

## Redesign Rural Tourism Product Based Digital Nomadism Postpandemic COVID-19 in Bali

Francisco Situmorang\*<sup>1</sup>, Erwin Trisnajaya Karthana

Udayana University<sup>1,2</sup>

Email: [fransiscositumorang@student.unud.ac.id](mailto:fransiscositumorang@student.unud.ac.id)<sup>1</sup>

### Abstract

This study analyzes efforts to redesign and develop rural tourism products based on digital nomadism in the Tegalmengkeb Village, Bali post-COVID-19 pandemic. Data obtained through observation, documentation, and interviews with twelve informants selected using purposive sampling. Data were analyzed using a qualitative approach. This study indicates that rural tourism products-based digital nomadism is feasible to develop in Tegalmengkeb Village, especially Banjar Kelecut Kelod, by providing an adequate internet connection and constructing co-spaces. This study contributes to policy recommendations for tourism development in Tegalmengkeb Village and enriches literature regarding the outcome of digital nomadism destinations in rural areas still very minimal among academics.

**Keywords:** COVID-19; Digital Nomadism; Tourism Redesign; Rural Tourism

### Abstrak

Penelitian ini bertujuan untuk menganalisis upaya redesain dan pengembangan produk desa wisata berbasis *digital nomadism* di Desa Tegalmengkeb, Bali pascapandemi COVID-19. Pengumpulan data dilakukan dengan menggunakan metode observasi, dokumentasi dan wawancara kepada 12 orang informan yang dipilih secara *purposive sampling*. Pada penelitian ini, teknik analisis data menggunakan pendekatan deskriptif. Hasil penelitian menunjukkan bahwa Desa Tegalmengkeb, Bali layak untuk mengembangkan produk desa wisata berbasis *digital nomadism*, khususnya pada Banjar Kelecut Kelod melalui penyediaan koneksi internet yang memadai dan pembangunan fasilitas *co-space*. Penelitian ini berkontribusi dalam memberikan rekomendasi kebijakan pengembangan pariwisata di Desa Tegalmengkeb, Bali. Selain itu, penelitian ini juga memberikan sumbangsih dalam memperkaya literatur akademis mengenai pengembangan destinasi *digital nomadism* di kawasan pedesaan yang masih sangat minim.

**Kata kunci :** COVID-19, Desa Wisata, *Digital Nomadism*, Redesain Pariwisata

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### A. INTRODUCTION

The COVID-19 pandemic is a crisis and the worst historical record for the tourism sector since 1950 (Ma et al., 2020; UNWTO, 2020). Destinations that rely heavily on the foreign tourist segment will face the extraordinary impact of the COVID -19 pandemic (OECD, 2020), such as Bali, because most of them are the economy that comes from the tourism sector (BPS Provinsi Bali, 2020). According to the BPS Bali (2021), the COVID-19 pandemic impacts reducing Bali's GRDP growth in 2020 by -9.31% (c-on-c). The most significant contraction of GRDP (y-on-y) came from business fields related to the tourism sector, namely transportation-warehousing (-31.79%) and accommodation-food-and-beverage (-27.52%). Even though it has had a massive impact on the economy, the COVID-19 pandemic should not only interpreted as a disaster but an opportunity to redesign tourism in the future (OECD, 2020). The

\* Corresponding author

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tourism recovery in Bali must immediately encourage the regional economy through redesign and development of tourism based on product diversification so that the destination becomes more economically resilient and able to rise from various crises (Benur, 2013).

According to the Ministry of Finance of Republic Indonesia (2020), Bali tourism products' recovery expects to focus more on remote workers or digital nomads who continue to grow worldwide. The redesign of tourism products through digital nomadism in Bali consider very potentially because this province is one of the most popular destinations for digital nomad tourists. *Digital nomadism* is a new lifestyle trend created as a combination of tourism, recreation, remote professional work, global travel, and nomadic living. This lifestyle seeks to combine a continuous (nomadic) desire to travel (travel) with digital remote work (Mancinelli, 2020; Olga, 2020). People who practice digital nomadism are known as digital nomad tourists. Digital nomadism implies the gig economy's practice as an innovation in the world of labor, where workers use applications to find work or offer themselves a job (Thompson, 2019a; Wood et al., 2019).

