Analysis of Legal and Social Implications Related to the Visa Free Policy for Visiting Foreign Citizens: A Meta-Analysis in Bali, Indonesia

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A B S T R A C T

The free visit visa (BVK) policy for foreign nationals (WNA) in Bali, Indonesia, has become an important instrument in encouraging tourism. However, this policy also gives rise to complex dynamics of social norms. This research aims to analyze existing studies regarding social norms related to BVK in Bali through a meta-analysis approach. This research uses a meta-analysis method by collecting data from various relevant empirical studies, both qualitative and quantitative, published between 2018-2024. Keywords used in the search included "social norms," "visa-free policy," "Bali," "tourism," and "Indonesia." Selected studies were then systematically analyzed to identify key themes and emerging patterns. The meta-analysis results show that there are various social norms related to BVK in Bali. Several norms support this policy, such as norms of friendliness and openness towards foreigners. However, there are also norms that have the potential to cause conflict, such as norms relating to politeness, customs and public order. This research provides a deeper understanding of the complexity of social norms related to BVK in Bali. These findings have important implications for stakeholders in formulating more effective and sustainable policies, as well as for the Balinese people in facing social changes that occur as a result of tourism.

1. Introduction

Bali, as one of Indonesia's leading tourist destinations, has long implemented a visa-free visit (BVK) policy for foreign citizens (WNA) from various countries. This policy aims to increase the number of foreign tourist visits, encourage local economic growth, and strengthen Bali's position as an international tourism center. BVK allows foreigners from certain countries to enter Bali without requiring an official visit visa, with a limited stay period, usually up to 30 days.

The BVK policy in Bali has undergone several changes and adjustments over time. Initially, this policy was implemented on a limited basis only for certain countries. However, along with the development of Bali tourism and the need to attract more tourists, the list of countries receiving BVK facilities continues to expand. Currently, more than 160 countries have been included in the BVK Bali list, including large countries such as the United States, United Kingdom, Australia, China, and Japan. The BVK policy in Bali has had a significant impact on the tourism industry on this island. The number of foreign tourist visits has increased rapidly since the implementation of this policy, which in turn has encouraged the growth of various economic sectors related to tourism, such as hotels, restaurants, transportation, and handicrafts. Apart from that, BVK has also helped improve Bali's image as a tourist destination that is friendly and easily accessible to international tourists. However, behind the economic and tourism benefits generated, the BVK policy in Bali

also raises various challenges and problems. One of the main issues that arises is related to the social and cultural changes that occur in Bali as a result of increasingly intensive interactions between local communities and foreign tourists. Differences in culture, values , and social norms between these two groups can trigger conflict and tension, especially if not managed well.[1-3]

Social norms are unwritten rules that regulate individual behavior in a society. These norms are formed from the values, beliefs, and customs held by that society. In the tourism context, social norms play a very important role in shaping interactions between tourists and local communities, as well as in maintaining the sustainability of the tourism industry itself. Tourism, as an industry that involves interactions between people from various cultural backgrounds, is greatly influenced by the social norms that apply in the tourist destination. Tourists, coming from different cultural environments, often bring their own social norms with them. Meanwhile, local communities also have social norms that have been formed from generation to generation. When these two groups meet, potential conflicts and misunderstandings can arise if there is a mismatch between the social norms they adhere to. For example, tourists may not be aware of or respect the norms of politeness that apply in local society, such as how to dress, how to speak, or how to behave in sacred places. Conversely, local people may feel disturbed or offended by tourist behavior that is deemed inappropriate or disrespectful to their cultural values. Therefore, understanding and respecting the social norms that apply in tourist destinations is very important for tourists. This can help them avoid inappropriate behavior, build good relationships with local communities, and have a more meaningful tourism experience.[4-6] This research aims to analyze in depth existing studies regarding social norms related to BVK policy in Bali. Through a meta-analysis approach, this research will identify the main themes, patterns and differences that emerge from these various studies.

