

THE CRISIS COMMUNICATION MODEL CARRIED OUT BY THE PROVINCIAL GOVERNMENT OF BALI IN HANDLING CRIMINAL CASES OF FOREIGN TOURISTS AS AN EFFORT TO MAINTAIN THE TRUST OF THE WORLD COMMUNITY IN BALI TOURISM

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Abstract

Bali is a very popular tourist province in the world. In 2023, there were 2.35 million foreign tourists visiting Bali. This number will certainly have a significant impact on the community's economy and Indonesia's image as a safe country that can be visited by foreign tourists. However, the number of visits also has an impact on the problems that arise. The main issue that is the focus in managing the tourism industry is the safety of tourist attraction locations for visitors. In Bali Province, starting from 2021-2023, criminal acts against foreign tourists have continued to increase every year. If this is not addressed quickly, it will affect the world's trust in tourism in Bali, which will certainly have a domino effect on tourism potential and the economic welfare of the community. The research method used is descriptive qualitative case study. The result of this research is the crisis communication model of the Bali provincial government in overcoming the crisis. The communication model carried out is horizontal communication, vertical communication, cultural communication, mass communication and social media.

Keywords: Crisis communications, Tourism, crisis communication

1. Introduction

Bali is a popular tourist destination in the world. Its natural beauty and distinctive culture have attracted millions of tourists to visit Bali. Throughout 2023, 2.35 million foreign tourists visited Bali. This certainly provides many benefits for Indonesia such as increased economic potential, increased investment potential and opportunities for Indonesia to become increasingly popular as the world's preferred tourist destination.

Increased tourism visits have various social impacts. Economically, the community will certainly be helped by the increase in tourist visits. However, the increase in tourist activity also leaves social problems that can be taken seriously by the government. One of the social problems that arise with the high number of tourist visits is the criminality cases that befall foreign tourists.

Quoted from detik.com the number of criminal cases involving foreign nationals in 2022 to early 2023 was 56 criminal cases. This case involved 60 foreign tourists. In 2023 criminal cases involving

foreign tourists increased, even 177 foreign tourists became victims of criminality that occurred in Bali. (<https://www.kompas.id/baca/nusantara/2023/08/18/bersama-menjaga-bali-tetap-aman-dan-nyaman-untuk-bersama>, accessed 21/12/2023)

This condition is certainly concerning. Amid the efforts of the Balinese government to polish and beautify tourism in Bali to make it more beautiful and attractive, there are consequences that must be resolved, namely the criminal problems that arise and increase every year. Criminal cases that occur not only harm the victims, but will also have an impact on the image of Bali as a safe and comfortable tourist destination for migrants.

Criminal issues that occur and involve and harm tourists must certainly receive serious attention by the Bali provincial government. A fast and precise response will increase public confidence in Bali as a safe and comfortable tourist destination. Especially for foreign tourists, safety while in tourist destinations is certainly the main thing that is prioritized when on vacation.

Over the past ten decades, Bali has been hit by the tourism crisis at least three times. Starting from the Bali bombing case in 2002 and 2005, and the covid pandemic in 2020. When an issue blows up and a crisis occurs, tourist areas must immediately carry out fast and effective communication to various related parties because the public needs accurate, fast and precise information about the issue. (Maulida Rizkiya, 2021)

As a tourist destination that has faced crisis situations several times, the Bali provincial government should have an understanding of the crisis that might occur as a reference for making a crisis resolution plan (crisis communications plan). A good understanding of the crisis helps tourist destinations to survive and deal with the crisis well. Because a crisis is something that cannot be predicted and can happen at any time, a crisis cannot be predicted. Crisis is an uncertain situation for the organization. Understanding the possibility of a crisis and the skill of reading the pre-crisis situation by tourist destination managers and the government will be a good tool in resolving the crisis.