One area that can develop as a digital nomadism destination after the COVID-19 pandemic is Tegalmengkeb Village, Tabanan Regency, Bali. Although it has not to designed as rural tourism, tourism activities in this village have been well managed and managed by the local community. Even the practice of digital nomadism has been finding in one of the accommodation businesses in Tegalmengkeb Village. The development of digital nomadism-based tourism products in rural areas is an innovation in the tourism industry that has not been developing worldwide (Situmorang & Narottama, 2019). Therefore, this study aims to analyze efforts to redesign and develop tourism products based on digital nomadism in Tegalmengkeb Village after the COVID-19 pandemic. This research expects to provide policy recommendations for developing innovative tourism products in Bali to welcome back foreign tourist visits, especially post-pandemic digital nomads. Besides, this research also aims to promote new tourism business models currently popular in Bali but are still not noticed by some tourism business actors (Cook, 2020; Thompson, 2019b; Wiranatha et al., 2019).

This paper responds to Sigala (2020) research which states that many studies have matured in providing knowledge about practical steps to design, implement tourism recovery, and overcome future crises. However, research that discusses how disruption due to the crisis can stimulate transformative innovation, reconstruct and redesign tourism after the COVID-19 pandemic is still very minimal.

## **B. LITERATURE REVIEW**

### **Bali as Digital Nomadism Destination**

Digital nomadism can interpret from two perspectives, namely, work-life and lifestyle. From a work-life perspective, digital nomadism refers to location-independent workers' lives and does not depend on jobs in conventional offices. Meanwhile, a lifestyle perspective explains the practice of digital nomadism as an individual's ability to work remotely while using the freedom they have to travel the world (Olga, 2020). Digital nomads generally work as entrepreneurs, writers, freelancers, digital marketing, web designers, soft engineering, programmers, and so on (Mancinelli, 2020; Schlagwein, 2018; Thompson, 2019b).

The fast-growing practice of digital nomadism has stimulated destinations around the world to respond to this new phenomenon by marketing themselves as a digital nomad-friendly ideal for digital nomads to live and work. Today, Bali is one of the most popular digital nomadism destinations globally, widely recommended on several sites, such as nomadlist.com and other digital nomads. Bali's existence and popularity as a digital nomadism destination can compare with other popular destinations in Asia,

such as Chiang-Mai, Thailand (Cook, 2020; Situmorang & Narottama, 2019; Thompson, 2019a). Bali considers friendly to western culture (fashion, food, alcoholic drinks) as a digital nomadism destination, offering many affordable and safe accommodation options for digital nomads who travel individually (Prabawa & Pertiwi, 2020). The development of co-spaces that continue to accommodate digital nomad tourists' needs has significantly impacted Bali's popularity as a digital nomadism destination (Haking, 2018).

Co-space or community-based spaces is a community-based space consisting of co-working spaces and co-living spaces (Chevtaeva, 2021; Lee et al., 2019). Co-working spaces are shared workspaces specially provided for professionals workers to work independently with other workers (co-workers); all the facilities offered are used collectively, such as desks, wifi, conference rooms, office equipment, Etc. (Kartika et al., 2018; Septiani et al., 2017). Meanwhile, co-living space is an all-inclusive accommodation service built based on the concept of co-living in a permanent building where residents will share a living and working space for a specific time limit (Villaneda, 2019). This accommodation integrates private living spaces, communal facilities, community, and domestic services in the best possible way to present the ideal home for the digital nomads (Sanghani, 2020; Stępnicka & Wiączek, 2020).

### **Tourism Development in Rural Areas**

Rural tourism development is one of the alternative solutions to support rural development in overcoming various problems, such as poverty, unemployment, inadequate infrastructure, migration, health problems, low regional and farmer incomes, low quality of education, and a decrease in the standard of living of the community (Hurma et al., 2016; Tou et al., 2020).

