau sedikit/sudah banyak?*
- 7) *Menurut kalian, apakah gentrifikasi berdampak kepada budaya di Bali? Jika Iya/Tidak, mengapa?*
- 8) *Apa yang kalian harapkan untuk Bali dalam mengelola pengembangan Pembangunan tempat hiburan sementara juga melestarikan budaya dan identitas?*
- 9) *Kalo kalian mau cari tempat-tempat baru, kalian cari informasinya dari mana? (Sosial media, teman, atau keluarga?)*
- 10) *Misalkan kalian mencari informasi terkait tempat-tempat wisata di Bali, biasanya mengunjungi media platform apa saja?*

### 3.3.3 Questionnaire

The author conducted two questionnaires, a pre-questionnaire that determines the phenomena, and a follow up questionnaire to narrow down the problem much further.

The pre-questionnaire has uses random sampling to 92 respondents to understand which part of Bali they wish to stay and what kind of activities they have done in those said area and identify if they have ever been in the areas where it's considered to be gentrified in the tropical island. The questions formulated in the questionnaire are as follows based on the theory of Ruth Glass on gentrification (2019):

Table 3.1 Pre-Questionnaire First Section

| Question            | Type            | Category                          |
|---------------------|-----------------|-----------------------------------|
| How old are you?    | Multiple Choice | Input number (short answer text)  |
| Where are you from? | Multiple Choice | Indonesia<br>Outside of Indonesia |

The first section is used to know about the profile of the respondent, knowing their age and to know where they come from geographically.

Table 3.2 Pre-Questionnaire Second Section

| Question   | Type            | Category   |
|--|-----------------|--|
| How of often do you travel to Bali?                    | Likert Scale    | 1 (Never)  |
|  |                 | 2  |
|  |                 | 3  |
|  |                 | 4 (Often)  |
| How long do you usually stay in Bali?                  | Multiple Choice | A few days (2—6 days)  |
|  |                 | A week (7 days)  |
|  |                 | A month (4 weeks)  |
|  |                 | More than a month  |
| How much do you frequently visit in a span of 2 years? | Multiple Choice | Once (1 Time)  |
|  |                 | Twice (2 Times)  |
|  |                 | Thrice (3 Times)   |
|  |                 | Four Times (4 Times)   |
|  |                 | Five Times (5 Times)   |
| What is your purpose for visiting Bali?                | Checkboxes      | Work (Remote, Hybrid, Full-Time, Freelance)  |
|  |                 | Sightseeing (Beaches, Mountains, Waterfalls)                                       |
|  |                 | Cultural Heritage (Cultural Heritage, Temples, Traditional Ceremonies, Traditions) |
|  |                 | Based on budget (Cheap)  |
|  |                 | Entertainment (Clubs, Cafes/Resto, Amusement Park, Sports)                         |
|  |                 | Desire to live in Bali   |
|  |                 | Culinary (Traditional Food)  |
|  |                 | Sanur  |



|   |            |                                  |
|---|------------|----------------------------------|
| Which areas of Bali do you frequently visit to? |            | Kuta                             |
|   |            | Ubud                             |
|   |            | Canggu                           |
| What activities do you do when you visit Bali?  | Checkboxes | Visiting temples                 |
|   |            | Exploring beaches / mountains    |
|   |            | Surfing / Snorkeling             |
|   |            | Shopping                         |
|   |            | Hiking / Trekking                |
|   |            | Spiritual journey                |
|   |            | Working remotely                 |
|   |            | Culinary                         |
|   |            | Clubbing                         |
|   |            | Interesting in culture / history |

The second section's purpose is to understand the visit frequency of domestic tourists coming to Bali, as well as knowing what activities that they spend on doing while staying in Bali. The author also asks if the tourists have gone to the Golden Triangle of Bali (Sanur, Kuta, and Ubud) as well as Canggu which is also been said to be overcrowded and many of their lands being bought for properties or business.

Table 3.3 Pre-Questionnaire Third Section

| Question  | Type            | Category                   |
|---|-----------------|----------------------------|
| Have you ever wanted to live in Bali?                                 | Multiple choice | Yes                        |
|   |                 | No                         |
|   |                 | Maybe                      |
| If you do want to live in Bali, which area would you like to live in? | Multiple choice | Sanur                      |
|   |                 | Kuta                       |
|   |                 | Ubud                       |
|   |                 | Canggu                     |
|   |                 | Don't want to live in Bali |
| Why do you want to live in Bali?                                      | Checkboxes      | Welcoming community/locals |
|   |                 | Affordable living          |
|   |                 | Suits lifestyle            |
|   |                 | Digital nomad friendly     |
|   |                 | Don't want to live in Bali |

The third section specifically asks if the respondent has the desire to live in Bali, and those who agreed to will have to choose which area that they

would like to reside and give an additional option if they want to live another area elsewhere. The last question will show which that drives them to live in the tropical island.