2. Methods

This research uses a meta-analysis method by collecting data from various relevant empirical studies, both qualitative and quantitative, published between 2018-2024. To ensure the relevance and quality of the analyzed studies, strict inclusion and exclusion criteria were applied. The Inclusion Criteria are Research Type: Empirical research, both qualitative (for example, case studies, ethnography, in-depth interviews) and quantitative (for example, surveys, experiments), which explicitly discusses social norms related to BVK policy in Bali; Research Focus: Study that focuses on interactions between foreign tourists and local communities in Bali, as well as the impact of the BVK policy on social norms that exist in Balinese society; Publication Period: Studies published between 2018 and 2024 to ensure relevance to the latest developments in policies and social norms related to tourism in Bali; Language: Studies published in Indonesian or English to broaden the scope of the research and avoid language bias. Meanwhile, the exclusion criteria are non-empirical studies: theoretical studies, literature reviews, or opinions that are not based on empirical data will be excluded; Studies Outside Bali: Studies that focused on other tourist destinations in Indonesia or other countries were excluded, as the focus of this research was on the specific context of Bali; Studies with Incomplete Data: Studies that did not provide sufficient data for analysis, such as studies that did not clearly report sample size, data collection methods, or analysis results, were excluded.

A comprehensive literature search strategy was used to identify relevant studies. Searches were carried out in various electronic databases, such as Scopus, Web of Science, Google Scholar, and national and international journal portals. Keywords used in the search included: " social norms"; "visa-free policy"; "visa exemption"; "Bali"; "tourism"; "Indonesia". In addition, the references of the studies found were also checked to identify additional studies that may be relevant. Relevant data were extracted from each study that met the inclusion criteria. Extracted information

includes: Study Characteristics: Type of study, year of publication, study location, sample size, data collection methods, and data analysis methods. Study Results: The main findings relate to social norms related to the BVK policy in Bali, the impact of the policy on existing social norms, and policy recommendations provided by researchers. Data were extracted independently by two researchers to ensure accuracy and consistency. Any discrepancies in data extraction were resolved through discussion and consensus. The extracted data was analyzed using a meta-analysis approach. This approach makes it possible to combine results from different studies and produce more robust and comprehensive conclusions. Qualitative data from the analyzed studies were coded using a thematic coding scheme. Coding was conducted independently by two researchers to ensure reliability. The coded qualitative data was analyzed using a thematic analysis approach to identify key themes emerging from the studies.

3. Results and Discussion

Based on a comparison of 20 studies (Table 1) regarding social norms related to the visa-free visit (BVK) policy in Bali. There are various social norms that emerge in interactions between foreign tourists and local communities in Bali, both positive norms such as friendliness, openness and tolerance, as well as negative norms such as conflict, discrimination, and injustice. These norms are not static, but rather dynamic and can change over time and intercultural interactions. The BVK policy has had a significant impact on social norms in Bali, both positively and negatively. Increased interaction between tourists and local communities has encouraged the adaptation of social norms, both on the part of tourists and local communities. However, BVK policies can also trigger

conflict and tension due to differences in norms and behavior between the two groups. Social norms and tourism dynamics may vary between different regions in Bali. Studies conducted in different locations, such as Ubud, Kuta, Nusa Lembongan, Canggu, Sanur, and others, show differences in the social norms that emerge and the impact of BVK policies on local communities. This shows the importance of considering the local context in formulating effective tourism policies and strategies. Studies using qualitative methods, such as in-depth interviews and ethnography, provide a deeper understanding of perceptions, experiences, and adaptation to social norms at the individual and community levels. Quantitative studies, such as surveys, provide a broader picture of the impact of BVK policies on social norms at the population level. The combination of these two approaches can provide a more comprehensive picture of the dynamics of social norms related to tourism in Bali. The findings from these studies indicate the need for tourism policies that are more responsive to the dynamics of social norms in Bali. BVK policies need to consider the impact on local norms, both positive and negative, and look for ways to minimize conflict and maximize benefits for local communities. A participatory approach that involves local communities in policy formulation and implementation is also important to ensure that policies meet their needs and aspirations. Overall, the interpretation of this comparison of 20 studies shows that the BVK policy in Bali has a complex impact on social norms. A deeper understanding of these dynamics is essential to formulate tourism policies that are more effective, sustainable, and equitable for all parties involved.