Rural tourism is closely related to small-scale, family-like, or cooperative tourism activities developed by agriculture-based communities (Aziz et al., 2018). *Rural tourism* is a social activity that is not strictly to make money. The concept design is to stay in the local community's home, utilize goods and services produced in the countryside, enjoy local culinary delights, and engage in cultural activities in the area (Hurma et al., 2016). Tourism development in rural areas must take into account the local wisdom of the local community, such as the physical and geographic characteristics of the area, the pattern of agricultural business activities, the demographic structure of the community, the socio-cultural characteristics, the characteristics of the community settlement area, the urban-village economic security pattern, village development and so on (Fatimah & Ayu, 2020).

The demand for this type of tourism continues to increase due to tourists' interest in interacting with nature and getting to know new areas, cultures, communities, and customs. However, today, issues related to innovation in tourism product development continue to increase, so this is important for tourism business actors in rural areas to pay attention. This innovation intends to improve quality or offer new products to the proper market segmentation (Aziz et al., 2018).

### **C. RESEARCH METHOD**

The research location is Tegalmengkeb Village, Selemadeg Timur District, Tabanan Regency, from August 2019 to March 2021. This location chooses because the tourism activities in Tegalmengkeb Village have been running and well-managed by the local community. Besides, the practice of digital nomadism has also been identifying in this village. However, the relevant stakeholders have not yet realized it as a business opportunity and innovative tourism products that are feasible to develop. This study uses primary data obtained through participatory observation methods, in-depth interviews, focus group discussions (FGD), and documentation (Cresswell & Poth, 2016). The observation and interview

process was carried out intensively throughout August 2019, which continued passively until March 2021, with the intensity of meeting once a month. The FGD was carried out on 12th June 2021 which was attended by four representatives of the Pokdarwis Keleucung Kelod, the Head of Badan Permusyawaratan Desa (BPD) Tegalmengkeb, the Head of Banjar Keleucung Kelod, the Head of Kelian Adat Keleucung Kelod, two representatives of Seka Teruna-Teruni Keleucung Kelod and academic representatives of the Faculty of Tourism, Udayana University. This FGD was carried out to analyze the constraints of developing a tourist village and develop a marketing campaign strategy in Banjar Keleucung Kelod.

In this study, eight informants were selected by purposive sampling method, namely four digital nomad tourists, CEO of [nomadlist.com](https://nomadlist.com), pioneers of tourism development in Banjar Keleucung Kelod, employees of Sahaja Sawah Villa, and former Head of Operations and Partnerships of Hubud Coworking-Space. This research uses qualitative analysis techniques, which consist of collecting data, grouping data by category, and making patterns, and selecting data to be studied and conclusions made so that researchers and others can understand it. In other words, the data analysis process involves combining, subtracting, and interpreting data through the informant's words and the results of observations and hearing researchers to build meaning (Merriam & Tisdell, 2016).



Figure 1. The process of collecting data through interviews and Focus Group Discussion  
Source: Researcher documentation (2021)

#### D. RESULTS AND ANALYSIS

Bali's development of many rural tourism products considers having very positive prospects due to tourists' development to travel in a traditional dimension (Antara & Arida, 2015). However, in practice, tourism development in these rural areas is synonymous with agricultural-based products, such as agro-tourism, which is considered less varied and uniquely diverse. This case can see from the development of five rural tourism villages in Petang District, Badung Regency, Bali, which are stagnant due to the lack of diversification of tourism products. None of this rural tourism can be said to have developed because they sell the same product, agro-tourism (Situmorang & Narottama, 2019).

This phenomenon should use to evaluate the development of rural tourism products in Bali, especially Tegalmengkeb Village. Diversification of tourism products is an essential aspect that tourism stakeholders must consider to overcome boredom and attract tourists, first-time visitors, and those who have visited. The diversification aspect by highlighting the uniqueness and superiority of rural tourism products is crucial in winning the tourism business competition, especially post COVID-19 pandemic. Tourism stakeholders must develop products following the trends and dynamics of global tourism development, such as digital nomadism. The Ministry of Finance of Republic Indonesia (2020) states that

Bali tourism's recovery and redesign after the COVID-19 pandemic must focus on developing digital nomadism-based products.