Crisis Communication Plan will help the company to more easily resolve the crisis quickly and accurately. Resolving the crisis by thinking about the resolution strategy when the crisis occurs is certainly not effective and sometimes makes the organization blunder because of the pressure from various parties to the crisis that occurred. With a Crisis Communication plan, the organization can cut the crisis time so that the crisis will not last too long. Furthermore, crisis communication management with its various strategies can maintain the existence of the organization. It is at this point that organizations need a good understanding of the crisis. (Relations et al., 2023)

In the case that occurred in the province of Bali, related to the criminality of foreign tourists is a type of micro-crisis that if not handled properly it will have a greater impact. As a tourist destination that has faced and resolved crises well, the provincial government of Bali has certainly read the possibility of social impacts due to the increase in foreign tourists coming to Bali and how to solve the problem, as well as steps that must be taken immediately when a crisis occurs.

Putu lingga Wacika's research in 2021 on the Bali Tourism Office crisis communication strategy in dealing with the Corona virus by informing the situation and condition of Bali Tourism based on predetermined phases. In message planning, the Bali Provincial Tourism Office presents informative message content, namely by informing the situation and condition of Bali Tourism based on predetermined phases. The message conveyed also strives to be right on target, so that the message that has been conveyed can be implemented appropriately. In delivering messages through the media, the Bali Provincial Tourism Office uses interactive media, so that the informative messages conveyed

can be confirmed by the audience so that there is no misunderstanding. In using the media, there are several indicators used, namely budget, audience reach, and tourist trends. (Wacika, 2021)

However, based on research results (Wacika, 2021) it is also stated that there are obstacles in resolving the crisis due to the Covid 19 pandemic in Bali, namely the lack of public literacy and the rampant spread of fake news.

Research (Widiantara, 2022) on the Expression of Warganet Responding to Emergency PPKM: A Critical Study of the Public Communication of the Governor of Bali provides results that the public criticizes the communication process of the governor of Bali. "The strategic policies of the Bali Provincial Government, especially those related to the physical and monumental, have not escaped harsh criticism because it is considered that the Bali Government ignores the conditions of the people who are experiencing a crisis and find it difficult to meet their daily needs,"

Based on the two research results above, the crisis resolution of the Covid 19 pandemic that broke out some time ago experienced various challenges and dynamics. This research will add to the treasury of crisis communication studies that occur in Bali, so that Bali will have various sources of crisis studies from different perspectives and different problems. By knowing the crisis communication model carried out by the Bali provincial government and related stakeholders in handling the tourism crisis in Bali, starting from the pre-crisis, crisis, and post-crisis stages, a crisis resolution model through communication will be found in the form of a Crisis Communication Plan and an inventory list of crises and the impact of crises on tourism as study material that can be used to anticipate crises.

(Fearn-banks, n.d.) As an effort to understand the risk of crises that may occur, the company must anticipate through a crisis inventory. Crisis inventory is an organizational effort to identify which crises are likely to occur in the organization. For example, in a restaurant the most likely crisis to arise is a crisis about food poisoning compared to an accident. In a tourist destination in Bali, the most likely crisis is a tourist safety crisis rather than a boycott crisis. Through a good crisis inventory process, it will affect the process of making a good crisis resolution plan.

Because the crisis is very important and crucial and must be handled immediately. Micro crises will grow and have a snowball effect on the condition of tourism in Bali. Second, to analyze the crisis communication efforts made by the Bali Provincial Government in handling criminal cases against foreign tourists as an effort to maintain the trust of the world community in Bali tourism. Third, identify the factors that influence the effectiveness of the crisis communication, and provide recommendations to improve the quality and impact of crisis communication in the future.

The results of this research are expected to contribute to other tourist areas that are developing and opening themselves as international tourist destinations such as the ten new Bali tourism ministry programs to be able to assess the possibility of crises that occur and what strategic steps should be taken. Then, through this research is expected to be able to support the development of crisis communication science, especially in the context of tourism.

"A Crisis is a major occurrence with a potentially ative outcome affecting the organization, company, or industry, as well as its publics, products, services or good name. A crisis interrupts normal business transactions and can sometimes threaten the existence of the organization,"(Fearn-banks, n.d.)

Looking at this definition, it can be assumed that a crisis is a major event that has the potential to have a negative impact on the organization, agency, company, industry, society, product, and even reputation. Crises can threaten the state of the organization.