Table 1. Comparison of studies.

No.	Study title	Method of collecting data	Research location	Summary
1	Local community perceptions of foreign tourists in the visa free era: case study in Ubud, Bali	Deep interview	Ubud, Bali	This study found that the majority of local people in Ubud have positive perceptions of foreign tourists, especially because of their contribution to the local economy. However, there are also concerns about cultural changes and tourist behavior that do not conform to local norms.
2	The impact of the visa-free policy on social norms in Bali: survey analysis of local communities and foreign tourists	Online survey	Bali	The survey results show that the visa-free policy has increased interaction between local people and foreign tourists, which in turn influences social norms in Bali. There is increasing tolerance for cultural differences, but conflicts also arise regarding tourist behavior that does not respect local customs.
3	Dynamics of politeness norms in tourist-local community interactions in Kuta, Bali: an ethnographic study	Participant observation	Kuta, Bali	This study examines how politeness norms are interpreted and negotiated in daily interactions between tourists and local communities in Kuta. The results show adaptation and compromise from both parties to avoid conflict.
4	Adaptation of local community social norms to tourism in Nusa Lembongan: case study	Deep interview	Nusa Lembongan	This study reveals how local communities in Nusa Lembongan actively adapt their social norms to accommodate the presence of foreign tourists, especially in terms of clothing and behavior in public places.
5	Conflict of social norms and tourism in Canggu, Bali: perspectives of local business owners	Semi-structured interviews	Canggu, Bali	This study reveals a conflict between social norms held by local business owners in Canggu and the behavior of foreign tourists, especially related to land use and commercial activities that are considered to disturb the local environment and culture.
6	Balinese hospitality norms and tourism: a comparative study between tourist and non-tourist villages	Surveys and interviews	Bali	This study compares hospitality norms in tourist and non-tourist villages in Bali. The results show that norms of friendliness are stronger in tourist villages, but there is also the potential for commercialization to reduce the authenticity of social interactions.
7	The role of social media in shaping social norms related to tourism in Bali: Instagram content analysis	Content analysis	Bali	This study analyzes Instagram content posted by foreign tourists and local communities in Bali to identify how social media influences perceptions and behavior regarding social norms in the tourism context.
8	Gender norms and tourism in Bali: a case study of Legong dancers	Interviews and observations	Bali	This study explores how gender norms influence the experiences and roles of Legong dancers in the tourism industry in Bali. The results show that there are challenges and opportunities for Legong dancers to navigate complex gender norms.
9	Foreign tourists' perceptions of social norms in Bali: a comparative study between Western and Asian Tourists	Online survey	Bali	This study compares Western and Asian tourists' perceptions of social norms in Bali. The results show differences in understanding and acceptance of local norms, which can influence their behavior and interactions with local communities.
10	Shifting social norms and tourism in Sanur, Bali: a longitudinal study	Repeated surveys	Sanur, Bali	This study traces changes in social norms in Sanur over several years along with the development of tourism. The results show a shift in certain norms, such as clothing and behavior in public places, due to interactions with foreign tourists.