The development of digital nomadism-based rural tourism products is one of the innovations that can carry out in Tegalmengkeb Village, Tabanan Regency, to overcome Bali's tourism products' diversification, welcoming back tourist visits after the COVID-19 pandemic and under global tourism trends. Several facts support this innovation in the development of tourism products, namely:

1. According to the WYSE (2018), digital nomad tourists represent 0.6% of total international tourists per year, or the equivalent of 1.8 million tourists. By 2035, it estimates that one billion people would work as digital nomads following the gig economy's development (Olga, 2020). This figure may increase from estimates given the transformation of human life to be more digital during the COVID-19 pandemic, which indirectly promotes the practice of digital nomadism (Chevtaeva, 2021);
2. Bali is one of the most popular digital nomadism destinations globally, recommended by many digital nomads (Cook, 2020; Thompson, 2019b). On the nomadlist.com (2020), several tourist areas in Bali, such as Canggu, have been named the second-best digital nomadism destination globally and the Ubud area is in 29th place. Other tourist areas also included in the top 200, such as Uluwatu (128), Munggu(135), Jimbaran (157), Seminyak (150), and Sanur (161). This fact has legitimized Bali's existence as one of the most popular and the best digital nomadism destinations in the world;
3. The practice of digital nomadism is expecting to become one of the new types of tourism that are increasingly popular in Bali (Wiranatha et al., 2019). Bali is famous as an international tourist destination with affordable living costs for digital nomad tourists (Prabawa & Pertiwi, 2020). Despite, this potential has not yet noticed, and there is minimal attention from tourism business actors in Bali, which should be optimized (Wiranatha et al., 2019);
4. During visiting destinations, digital nomads try to fit in with the local community and do not position themselves as tourists in general who travel as temporary consumers (Schlagwein, 2018). Digital nomad tourists' interest in new cultures is an excellent opportunity to develop digital nomadism destinations in Bali's undeveloped rural areas (Situmorang & Narottama, 2019). So far, the development and availability of co-spaces in Bali have only concentrated in urban areas that do not represent traditional Balinese life;
5. To support the tourism recovery in Bali, the Government of Indonesia is currently drafting a Work from Bali policy expected to be realized soon to encourage the local economy. This program explicitly targets the market, such as State Civil Apparatus (ASN) in 7 ministries, digital nomads, digital start-up employees, and State-Owned Enterprises (BUMN) employees to encourage hotel occupancy rates in Bali, especially the Nusa Dua area. In addition, this is an opportunity to provide alternative destinations in rural areas, such as Tegalemengkeb Village (Akbar, 2021; Situmorang, 2021; Yusuf, 2021);
6. Based on the research results, the practice of digital nomadism in Tegalmengkeb Village was identifying in Villa Sahaja Sawah. Most tourists who stay at this villa are digital nomads who work digitally from their respective rooms' balconies. These tourists generally stay for two weeks to six months or even more. Most of these travelers are guest repeaters which shows that Tegalmengkeb Village is one of the digital nomadism destinations that is quite comfortable for digital nomads. However, digital nomads' tourism activities in this village are

generally exclusive under the villa management, and most of them are middle and upper-class tourists.

Thus, it is necessary to develop tourism products based on digital nomadism in Tegalmengkeb Village, which breaks down the boundaries between digital nomad and local communities. So that, digital nomads will allow to stay overnight and be actively involved in rural communities' lives; this is very important because digital nomads prefer local people's facilities (Nash et al., 2018). These practices have been founded in the Banjar Adat Klecung Kelod, where many tourists often stay at homestays owned by local communities to experience life in the village while still working digitally. However, an inadequate internet connection is a significant obstacle in Tegalmengkeb Village. So, digital nomads who stay at local people's homestay are forcing to find a place with an adequate internet connection if they have to do something.

The effort to develop rural tourism products based on digital nomadism in Tegalmengkeb Village is not challenging to implement because the availability of tourism facilities in this village is adequate, such as three villas and ten homestays owned by local communities in Banjar Klecung Kelod. Nowadays, local people are also aggressively preparing their houses for homestays according to the agreed criteria. It is crucial to provide a stable and reliable internet connection and construct co-spaces for digital nomads to work. The co-spaces development should integrate with the community's life in Tegalmengkeb Village to provide variety and an attractive digital nomads atmosphere.

