INTISARI

Pandemi COVID-19 yang masuk ke Indonesia pada awal tahun 2020, menyebabkan penurunan kunjungan wisatawan mancanegara terutama ke Bali. Sebagian besar wisatawan mancanegara yang sudah berada di Bali pada saat pandemi COVID-19 terjadi, terpaksa harus menetap hingga pintu keluar masuk internasional dibuka kembali. Seiring berjalannya waktu, wisatawan mancanegara mengalami perubahan perilaku berwisata agar dapat beradaptasi dan bertahan hidup di Bali hingga waktu yang belum diketahui. Penelitian ini bertujuan untuk menganalisis perubahan perilaku berwisata dan faktor-faktor apa saja yang mempengaruhi perubahan perilaku berwisata wisatawan mancanegara di Bali selama pandemi COVID-19. Dalam menentukan informan, peneliti menggunakan metode *purposive sampling* berdasarkan kriteria yang harus dipenuhi, yaitu wisatawan mancanegara yang menetap di Bali sebelum pandemi COVID-19 (Januari-Maret 2020) hingga pada masa pandemi dengan pelonggaran (Juli 2022).

Teori yang digunakan sebagai landasan dalam penelitian ini yaitu *Theory of Planned Behavior* (TPB) oleh Ajzen (2005). Penelitian ini menggunakan metode kualitatif yang dianalisis melalui reduksi data, penyajian data, dan penarikan kesimpulan, serta dilakukan keabsahan data melalui triangulasi sumber. Hasil penelitian menunjukkan bahwa terjadi perubahan perilaku berwisata wisatawan mancanegara yang terjebak di Bali pada masa pandemi COVID-19. Berdasarkan teori TPB yang dipakai dalam penelitian ini, variabel *attitude, subjective norms,* dan *perceived behavioral control* memberikan pengaruh terhadap perubahan perilaku berwisata wisatawan mancanegara pada masa pandemi COVID-19. Faktor yang menyebabkan perubahan perilaku berwisata wisatawan mancanegara di Bali saat sebelum pandemi dan pada masa pandemi COVID-19 hingga pelonggaran yaitu niat / intensi, sikap terhadap perilaku, (motivasi berwisata di Bali), dan persepsi kontrol perilaku (aktivitas berwisata, tempat makan saat berwisata, akomodasi).

Kata Kunci: perubahan perilaku berwisata, wisatawan mancanegara, *Theory of Planned Behavior*, pandemi COVID-19

ABSTRACT

The COVID-19 pandemic that entered Indonesia in early 2020 caused a decrease in international tourist arrivals, especially to Bali. Most international tourists who were already in Bali when the COVID-19 pandemic occurred, were forced to stay until the international entry and exit gates were reopened. Over time, international tourists' travel behavior changes to adapt and survive in Bali until an unknown time. This study aims to analyze the changes in travel behavior and what factors influence changes in the travel behavior of international tourists in Bali during the COVID-19 pandemic. In determining the informants, the researcher used a purposive sampling method based on the criteria that had to be met, which is international tourists who lived in Bali from before the COVID-19 pandemic (January-March 2020) until the easing of the COVID-19 pandemic (July 2022).

The theory used as the basis for this research is the Theory of Planned Behavior (TPB) by Ajzen (2005). This study uses a qualitative method which is analyzed through data reduction, data presentation, and conclusion-making. The data validation is done through source triangulation. The result showed that there was a change in the travel behavior of international tourists who were trapped in Bali during the COVID-19 pandemic. Based on the TPB theory used in this study, the variables of attitude, subjective norms, and perceived behavioral control have an influence on changes in the travel behavior of international tourists during the COVID-19 pandemic. Factors caused tourists' travel behavior changes in Bali before the pandemic and during the COVID-19 pandemic until the easing phase are intentions, attitude toward the behavior, (motivation for traveling in Bali), and perceptions of behavioral control (traveling activities, places to eat while traveling, accommodation).

Keywords: *travel behavior changes, international tourists, Theory of Planned Behavior, COVID-19 pandemic*