The follow up questionnaire uses random sampling to 43 domestic tourists based on and outside of Jabodetabek who have once visited and went on vacation in Bali. The goal of the questionnaire is to determine what domestic tourists enjoy doing in Bali, their goal, what kind of activities do they do as well as their priority destination when arriving there, be it to take a stroll and search for entertainment purposes, or to enjoy the beautiful scenery to visit cultural places. The questions formulated in the questionnaire are as follows based on Ruth's theory (2019) on gentrification:

Table 3.4 Follow Up Questionnaire First Section

| Question                           | Type            | Category            |
|------------------------------------|-----------------|---------------------|
| <i>Umur</i>                        | Multiple choice | 18 – 21             |
|                                    |                 | 22 – 25             |
|                                    |                 | 26 – 18             |
| <i>Domisili</i>                    | Multiple choice | Jabodetabek         |
|                                    |                 | Di luar Jabodetabek |
| <i>Pendapatan</i>                  | Multiple choice | < Rp1.500.000       |
|                                    |                 | Rp1.500.000 –       |
|                                    |                 | Rp2.500.000         |
|                                    |                 | Rp3.000.000 –       |
|                                    |                 | Rp5.000.000         |
|                                    |                 | Rp5.000.0001 –      |
|                                    |                 | Rp7.500.000         |
| <i>Pengeluaran</i>                 | Multiple choice | > Rp7.500.000       |
|                                    |                 | < Rp1.500.000       |
|                                    |                 | Rp1.500.000 –       |
|                                    |                 | Rp2.500.000         |
|                                    |                 | Rp3.000.000 –       |
|                                    |                 | Rp5.000.000         |
|                                    |                 | Rp5.000.0001 –      |
| <i>Apakah Anda pernah ke Bali?</i> | Multiple choice | Rp7.500.000         |
|                                    |                 | > Rp7.500.000       |
| <i>Apakah Anda pernah ke Bali?</i> | Multiple choice | Iya                 |
|                                    |                 | Tidak               |

The first section is used to know about the respondent's demographic, geographic, and their socioeconomical status.

Table 3.5 Follow Up Questionnaire Second Section

| Question  | Type                        | Category                                    |
|---|-----------------------------|---|
| <i>Berapa lama Anda tinggal di Bali?</i>  | Multiple choice             | 1—3 Hari                                    |
|   |                             | 2— 7 Hari                                   |
|   |                             | Lebih dari 7 Hari                           |
| <i>Berapa kali Anda biasanya mengunjungi Bali dalam setahun?</i>  | Multiple choice             | Kadang-kadang (1 atau 2 kali dalam 5 tahun) |
|   |                             | Sekali setahun                              |
|   |                             | Lebih dari sekali setahun                   |
| <i>Apa tujuan Anda mengunjungi Bali?</i>  | Checkbox                    | Kerja                                       |
|   |                             | Jalan-jalan                                 |
|   |                             | Belajar budaya                              |
|   |                             | Mencari hiburan                             |
|   |                             | Pingin tinggal di Bali                      |
|   |                             | Kulineran                                   |
|   |                             | Studi                                       |
| <i>Area apa saja yang Anda kunjungi saat berkunjung ke Bali?</i>  | Checkbox                    | Ketemu keluarga                             |
|   |                             | Sanur                                       |
|   |                             | Kuta  |
|   |                             | Ubud  |
|   |                             | Canggu                                      |
|   |                             | Nusa Dua                                    |
|   |                             | Seminyak                                    |
| <i>Mohon untuk memilih kunjungan tempat wisata di Bali dari skala prioritas pertama (1) sampai terakhir (5)</i> | Ranked choices (from 1 – 5) | Denpasar                                    |
|   |                             | Restoran / Kafe                             |
|   |                             | Pantai / Gunung                             |
|   |                             | Club / Bar / Resort                         |
|   |                             | Pura / Tempat suci                          |
|   |                             | Museum                                      |

The second section is used to identify the motivation of the respondents to visit Bali and what areas that they are more prone to visiting, and which tourist destination that they crave to explore.