Based on the observations' results, this co-spaces construction can carry out in Banjar Kelecung Kelod in a local community plantation area that offers a comfortable and relaxed atmosphere. From this location, digital nomads will be treats to natural views in community plantations, mountains, and views overlooking the beach, which will undoubtedly spoil them. In this research, a co-spaces development plan in Tegalmengkeb Village has been prepare by adopting the "*catuspatha*" philosophy to promote the Balinese people's cultural richness. *Catuspatha* is a traditional Balinese concept of an intersection with sacred meaning and value as the center of urban growth. The concept of space represents the cross-axis space pattern; there is a cross between the earth's axis and the sun, orienting to the center of a road intersection (*Perempatan Agung*), the settlement. *Catuspatha* consists of four elements, namely: (1) *Puri*, as the center of government which doubles as a house of office; (2) The market as a trade center or four transactions; *Wantilan* building as a cultural/entertainment center; and (4) a public open space often used as a recreational park and usually equipped with an open building or *bale lantang* (Dharma & Aulia, 2017).

The co-space design will build using natural materials, like HuBud in the Ubud area. It intends that the co-space building is not permanent so that the building could change within a specific time to provide a new atmosphere for tourists. The design that has been prepare contains a plan to build a co-working space and other supporting facilities needed by tourists with diversification as a differentiator from other destinations. The design consists of five elements: co-working spaces, community space, digital market, observation tower, an attractive and educational garden, and co-living space. The following is a co-space development design that has been designed in this research:



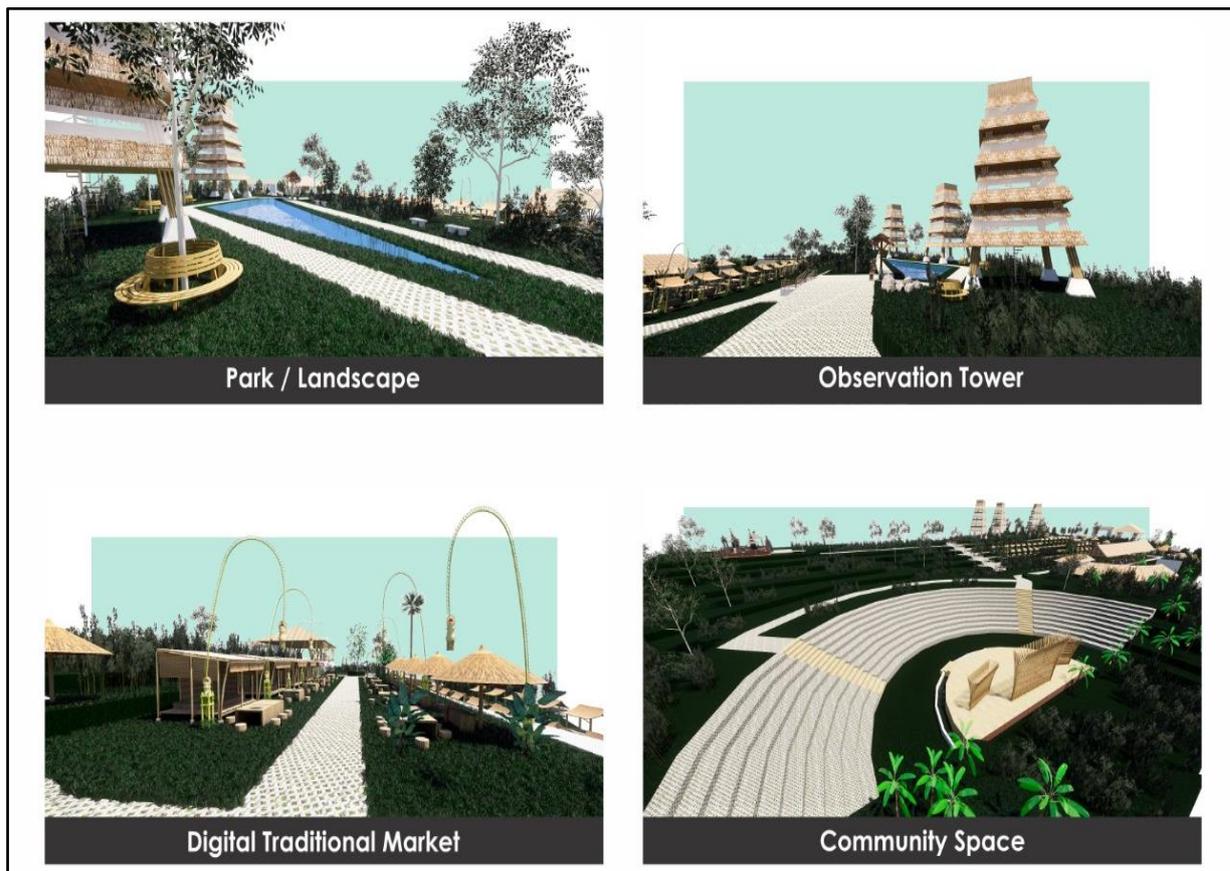
This design will be built by adopting the philosophy of “Catuspatha,” which consists of four main elements, namely puri (co-living space and co-working space), wantilan (community space), market (digital market), and public space (observation tower and attractive park). Each of these buildings has a particular function aimed to meet the needs of digital nomad tourists. This development design is integrated, which has not developed in various destinations, especially in rural areas.