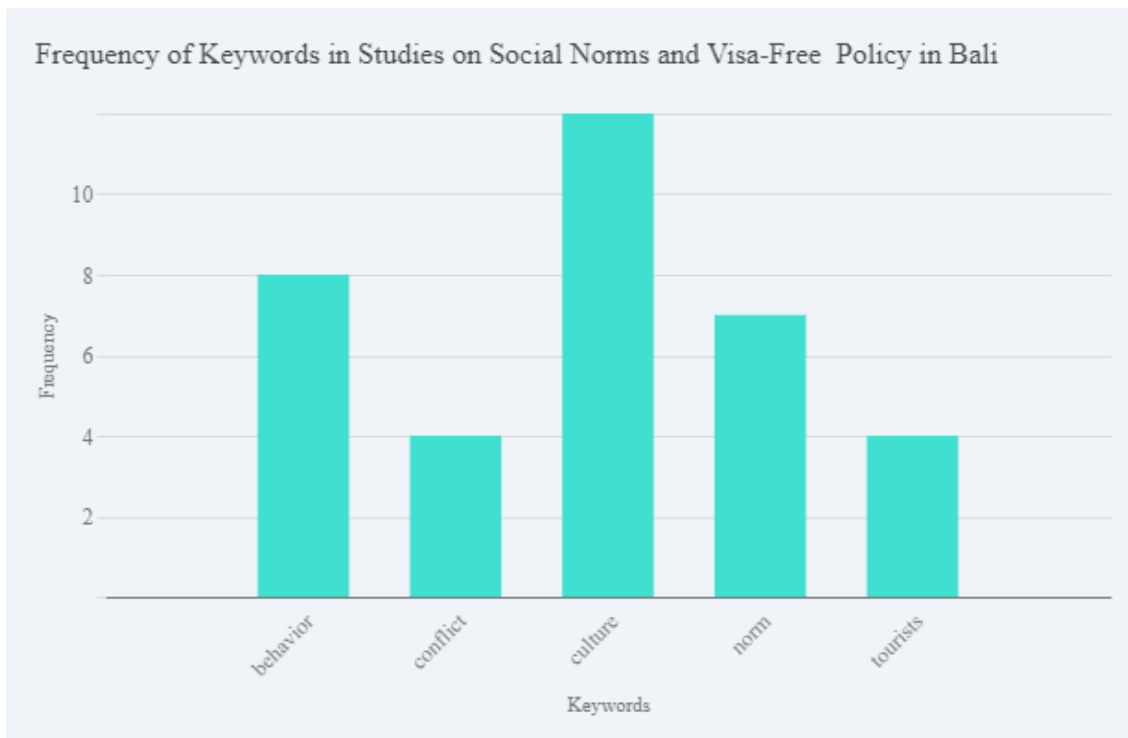| No.	Study title	Method of collecting data	Research location	Summary
11	Religiosity and social norms in tourism in Bali: case study of Besakih Temple	Deep interview	Pura Besakih	This study explores how social norms related to religiosity at Pura Besakih influence tourist behavior and experiences. The results show that understanding and respecting these norms is essential to maintaining the sanctity and sustainability of the holy site.
12	Local identity construction in tourism in Bali: case study of Penglipuran Village	Ethnography	Penglipuran, Bali	This study analyzes how local communities in Penglipuran Village construct and maintain their local identity in the face of tourism flows. The results show that there are efforts to maintain local traditions and values while still taking advantage of the economic opportunities offered by tourism.
13	Environmental norms and tourism in Bali: case study of waste management at Kuta Beach	Interviews and observations	Kuta beach	This study evaluates the effectiveness of waste management at Kuta Beach and how environmental norms influence the behavior of tourists and local communities in maintaining beach cleanliness. The results show that there are challenges in changing behavior and increasing awareness of the importance of the environment.
14	Social norms and sustainable Tourism in Bali: case study of Pemuteran Tourism Village	Case study	Pemuteran, Bali	This study analyzes how social norms in the Pemuteran Tourism Village support sustainable tourism practices, such as environmental conservation, local community empowerment, and cultural preservation.
15	Conflict and negotiation of social norms in tourism in Amed, Bali: a case study of divers	Interviews and observations	Amed, Bali	This study examines how conflicts between different social norms emerge in interactions between foreign divers and local communities in Amed, especially regarding the use of marine resources and responsible tourism practices.
16	Tourism and changes in social norms in Trunyan Village, Bali: a case study of a unique burial ceremony	Ethnography	Trunyan, Bali	This study documents changes in social norms that occur in Trunyan Village due to tourism, especially related to their unique burial ceremonies. The results show the adaptation and commodification of traditions to meet tourist expectations.
17	Social norms and halal tourism in Bali: case study of halal restaurants	Surveys and interviews	Bali	This study explores how social norms related to halal tourism are met by halal restaurants in Bali. The results show that there are efforts to accommodate the needs of Muslim tourists while still respecting Bali's cultural and religious diversity.
18	The impact of the visa-free policy on the tourism Industry in Bali: economic and social analysis	Secondary data analysis	Bali	This study analyzes the economic and social impact of the visa-free policy on the tourism industry in Bali. The results show significant economic growth, but also increasing social inequality and pressure on the environment.
19	Social norms and medical tourism in Bali: a case study of a beauty clinic	Deep interview	Bali	This study explores social norms related to medical tourism in Bali, especially in beauty clinics. The results indicate a need for increased regulation and supervision to protect consumers and maintain service quality.
20	Tourism and changing social norms in Bali: the young generation's perspective	Surveys and focus groups	Bali	This study explores the perceptions of the younger generation in Bali regarding changes in social norms that occur as a result of tourism. The results show an ambivalent attitude, with young people appreciating the economic opportunities offered by tourism, but also worrying about the loss of cultural identity and traditional values.