Table 3.6 Follow Up Questionnaire Third Section

| Question | Type            | Category  |
|----------|-----------------|-----------|
|          | Multiple choice | Budaya    |
|          |                 | Nightlife |

|   |                 |   |
|---|-----------------|---|
| <i>Menurut Anda, apa yang membuat Bali terkenal saat ini?</i>                                     |                 | Entertainment                                       |
|   |                 | Scenery / Alam (Pantai, Gunung)                     |
|   |                 | Tradisi & Kearifa Lokal                             |
| <i>Menurut Anda, identitas apa yang menggambarkan Bali secara keseluruhan?</i>                    | Multiple choice | Islad of the Gods (Pulau Dewata)                    |
|   |                 | Nightlife   |
|   |                 | Tempat Hiburan / Entertainment Spot                 |
| <i>Berapa Anda mengeluarkan saat mengunjungi Bali?</i>  | Multiple choice | < Rp1.500.000                                       |
|   |                 | Rp1.500.000 –                                       |
|   |                 | Rp2.500.000   |
|   |                 | Rp3.000.000 –                                       |
|   |                 | Rp5.000.000   |
|   |                 | Rp5.000.0001 –                                      |
| <i>Apakah Anda tertarik dengan mengunjungi tempat suci/sakral/hubungan dengan budaya di Bali?</i> | Multiple choice | Rp7.500.000   |
|   |                 | > Rp7.500.000                                       |
|   |                 | Iya   |
| <i>Mengapa Anda menjawabnya Iya/Tidak?</i>  | Description     | Tidak   |
|   |                 | Long answer text (filled in by the user themselves) |
| <i>Apakah Anda tahu lokasi-lokasi berikut? Pilih yang Anda ketahui saja</i>                       | Checkboxes      | Pura Luhur Uluwatu                                  |
|   |                 | Pura Agung Besakih                                  |
|   |                 | Pura Tanah Lot                                      |
|   |                 | Pura Tirta Empul                                    |
|   |                 | Agung Rai Museum (ARMA)                             |
|   |                 | Taman Werdhi Budaya Art Centre                      |
|   |                 | Museum Puri Lukisan                                 |
|   |                 | Garuda Wisnu  |
|   |                 | Desa Tenganan                                       |
|   |                 | Desa Penglipuran                                    |
|   |                 | Pura Lempuyang                                      |
| <i>Dari gambar lokasi-lokasi sebelumnya, apakah Anda tertarik untuk mengunjunginya?</i>           | Multiple choice | Tidak tahu  |
|   |                 | Iya   |
| <i>Dari gambar lokasi-lokasi sebelumnya, apakah Anda tertarik untuk mengunjunginya?</i>           | Multiple choice | Tidak   |
|   |                 | Iya   |

The third section is used to ask the respondents perspective on Bali's current identity, whether they are still known to be the Island of the Gods, or it has shifted to being an entertainment or nightlife destination. The author also provides images of several well-known cultural places in Bali from temples to museums, and ask whether they have heard them before, and whether they are inclined to visit them once they visit Bali again.

Table 3.7 Follow Up Questionnaire Fourth Section

| Question   | Type            | Category                                     |
|--|-----------------|--|
| <i>Perangkat apa yang biasanya Anda menggunakan sehari-hari?</i>   | Multiple choice | Laptop / Dekstop                             |
|  |                 | Tablet                                       |
|  |                 | Ponsel / Handphone                           |
|  |                 | Perangkat Fisik (seperti buku, majalah, dll) |
| <i>Berapa lama Anda menggunakan perangkat tersebut?</i>  | Multiple choice | 1—2 jam                                      |
|  |                 | 3—4 jam                                      |
|  |                 | 5—6 jam                                      |
|  |                 | 7—8 jam                                      |
|  |                 | < 8 jam                                      |
| <i>Media interaktif manakah yang paling sering Anda gunakan?</i>   | Checkboxes      | Website                                      |
|  |                 | Aplikasi                                     |
|  |                 | Game   |
|  |                 | Buku digital                                 |
|  |                 | Video interaktif                             |
|  |                 | VR (Virtual Reality)                         |
| <i>Platform apa yang Anda sering menggunakan?</i>  | Checkboxes      | Tiktok                                       |
|  |                 | Instagram                                    |
|  |                 | Twitter (X)                                  |
|  |                 | Youtube                                      |
|  |                 | Facebook                                     |
| <i>Jika Anda mengikuti kampanye sosial yang bersifat interaktif, media manakah yang Anda lebih nyaman menggunakan?</i> | Checkboxes      | Website                                      |
|  |                 | Aplikasi                                     |
|  |                 | Game   |
|  |                 | Buku digital                                 |
|  |                 | Video interaktif                             |

The last section is used to know about the behavior of the respondents interacting with their digital gadgets, how long they use it throughout the day, and what kind of platforms that they frequently accessed. The last questions also will provide an overview of whether they are more comfortable in accessing a social interactive campaign with which platform.