Figure 2. Areal Perspective View of Co-Spaces Development Design in Tegalmengkeb Village  
Source: Research Result (2020)



The development of the co-spaces design will be equipped with a parking area that is not too large to park motorbikes or bicycles for tourists. In this design, a temple will also be built as a place of worship for employees who are local people. One of the main components of this design is co-living space accommodation services as an alternative to homestays. The availability of co-living space is crucial for digital nomad tourists with particular preferences who need private space and avoid intense interaction with local communities.

Figure 3. Entrance, Parking Area, Temple and Co-Living Space Design in Tegalmengkeb Village  
Source: Research Result (2020)



The development of this co-space design will be equipped with several other supporting facilities to offer exciting experiences for digital nomad tourists that have not been developed in other destinations, such as attractive educational parks, observation towers, digital markets, and community space buildings. Some artificial attractions will be provided at the attractive educational park, such as swings, treetops, and greenhouses, as a place to relax for digital nomad tourists. The developing concept of this park will be re-analyzed according to the needs of tourists and the environmental carrying capacity.

The observation tower will build on four floors designed as a place for digital nomads to enjoy the beauty of the village's natural landscape while relaxing, chatting with fellow tourists, or enjoying a cup of coffee. This building will be a comfortable place for tourists to unwind when they feel tired of working and need a place to refresh their minds.

The digital market is provided as a trading function where local communities can market local culinary products for tourists to increase the added value of village agricultural and fishery products. In this digital market, the public can also add some other interesting attractions, such as live music, local art performances, group viewing events, painting exhibitions, Etc, the place for creativity and cultural preservation efforts.

The community space building is a semicircular amphitheater for digital nomads to hold seminars, workshops, sharing sessions, training, Etc. The availability of buildings and a number of these events is a significant need for digital nomads to build togetherness and improve the capabilities (skills) of each member of the community.

Figure 4. Park, Observation Tower, Digital Market and Community Space Design in Tegalmengkeb Village  
Source: Research Result (2020)

Based on the interviews with members of the Banjar Kelecong Kelod Pokdarwis, the idea of redesigning rural tourism products based on digital nomadism is in line with the community's enthusiasm in welcoming the Work from Bali policy which is being campaigned by the Government of Indonesia. The community has a great desire to develop Tegalemngkeb Village, especially Banjar Kelecong Kelod, as an alternative destination for working from home. According to information from Pokdarwis members, some tourists who have visited their village are digital nomads with an imposing professional background. The digital nomads claimed to get much inspiration in completing their work while in the village. However, this potential for tourists is still not widely recognized by the public during the COVID-19 pre-pandemic period. After the COVID-19 pandemic, the community hopes to target digital nomad tourists as a prospective potential market segmentation for their village.

*"In our opinion, the policy of Work from Bali initiated by the government is an opportunity for Banjar Kelecong Kelod to provide a comfortable place to work for tourists. So far, the tourists who stay at our homestays are digital workers, such as 3D designers for NASA, Grammy award-winning directors from Canada and so on. We just realized that the people who visit here are great people and they admit that working from this village inspires them. So, it is this type of tourist that we hope will visit Kelecong Kelod after the COVID-19 pandemic"* (Purnama, a member of Pokdarwis Kelecong Kelod, interview on 12<sup>th</sup> June 2021).