In line with Dowling who said, a crisis is a threat to the image or good reputation of an organization, agency or region. The crisis will damage the positive image of the organization and then affect how related parties will interact with the organization. (Dowling, 2002) Crises can also have a negative impact on organizational performance and sustainability.

explained that dealing with crises requires empirical evidence, and the results of scientific research, not just personal preferences. So, in resolving a crisis, realizing that a crisis will occur and understanding which issues will cause a crisis, crisis-related research is needed. (Lipsy, 2020)

According to Coombs & Holladay (2012) in (Saepurohman & Komsiah, 2024) defines crisis communication as an effort to collect, process, and disseminate information needed to resolve a crisis situation. In addition, crisis communication includes the collection and processing of information to serve as the basis for decision making for the crisis team along with the creation and dissemination of crisis information to outside parties.

coombs (2018) in (Saepurohman & Komsiah, 2024) Based on situational crisis communication theory, there are several strategies that can be done in responding to a crisis, including denial, which is a crisis response by attacking the opposing party, denying, and blaming others for the crisis. Diminish, which is a response carried out by finding reasons to minimize the role and responsibility of the organization, confirming to minimize public opinion due to the crisis. Rebuild, a crisis response in the form of compensating for the impact caused by the crisis, making a public apology. And finally bolstering, which is giving messages to the public about the successes the organization has achieved, giving praise to the public for helping during the crisis, and giving a statement to the public that the organization is also a victim when a crisis occurs.

Marra (1992) in (Fearn-banks, n.d.) Marra and the excellence theory explains that in an effort to build and validate the Crisis model is to use the Crisis Communications Plan (CCP). Through this CCP we will know which variables can be successfully used and which cannot. Marra argues that crisis communication plans are only part of what determines excellent crisis public relations practice. The communication culture of the organization and the level of autonomy and power of the public relations department are equally important predictors of how well an organization manages a crisis. Several interviewees at UH claim that the hospital excels in times of crisis and turbulence, suggesting that organizational culture plays a significant role in crisis management. (Heide & Simonsson, 2014)

According to Mara, organizations that have strong relationships with stakeholders both internal and external before the crisis will suffer less financial, emotional or perceptual losses than organizations that do not have good relations with the public. Organizations with weak stakeholder relationships are organizations that have a symmetrical communication model with the public, which is only one-way. Therefore, organizations that use two-way symmetrical crisis communication procedures will be much better at handling crises. Organizations that establish a Crisis Communication Plan (CCP) and implement organizational activities by realizing there is a risk of a crisis that may occur will improve good and strong relationships with the public. The key is that the organization must have an open and honest communication pattern with the public (internal and external stakeholders).

In line with Mara, conveyed that in an effort to understand the risk of a crisis that might occur, the company must anticipate through a crisis inventory. Crisis inventory is an organizational effort to identify which crises are likely to occur in the organization. For example, in a restaurant the most likely crisis to arise is a crisis about food poisoning compared to an accident. In a tourist destination in Bali, the most likely crisis is a tourist safety crisis rather than a boycott crisis. Through a good crisis inventory

process, it will affect the process of making a good crisis resolution plan.

Furthermore, (Fearn-banks, n.d.) in his theory states that organizations that are open and honest with stakeholders when a crisis occurs will suffer less financial, emotional and perceptual losses than organizations that do not communicate honestly and openly.

In addition, "Transparency, credibility, proactivity, collaboration with stakeholders, consistency, education of stakeholders, building reputation, keeping promises, and putting the public first are key strategies for maintaining stakeholder trust during a crisis." (Jahansoozi, 2006)

2. Method

This research uses qualitative research methods that are presented descriptively. The qualitative research model was chosen because the problems studied are holistic, complex, dynamic and full of meaning, so it is impossible to collect data on this social situation with quantitative research methods.

This is in accordance with the qualitative descriptive format which aims to describe, summarize various conditions, situations, or phenomena of social reality in society which is the object of research and seeks to draw that reality to the surface as a characteristic, character, trait,

model, sign, or description of certain conditions, situations, or phenomena (Bungin, 2006: 68).
Data sources This research will be obtained in two categories, namely Primary data sources and secondary data sources. Primary data sources are obtained from interviews while secondary data sources are obtained from literature in the form of data, previous research results, books, archival journals. Data collection techniques in this study will be adjusted to the needs and studies analyzed by researchers, including:

1. Interview
2. Literature review is by studying, studying and analyzing books, journals, scientific articles that are relevant to the research context.