Figure 1. Frequency of occurrence keywords in studies on social norms and visa-free visit policies in Bali.

Figure 1 provides valuable insight into the main focus of these studies and how BVK-related issues are examined from a social norms perspective. The keyword "culture" has the highest frequency (12), indicating that these studies significantly focus on how Balinese culture is influenced by tourism and BVK policies. This shows that researchers recognize the importance of culture as a key factor in understanding social dynamics in Bali. The keyword "behavior" (8) is in second place, indicating that the behavior of foreign tourists is the main concern in these studies. This shows that researchers are trying to understand how tourist behavior, both positive and negative, can influence local social and cultural norms. The keyword "norm" (7) is in third place, confirming that the concept of social norms is the main basis for analyzing the impact of BVK in Bali. These studies seek to identify, understand, and analyze how social norms in Bali interact with tourism and BVK policy. The keywords "conflict" (4) and "tourists" (4)

have the same frequency, indicating that conflicts arising from interactions between foreign tourists and local communities, as well as the impact of tourist presence on social norms, are important issues examined in these studies. this study. Figure 1 depicts a "tug-of-war" between Bali's rich culture and the increasing presence of foreign tourists. These studies seek to understand how the "dance" between these two forces plays out, with social norms as the stage. The behavior of foreign tourists is in the spotlight because it can become "choreography" that enriches or destroys the dance. The conflicts that arise become inevitable "drama", but also become opportunities to learn and adapt. Overall, this graphic highlights the complexity and dynamics of the relationship between tourism, culture, and social norms in Bali. These studies provide an important basis for developing tourism policies and strategies that are more sustainable and respectful of local cultural values.

Table 2. Analysis of social norm patterns.