The development of rural areas as digital nomadism destinations has a huge opportunity to offer diversified destinations for digital nomad tourists. According to the founder of [nomadlist.com](https://nomadlist.com), Pieter Levels, the practice of digital nomadism will become more common after the COVID-19 pandemic, which has begun with the work from home policy. Most digital nomad tourists will look more like remote workers whose travel intensity is not too high but will stay in a destination with a longer duration, such as Bali and Chiang Mai. Thus, many special interest destinations are very likely to emerge, such as skiing and snowboarding.

*"So, I think it (digital nomadism) will become mainstream, and I think we've seen that now with the corona, a lot of people work from home. A lot of people from home will start living somewhere else after corona, I think it will be a real thing. And I think the half nomad will become like a kind of remote worker. So, they would become less travelling, more like long term living, so, place like Chiang Mai and Bali will become like a long term living. An I think, there will be more destination is coming up, like, a lot of sky detination, snowboarding destination"* (Pieter Levels, Founder of [nomadlist.com](https://nomadlist.com), interview on 18<sup>th</sup> January 2021).

This opportunity is indeed very possible to be developed in rural areas; this is supported by the results of Zhu (2020) research, which states that tourism products in rural areas are considered to have excellent prospects after the COVID-19 pandemic due to the practice of retaliatory tourism and increased public awareness of natural sustainability. Rural areas are expected to stimulate explosive tourism growth and encourage latent tourist enthusiasm so that the market scale for this type of tourism will increase.

However, redesigning rural tourism products based on digital nomadism in Tegalmengkeb Village certainly has some obstacles in the implementation process. Besides constructing a co-working space, the availability of a good wifi network in each homestay is also an obstacle faced by the community. The availability of reliable wifi services is one of the fundamental aspects that digital nomads consider in determining digital nomadism destinations, as stated by the informants in this study. The provision of wifi services certainly requires a large amount of capital, while people's income from homestay accommodation services is experiencing a significant decline due to the COVID-19 pandemic. In addition, the problem of inadequate internet connection is also often complained of by tourists who visit several

points in this village, especially the beach area; this is unfortunate considering that the beach area is the most preferred spot for digital nomad tourists to work, such as the Canggu Beach Area.

Another major obstacle is the availability of a digital nomad community which is still very minimal in Tegalmengkeb Village. According to Situmorang (2021), although digital nomads choose to live a nomadic life, this type of tourist often feels lonely and looks for people who think like them to overcome isolation while in a destination; this is in line with the statements made by some informants in this study.

*"A lot of digital nomad travel alone, through themselves, so you want to, you know make friends and meet people"* (Tania, digital nomad tourist, interview on 18<sup>th</sup> January 2021).

*"Community is very important for digital nomad travelers. We know that the main principle of digital nomads is that they can work from anywhere but they also need support from other people. That's why the majority of digital nomads prefer to work from co-working spaces to work with the same people and be able to increase their productivity"* (Maria Agustin, Former Head Operation and Partnership Hubud Coworking-Space, interview on 15<sup>th</sup> January 2021).

To overcome the constraints related to community availability, the local community can establish cooperation with co-working spaces in the Canggu area to form an integrated community. Tegalmengkeb village geographically has advantages that should optimize because it is located only about a 1-1.5 hours drive from the Canggu area as one of the world's centers of digital nomad tourists. Thus, this village can become an alternative destination for digital nomad tourists in the Canggu area. This cooperative relationship can certainly be realized if this village already has co-space facilities. The development of co-spaces is also a solution to wifi and internet connections in Tegalmengkeb Village. With this facility, digital nomad tourists will be concentrated in one typical workplace.

Co-spaces will be the center point of activity for digital nomad tourists, as will the practice of digital nomadism in the Ubud Tourism Area and the Canggu Area. The tourists who live in this village will go to the co-working space to work without a specific time limit. When the work is finished, or the mind is bored, digital nomads can relax for a moment in attraction parks, observation towers, enjoy local cuisine at the digital market, or visit many tourist attractions in the village, such as beaches, community rice fields, village conservation areas, Etc. The availability of some tourist attractions in Tegalmengkeb Village will be a competitive advantage in attracting tourist visits considering this is one of the fundamental aspects that digital nomads highly consider.