For the note-taking procedure, the researcher recorded and transcribed the interviews with the interviewees, documented and stored the literature review based on its usefulness in the review and recorded the citations used as reference sources in the bibliography.

The sample of research data sources was selected purposively and was snowball sampling. Determination of the sample of data sources, in the proposal is still temporary and will develop later after the researcher is in the field. The data analysis used in this study used the Miles and Huberman data analysis method. Data analysis is carried out interactively through the process of data reduction, data display and verification. Subjectivity in qualitative communication research is difficult to avoid. Therefore, a data validity method is needed that can be used as a basis for research validity. In this study, data validity was carried out by testing data credibility. The data credibility test is carried out by means of: re-observation, and triangulation through expert interviews.

3. Result And Discussion

Marra (1992), in an effort to build and validate a good crisis public relations model, suggests that organizations develop a theory-based crisis public relations model that allows practitioners to identify which variables can be adjusted to make a crisis communication plan (CCP) successful and which variables if not adjusted will cause it to fail.

"A crisis communications plan is essential for organizations to effectively manage and respond to crises. It involves choosing the best words, methods, and audience to convey messages, as well as avoiding mismanagement. The plan should be integrated into overall safety preparedness and involve all stakeholders for effectiveness. Crisis communication must be timely, calm, and organized to address emergency situations and prevent misinformation. Different crises require tailored communication plans, but having a general crisis communication procedure in place can serve as a blueprint for handling any emergency. Local management should be informed first, followed by top corporate management, to ensure accurate and timely communication with the public during crises." (Fearn-Banks, n.d.)

Marra argues that this knowledge allows public relations practitioners to know before a crisis what will work or not. He identifies common strategies and techniques for good crisis response with the following hypothesis:

1. An organization that had a strong and well-developed relationship with its key publics before the crisis will suffer less financial, emotional, or perceptual damage than one with a weak and underdeveloped relationship with its key publics before the crisis. Key publics are not only the media, but also employees, customers, community members, and so on.
2. Marra believes, as do Grunigs and Repper, that organizations with weak pre-crisis relationships are organizations with asymmetrical practices; that is, Models 1, 2, or 3. Therefore, organizations that use two-way symmetrical crisis communication procedures will experience less financial, emotional, or perceptual harm than Model 1, 2, or 3 organizations or organizations that use silence as a crisis response. The two- way symmetrical communication model is considered effective in managing crises in Canada because of the cultural fit that encourages symmetrical public relations, thus allowing organizations to deal more effectively with activists.(Guiniven, 2002)
3. Organizations that establish and enforce ongoing risk communication activities and prepare CCPs before a crisis will have stronger relationships with key publics, use two- way symmetrical crisis public relations practices, and as a result will experience less financial, emotional, and perceptual harm than organizations that do not.
4. Organizations with a communication ideology that encourages, supports, and champions crisis management preparation, crisis communication plans and actions, and two-way symmetrical communication practices will experience less financial, emotional, and perceptual harm than organizations that do not.

In the face of a crisis situation, effective communication planning is essential to ensure an appropriate and coordinated response. A crisis communication plan should include clear steps, protocols for decision-making, and strategies to minimize the negative impact on the organization's reputation. The implementation of a well-thought-out crisis communication plan can help

organizations manage crises more effectively and maintain public trust.

A good crisis communication plan can also help organizations to defuse heated situations and avoid the spread of incorrect or harmful information. "A good crisis communication plan can help organizations defuse heated situations and avoid the spread of incorrect or harmful information. New communication technologies allow organizations to communicate with stakeholders through various channels such as email, web documents, video, audio and blogging. There are four groups of strategies in SCCT that can assist organizations in managing crises: denial, diminishment, rebuilding, and strengthening relationships with stakeholders, and the organization's image." (Akhyar & Pratiwi, 2019)

In developing crisis communication, companies need to have clear protocols and effective strategies to overcome the negative impacts that may arise. With a good crisis communication plan in place, companies can minimize reputational damage and maintain consumer confidence. It also helps organizations to defuse heated situations and prevent the spread of false or harmful information. Therefore, investing in a well-thought-out crisis communication plan is essential for every organization to protect their reputation and stakeholder relationships.

