

INTISARI

Deviant tourist behavior (DTB) atau perilaku wisatawan menyimpang semakin marak terjadi di Bali dan membawa dampak terhadap masyarakat lokal maupun wisatawan lainnya. Terjadinya kasus DTB yang bersinggungan dengan wisatawan lainnya ditakutkan akan mempengaruhi atribusi wisatawan terhadap kepuasan dan keinginan untuk berkunjung kembali ke Bali. Sementara itu, dampak pada masyarakat lokal akibat DTB yakni timbulnya sentimen kepada wisatawan. Sehingga dari kedua dampak tersebut ditentukan tujuan penelitian ini untuk mengetahui bagaimanakah kondisi pariwisata Bali akibat DTB dalam dimensi *socially sustainable tourism*. Pengumpulan data primer dilakukan dengan menarik 205 sampel untuk mengetahui pengaruh atribusi wisatawan pada DTB terhadap kepuasan dan keinginan berkunjung kembali dan dianalisis melalui *exploratory factor analysis* (EFA), *confirmatory factor analysis* (CFA), dan *structural equation model* (SEM). Analisis sentimen masyarakat Bali pada aplikasi X menggunakan kata kunci “turis di Bali”, dengan data yang berhasil dipanen sebanyak 144 *tweets* yang kemudian melalui tahapan *preprocessing* dan klasifikasi menggunakan Naïve Bayes Classifier. Kondisi pariwisata Bali dianalisis menggunakan analisis kesenjangan. Sementara itu, data sekunder didapatkan dari tinjauan literatur. Hasil penelitian menemukan gambaran umum atribusi DTB di Bali baik bentuk-bentuk, penyebab dan dampak, serta penanganan kasus. Pada temuan analisis pengaruh atribusi wisatawan pada DTB terhadap kepuasan dan keinginan berkunjung kembali ke Bali dinyatakan semua hipotesis ditolak. Sementara analisis sentimen menunjukkan dominasi sentimen positif masyarakat Bali terhadap wisatawan dengan persentase 58,3%. Pada akhirnya berdasarkan hasil kedua analisis tersebut ditarik kesimpulan kondisi pariwisata Bali dalam dimensi *socially sustainable tourism* dinilai mengalami dilematis karena DTB berdampak pada konflik pariwisata.

Kata kunci: perilaku wisatawan menyimpang, atribusi, sentimen, *socially sustainable tourism*, Bali

ABSTRACT

Deviant tourist behaviour (DTB), which affects both other tourists and locals in Bali. It is suspected that the prevalence of DTB cases that include other tourists may have an impact on their perceptions of satisfaction and repeat patronage to Bali. Meanwhile, the rise in sentiment is a result of DTB's effects on locals. Based on these two effects, the goal of this study was to assess how DTB affected Balinese tourism from a socially sustainable tourism dimension. Primary data collection was carried out by drawing 205 samples to determine the effect of tourist attributions on DTB on satisfaction and repeat patronage, analyzed through exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and structural equation model (SEM). Analysis of the sentiment of the Balinese community on the X application using the phrase "tourists in Bali" yielded 144 tweets that underwent preprocessing and classification using the Naïve Bayes Classifier. Gap analysis was used to examine the state of Balinese tourism. In the meanwhile, a literature study provided secondary data. The study's findings provided a broad overview of DTB attribution in Bali, covering its forms, causes, effects, and case management. In the findings of the first research question, all hypotheses were rejected. Meanwhile, sentiment analysis showed the dominance of positive sentiment from the Balinese people towards tourists with a percentage of 58.3%. In the end, based on the results of the two analyses, it was concluded that the condition of Balinese tourism in the dimension of socially sustainable tourism was considered to be experiencing a dilemma because DTB had an impact on tourism conflicts.

Keywords: deviant tourist behavior, attribution, sentiment, social sustainability of tourism, Bali