

## INTISARI

Pengalaman perjalanan wisatawan domestik dalam fenomena *workcation* merupakan sebuah rangkaian dari periode prospektif, aktif, dan reflektif. Bali menjadi destinasi wisata populer yang didatangi oleh wisatawan domestik untuk bekerja sambil berlibur pada era kenormalan baru. Proses perjalanan wisatawan yang bertujuan untuk *workcation* dan berwisata diduga berbeda. Penelitian ini memiliki tujuan untuk mengeksplorasi mengenai proses perjalanan wisatawan domestik dalam fenomena *workcation* di Bali pada era kenormalan baru berdasarkan pengalaman yang telah dilalui oleh wisatawan. Penelitian ini menggunakan data primer yang berasal dari wawancara dengan informan serta data sekunder dari studi pustaka dan observasi media sosial. Proses analisis data dilakukan secara bertahap mulai dari, (1) persiapan pengolahan data, (2) reduksi data, (3) penyajian data hasil kategorisasi, serta (4) interpretasi dan penarikan kesimpulan. Hasil penelitian menghasilkan temuan pada periode prospektif wisatawan melewati lima fase yaitu fase bermimpi, mencari informasi, merencanakan dan membuat keputusan, melakukan pemesanan, dan persiapan sebelum keberangkatan. Wisatawan tidak secara mulus melewati fase satu ke fase lainnya, mereka cenderung berbalik ke fase-fase sebelumnya. Lebih lanjut, hasil temuan pada periode aktif menunjukkan hal-hal mengenai realita saat *workcation* di Bali, pembagian waktu bekerja dan berlibur, preferensi tempat bekerja, preferensi atraksi dan aktivitas wisata, serta preferensi cara bersosialisasi. Pada periode reflektif ditemukan hasil mengenai manfaat, gangguan dan kerugian, serta kepuasan wisatawan pada keseluruhan pengalaman *workcation* di Bali pada era kenormalan baru.

Kata kunci: *Workcation*, Proses Perjalanan Wisatawan, Bekerja Berlibur di Bali, Fenomena Berlibur Covid-19, *Remote Working*

## **ABSTRACT**

The domestic tourists' journey in the workcation phenomenon is a series of prospective, active, and reflective periods. Bali is a popular destination for domestic tourists to visit work while on vacation (workcation) in the new normal era. The travel process of tourists aiming for workcation and traveling is considered different. This study aims to explore the process of domestic tourist travel in the workcation phenomenon in Bali in the new normal era based on the experiences that tourists have had. This study uses primary data from interviews with informants and secondary data from literature and social media observations. The process of data analysis was carried out in stages, starting from: (1) preparation of data processing, (2) data reduction, (3) presentation of categorization data, and (4) interpretation and conclusion. The study results resulted in findings that in the prospective period, tourists pass through five phases: dreaming, seeking information, planning and making decisions, making reservations, and preparing before departure. Tourists do not smoothly pass from one phase to another; they tend to return to previous phases. Furthermore, the findings during the active period show things about the reality of workcations in Bali, the division of work and vacation time, preferences for workplaces, preferences for tourist attractions and activities, and preferences for how to socialize. In the reflective period, results were found regarding benefits, distractions and losses, as well as tourist satisfaction in the overall workcation experience in Bali in the new normal era.

**Keywords:** Workcation, Tourists' Journey, Working on Holidays in Bali, Covid-19 Vacation Phenomenon, Remote Working