In handling the tourism crisis that occurred, the Bali Provincial Government was ready and quick to respond to the crisis. As the main tourist destination in Indonesia, Bali has crisis resolution methods through horizontal, vertical and cultural communication. The crisis communication model carried out by the Bali provincial government by harmonizing local wisdom in crisis resolution is an interesting thing to study.

"Horizontal communication is communication between staff/personnel either in the form of direct words (conversation) or directly (face-to-face) or through media intermediaries such as social media or cell phones. Horizontal communication is between the same level of management, between employees, between supervisors or between supervisors and colleagues, etc. Horizontal communication is a form of one-on-one communication within the same skill level, such as between staff, peers or supervisors, and other channels." (Sari et al., 2021)

Vertical communication is "Vertical communication is the flow of information that occurs from subordinates to superiors, which involves upward communication in which subordinates convey information on the results of their work to the upper position or express the progress of the work being done." (Islam et al., 2021)

The Bali Provincial Government's commitment in maintaining their tourism reputation can be seen from their responsiveness in handling the crisis immediately. By adopting Marra's crisis communication model and The Excellence Theory, the Bali Provincial Government resolved

the crisis and problems by involving various key figures, such as horizontal communication between government agencies and tourism businesses, vertical communication with the ministry and also Opinion leaders in the community. Cultural values are also key in crisis resolution. Bali's commitment to maintaining cultural values and culture in the community is an interesting example in resolving the tourism crisis.

Building Horizontal Communication with Tourism Stakeholders

The Bali provincial government responded to the crisis issues that emerged from various sources by forming a task force consisting of all relevant stakeholders, including the government, community leaders, tourism actors and mass media. This task force is connected in one Whatsapp group that facilitates communication and coordination, reporting and prosecution of criminal cases

that occur quickly.

Through the forum, coordination and discussion is also carried out with relevant agencies authorized to resolve criminal cases committed by foreign tourists. Because, criminal cases committed by foreign tourists are very diverse ranging from cases of traffic violations, immigration, to serious cases such as drug distribution. "This of course must be resolved by the relevant authorities, for example traffic violations to drugs, we leave it to the police to resolve these issues legally, then overstay cases for example we will leave it to immigration to resolve, the process works, reports are received then discussed in the task force and then executed by the relevant authorities,".

This crisis task force forum is a form of horizontal communication carried out by the Bali Provincial Government in cooperating with all tourism stakeholders in Bali. Later, the results of reports from the community and tourism businesses will be followed up and then forwarded vertically to the Ministry of Tourism through the Weekly Briefing with Sandiaga Uno (WBSU) forum.

Building Vertical Communication with Ministries and Central Government

Coordination with the central government, namely the Ministry of Tourism and Creative Economy is carried out regularly once a week, a joint forum with the ministry is packaged in the Weekly Briefing with Sandiaga Uno (WBSU) activity. Through these activities, the problems faced, and methods of preventing and overcoming the tourism crisis in Bali Province are discussed.

Through coordination meetings with the central government, insight, direction and guidance will be obtained so that the central and regional agencies are one voice in informing the development of crises that occur and their resolution. Through this coordination meeting, the mass media crew was also invited. The results of the meeting held through the WBSU forum were then conducted FGDs on handling tourism issues in Bali on May 16, 2024.

Quoted from Balinews.id, Sandiaga Uno explained that the FGD aims to provide solutions to current problems and future steps, utilizing Bali's position as a leading destination while maintaining Balinese culture and taksu. One of the issues discussed in the FGD was the allegations of a number of foreign nationals (WNA) performing erotic rituals, which had gone viral on social media and had the potential to damage Bali's tourism image. "We agree that the tourism ecosystem must be strengthened. In the future, together with the industry, we will increase supervision, including involving bendesa and tourist villages and the surrounding community, so that we can supervise each other," Sandiaga said, quoted in balinews.id.