*"One of the digital nomads' considerations in determining a destination is something to see and something to do. So, that is the idea when you traveled to one places, you would like to see, you know sightseeing and you would like to do a few things"* (Daniel, digital nomad tourist, interview on 18<sup>th</sup> January 2021).

Implementing the construction of these co-spaces will certainly again be faced with obstacles related to costs and capital that are pretty large. This problem can overcome by proposing the construction of these co-working spaces as Village Owned Enterprises (BUMDes). BUMDes is a business entity whose entire or most capital is owned by the village through direct participation from separated Village assets to manage assets, services, and other businesses for the Village community's maximum welfare (UU Nomor 6 Tahun 2014 tentang Desa, 2016). BUMDes will help the community with funding and ensure a collective management system; this will also encourage all society elements in policy-making, implementation, supervision, and benefit-sharing. According to Situmorang & Narottama (2019), the process of establishing BUMDes is easy and appropriate to support collaborative business development in the village.

Through BUMDes, Tegalmengkeb Village will receive profits from tourists' transactions while in the village, such as renting co-working space, lodging, food, drinks, Etc. It will undoubtedly impact increasing Village Original Income (PADes) after the COVID-19 epidemic that previously experienced contraction. Besides, tourists in Tegalmengkeb Village will also open up other business opportunities, such as homestays, tourist attractions, culinary businesses, Etc, which directly impact the absorption of local labor line with the principles of village development.

## **E. CONCLUSION**

COVID-19 pandemic has spread throughout the world, is a crisis and the worst historical record for the tourism sector since 1950. This pandemic has had a massive impact on all aspects of human life and the global economic sector, especially tourism. Bali Province is one of the areas most affected by the COVID-19 pandemic because most of its economy comes from the tourism sector. However, this pandemic should be interpreted as a catastrophe and a momentum to redesign tourism in the future. One focus of attention in restoring Bali tourism is developing tourism product-based digital nomadism, which predicts development rapidly after the COVID-19 pandemic. This effort can realize by developing rural tourism products based on digital nomadism in Tegalmengkeb Village, Tabanan Regency, Bali. This innovation is very feasible to develop because the following facts support it;

1. Digital nomads predicting to experience an increase due to the increasingly digital transformation of human life during the COVID-19 pandemic;
2. Bali is one of the most popular and best digital nomadism destinations in the world;
3. The practice of digital nomadism is a new type of tourism that will become increasingly popular in Bali, but this still lacks attention from tourism business actors;
4. Digital nomad tourists have a strong interest in learning about and being part of a new culture, but the availability of some co-spaces services in Bali generally located in urban areas that do not reflect the traditional life of the people;
5. The Indonesian government is currently developing policies that support the development of digital nomadism practices in Indonesia, especially Bali, such as the 'Work from Bali' program campaign for ASN, BUMN employees, digital start-up employees, Etc;
6. The practice of digital nomadism has been identifying in an accommodation business in Tegalmengkeb Village.

The development of Tegalmengkeb Village as rural tourism based on digital nomadism can realize by providing an adequate internet connection and the development of network designs as compiled in this study. The community can propose Village-Owned Enterprises (BUMDes) to help fund and support a collective management system to implement this idea. The development of Tegalmengkeb Village as rural tourism based on digital nomadism will support the revival of the regional economy after the COVID-19 pandemic and create jobs for local communities.

The development of Tegalmengkeb Village as a digital nomadism-based rural tourism can realize through the development of co-spaces designs that have been designed in this study. The implementation of the development of this design also helped overcome some problems in supporting the practice of digital nomadism in this village, such as the unavailability of a wifi network at several local community homestays, inadequate internet connections at many points, and the development of an integrated digital nomad community with some co-working spaces in the Canggu area. To realize this idea, the community can propose the establishment of Village Owned Enterprises (BUMDes) as a

solution to overcome funding constraints and ensure a collective business management system. The development of Tegalmengkeb Village as a digital nomadism destination is expected to encourage village economic growth after the COVID-19 pandemic, create jobs for local communities, and open up other tourism business opportunities.

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