Positive social norms	Negative social norms
"This study found that the majority of local people in Ubud have positive perceptions of foreign tourists, especially because of their contribution to the local economy."	"However, there are also concerns about cultural changes and tourist behavior that does not conform to local norms, such as wearing inappropriate clothing and drunken behavior."
"Survey results show that the visa-free policy has increased interaction between local people and foreign tourists, which in turn influences social norms in Bali. There is increased tolerance for cultural differences..."	"...but conflicts also arise regarding the behavior of tourists who do not respect local customs."
"The local community in Ubud shows friendliness and openness towards foreign tourists, creating a friendly and comfortable atmosphere for visitors."	"Some foreign tourists display impolite behavior, such as dressing indecently at holy places or speaking in high-pitched voices to local people."
"Tolerance for cultural differences is increasing in Bali, with local people and foreign tourists learning about and appreciating each other's cultures."	"There have been cases of discrimination against certain foreign tourists, especially those from countries that are considered less developed or have significantly different cultures."
"Many foreign tourists show respect for local customs, such as wearing modest clothing when visiting temples or participating in religious ceremonies."	"Some local business owners feel disadvantaged by competition from businesses owned by foreigners, who are perceived to have easier access to capital and resources."
"Positive interactions between tourists and local communities have strengthened the sense of togetherness and mutual understanding, creating stronger social bonds."	"The excessive presence of foreign tourists in some tourist areas has caused traffic jams, pollution and environmental damage, which in turn has led to conflicts with local communities."
"Foreign tourists who learn and use Balinese show appreciation for local culture, which is valued by the Balinese people."	"Some foreign tourists show a disregard for the environment, such as littering or destroying coral reefs, which can damage Bali's ecosystem and natural resources."
"Local communities in several tourist villages actively participate in tourism activities, such as becoming tour guides or providing homestays, which provides economic benefits for them."	"Inequity in the distribution of economic benefits from tourism remains a problem, with most of the profits going to large entrepreneurs and foreign investors, while local communities receive only a small portion."
"Many foreign tourists show a genuine interest in learning about Balinese culture, such as taking traditional dance classes or learning to cook Balinese food."	"Some foreign tourists fall into stereotypes about Balinese culture, only being attracted to the exotic and sensational aspects, without trying to understand the deeper values and traditions."
"Cultural exchange programs between foreign tourists and local communities have helped improve mutual understanding and reduced the potential for conflict."	"The excessive presence of foreign tourists at some tourist attractions has led to a loss of public space for local communities, who feel marginalized and have lost access to places that were once part of their daily lives."
"Many foreign tourists show concern for social and environmental issues in Bali, such as participating in beach clean-ups or supporting conservation projects."	"Some foreign tourists are involved in illegal activities, such as drug use or prostitution, which can damage Bali's image as a family tourism destination and increase the risk of crime."

Table 2 shows that the visa free visit policy (BVK) has painted a canvas of harmony in Bali, where local people and foreign tourists interact in a dynamic cultural dance. Positive norms such as friendliness, openness and tolerance are beautiful notes that accompany this dance. Local people, with friendly smiles and open hearts, welcome foreign tourists as guests of honor. Foreign tourists, in turn, show

respect for local customs, wear modest clothing when visiting temples, and even learn Balinese as a show of appreciation for local culture. Tolerance for cultural differences is strengthening, creating space for the exchange of knowledge and enriching experiences. Foreign tourists who are interested in learning traditional Balinese dances or cooking typical Balinese food are clear examples of appreciation for the richness of local culture. This positive interaction not only strengthens social ties, but also strengthens the sense of togetherness and mutual understanding between the two groups. However, behind this harmony, there are also shadows of tension lurking. Behavior of foreign tourists that does not conform to local norms, such as wearing immodest clothing, drunken behavior, or a disregard for the environment, becomes a dissonance that disrupts the rhythm of cultural dance. Imbalances in the distribution of economic benefits, discrimination against certain tourists, and the loss of public space for local communities, add to the complexity of the dynamics of social norms in Bali. Conflicts of interest between local and foreign business owners, as well as concerns about changing culture too quickly, are challenges that need to be overcome. It is important to note that the dynamics of social norms are not simply black and white, but rather a spectrum that is constantly moving. Social norms are not static entities, but rather living entities that continue to develop along with social interaction and change. Bali, like a dancer on a tightrope, must maintain a balance between tourism and culture. The BVK policy has opened the door to extraordinary economic opportunities and cultural exchange, but it also carries risks to Bali's social and cultural sustainability. Therefore, it is important to continue to monitor and understand the dynamics of social norms that occur, and develop appropriate strategies to maintain this balance. Education and outreach about local norms to foreign tourists, empowerment of local communities in the tourism industry, as well as strict law enforcement against behavior that violates norms, are some of the steps that can be taken to ensure that tourism in Bali remains sustainable and respects cultural values. which is the main attraction of this island. Bali is a cultural gem that must be protected and preserved. By understanding and respecting existing social norms, we can ensure that cultural dance in Bali remains beautiful and harmonious, becoming a valuable legacy for future generations.