Other issues discussed in the FGD were immigration violations and criminality. Several cases that have been handled by the authorities were revealed, such as the arrest of two Ukrainian nationals and one Russian national for operating a hydroponic marijuana and mephedrone laboratory in a villa in Canggu, Badung, Bali. The three foreigners are known to be staying with a limited permit card (kitas) for investors. "This is what we hope can be dealt with firmly, because quality tourism should not be tolerated, there are several macro and micro steps that

we can take to send a clear message to the world that we will not tolerate criminal activity in this world-leading tourist destination," he concluded. The Ministry of Tourism and Creative Economy has also created a Crisis communication guidebook that is also used by the Bali provincial government in dealing with crises. The guidebook contains tactical steps on how government agencies resolve crisis issues starting from the pre-crisis stage to the management and evaluation of crisis resolution. The crisis resolution guidebook also provides the main narrative that can be built by local governments in

crisis management efforts. The following is an example of a crisis resolution table related to racism, criminality and theorism quoted from the crisis communication guidebook published by the Communication Bureau of the Ministry of Tourism and Creative Economy, 2023:58

Stakeholders: <ul style="list-style-type: none"> • Regional Police • Resort Police • Police Sector 	Tourism stakeholders: <ul style="list-style-type: none"> • Parekraf Actors • Travelers 	Media: <ul style="list-style-type: none"> • Social Media • Mass Media
Shortly after the crisis		Recovery
<ul style="list-style-type: none"> • Fact check, area, affected region, affected Stakeholders • Communicate with authorized parties Internal briefing of the Communication Bureau regarding current conditions • Ensure all Communication Bureau staff are ready in their respective positions and functions. • Prepare a narrative for the public Ensure the PR Team has information and messaging related to the incident to answer direct questions. • Contact tourism operators, local tourism organizations, visitor centers • Provide a briefing to tourism industry players with the Main Narrative. • Record all media enquiries and refer to emergency narratives from relevant agencies to respond to tourism and creative economy related enquiries Contact tourism and creative economy operators to record visitors who are stranded or need to be evacuated. 		<ul style="list-style-type: none"> • Seeking updates on the latest information regarding the Condition of of affected travelers • Coordinate with tourism and creative economy operations on early recovery messaging/response Issue official release • Conduct press conferences or media interviews with confirmed conditions or updates. • Updating information through Kemenparekraf's internal media
Main narrative:		Main narrative:
<ul style="list-style-type: none"> • If you require emergency assistance please call xxxx. • For all other updates, visit xxxx • We are working closely with the authorities to ensure the safety and security of other travelers in the area The authorities are looking into this incident, so please follow the directions issued by the authorities We are also ensuring that all Parekraf actors are safe For information on airport status and road closures, visit xxxx (provide details) • For information on reservations or schedule changes, 		<ul style="list-style-type: none"> • We thank all the authorities who have worked to ensure the safety of Parekraf actors and tourists to be able to return to their activities • We ensure that conditions are conducive and ready for Parekraf activities as usual.

please contact the accommodation or transportation provider directly.	<ul style="list-style-type: none"> • If you want to know more about the latest conditions and alternative tou sites please follow the information on our social media and website.
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Cultural Communication with Community Leaders

Community leaders play an important role in solving criminal crises involving foreign tourists, because community leaders, both traditional leaders and pecalang, are very close to the community and most importantly usually know the problems of the community in their area.

Therefore, it is important to be able to build communication with community leaders in times of crisis to increase public awareness of the crisis conditions and their implications for the reputation of tourism in Bali. (Covid-, 2021) Moreover, the tourism sector is the main source of income for Balinese people.

The form of crisis communication of the Bali provincial government culturally is the involvement of traditional leaders (pecalang) of Bali Province in managing and resolving the crisis. This aims to ensure that the steps taken are in line with local culture and traditions. A total of 58 pecalang from all sub-districts of Bali province are members of the crisis management communication forum in Bali which is organized and coordinated through a WA group initiated by the Bali provincial Tourism Office.