Social norms can act as an effective social control mechanism in regulating the behavior of foreign tourists. Norms such as politeness, respect for local customs, and concern for the environment can encourage tourists to behave in accordance with the values that apply in Bali. Conversely, violations of these norms can trigger social sanctions, such as ostracism or censure from local communities, which can be more effective than formal legal sanctions. However, it is important to note that social norms do not always align with formal laws. Sometimes, social norms that apply in local communities may conflict with applicable laws and regulations. For example, politeness norms that require tourists to wear traditional clothing when visiting temples may not be explicitly regulated in law. Therefore, efforts need to be made to harmonize social norms and formal law so that both can strengthen each other in regulating tourist behavior.[7-9]

The BVK policy needs to be accompanied by intensive outreach efforts, both to foreign tourists and local communities. Tourists need to be given clear and easily accessible information about the social norms that apply in Bali, as well as the legal consequences of violating these norms. This socialization can be done through various channels, such as brochures, websites, social media and advertising campaigns. Apart from that, local communities also need to be given a better understanding of BVK policies and their rights as citizens. This is important to prevent conflicts and discrimination against foreign tourists. Socialization to local communities can be carried out through discussion forums, training and collaboration with community figures.[10-12]

Fair and consistent law enforcement against violations of social norms and laws and regulations

related to tourism is very important to maintain order and security in Bali. This will provide a deterrent effect for tourists who have the potential to violate the rules, as well as provide a sense of security and comfort for local communities. However, law enforcement also needs to be carried out humanely and pay attention to aspects of justice. The sanctions given must be proportional to the level of violation and take into account the tourist's cultural background. Apart from that, law enforcement also needs to involve the participation of local communities to ensure that the sanctions given are in accordance with the norms that apply in society.[13-15]

The BVK policy has brought significant changes to social norms in Bali. The increasingly intensive interaction between foreign tourists and local communities has triggered a process of acculturation and adaptation to social norms. Some local norms may strengthen, while others may weaken or even disappear. For example, the norms of friendliness that are characteristic of Balinese society may be strengthened due to interactions with foreign tourists who value such friendliness. However, certain politeness norms, such as how to dress or behave in public places, may undergo changes or adjustments due to foreign cultural influences. Differences in social norms between foreign tourists and local communities can trigger conflict and social tension. This can occur due to misunderstandings, lack of knowledge about each other's culture, or fundamental differences in values. These conflicts can take many forms, ranging from small disputes between individuals to large demonstrations involving many people. If not managed well, this conflict could damage Bali's image as a tourist destination and threaten the sustainability of the tourism industry.[16-18]

To minimize conflict and build harmonious relations between foreign tourists and local communities, intercultural dialogue and understanding are very important. This can be achieved through various means, such as cultural exchange programs, language training, and activities that involve active participation from both parties.

Apart from that, it is also important to create dialogue spaces that allow foreign tourists and local communities to share experiences, knowledge and perspectives. This can help improve mutual understanding, reduce prejudice, and build mutual respect.[19,20]

4. Conclusion

There are positive norms such as friendliness, openness, and tolerance that strengthen intercultural interactions, as well as negative norms such as conflict, discrimination, and injustice that arise due to differences in values and behavior. The BVK policy has triggered changes in social norms in Bali, both in terms of strengthening existing norms and the emergence of new norms due to adaptation to the presence of foreign tourists. Social norms and impacts of BVK vary between different locations in Bali, indicating the importance of considering local context in understanding tourism-related social dynamics.

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