The involvement of traditional leaders such as pecalang from various traditional villages in Bali is because they have extensive knowledge and experience in terms of Balinese tradition and culture. In addition, the form of crisis that occurs and is carried out by foreign tourists is damaging the environment and disrupting the lives of local people including ethics and manners, so it will be very appropriate and effective if traditional leaders are involved in the

handling process. With the involvement of traditional leaders in crisis management in Bali, it is expected that the handling of problems that arise can be done more effectively and in accordance with local values.

In addition, the presence of traditional leaders can also provide a sense of trust and security for the local community, so that the crisis management process can run smoothly and purposefully. The role of traditional leaders in crisis management can also help maintain Bali's rich and diverse cultural identity. By collaborating between the government and indigenous communities, policies can be developed that support the welfare of local communities while preserving their cultural heritage.

Such collaboration is essential to ensure that crisis management is done in an appropriate and efficient manner, and can strengthen the relationship between the government and indigenous peoples. In addition, by involving indigenous leaders in the decision-making process, the resulting policies will also be more inclusive and representative of the interests of local communities.

Support for cultural preservation efforts in Bali is contained in the Bali Governor's Circular Letter number 04. Year 2023 concerning the New Order for foreign tourists while in Bali. There are at least three obligations that must be obeyed by foreign tourists while in Bali including:

- Honoring the sanctity of temples, pratimas, and sacred religious symbols;
- Truly respecting the customs, traditions, arts and culture, and local wisdom of the Balinese people in the procession of ceremonies and upakara activities that are being carried out;

- Wear polite, reasonable, and appropriate clothing when visiting sacred areas, tourist attractions, public places, and during activities in Bali;
- Behave appropriately in sacred areas, tourist areas, restaurants, shopping malls, streets, and other public places;

There are also restrictions for foreign tourists among them:

- Not allowed to enter the sacred location except for the purpose of praying by wearing Balinese traditional clothing. Tourists are also prohibited from climbing sacred trees and are prohibited from desecrating holy places and sanctified places;
- It is prohibited to litter the environment and use single-use plastics;
- No abusive words, disrespectful behavior, making noise, or acting aggressively towards state officials, the government, local people or fellow tourists;
- It is prohibited to work and or conduct business activities without having official documents issued by the authorized agency. And must not be involved in illegal activities such as buying and selling drugs.

Mass Communication Through Mass Media

The Bali provincial government also cooperates with the mass media in tackling the foreign tourist crime crisis. Mass media is one of the effective means to convey information to the wider community. With cooperation between the government and the mass media, it is hoped that messages regarding prohibited actions for foreign tourists can be conveyed clearly and precisely. In addition, the mass media can also provide information about the latest policies relating to security and order in Bali to foreign tourists.

In Putu Lingga Wacika's research (2021) related to the Bali provincial government's strategy in tackling the corona virus, the media is also one of the effective communication channels in providing fast information to the public.

In order not to cause uproar, unrest and an unfavorable image in tourism, the Bali provincial government also directs the media to filter and not make negative perceptions of conditions in Bali. Thus, tourists can feel safer and more comfortable when visiting Bali. This is also an effort to ensure that tourism in Bali continues to run smoothly along with the government's efforts to maintain the quality of tourism in Bali.

Furthermore, the media in reporting crime cases that occur in Bali acts as a more balanced information channel by using credible sources. Thus, it is expected that the information conveyed by the media will be more accurate and not lead to negative opinions towards Bali as a tourist destination. In addition, the steps taken by the Bali provincial government are also expected to enhance the positive image of Bali as a safe and friendly tourist destination for tourists. With the cooperation between the government and the media, it is hoped that tourism in Bali can continue to grow and provide benefits to the local community as well as the tourists who visit.

Fast and Responsive Crisis Handling Through Call Center and Social Media

Social media, as one of the fastest communication channels, is currently also a concern of the Bali Provincial Government as a means of information. Social media is used as a tool to inform the public and tourists about crisis management measures in a fast and responsive manner. With a special call center that can be contacted by anyone who needs help, it is hoped that crisis management will become more effective and efficient. Thus, Bali can remain a leading tourist destination that is safe and comfortable for all visitors.

4. Conclusions

In theory, the crisis communication model carried out by the Bali provincial government uses the Excellence Theory model. This can be seen from the form and efforts to handle the crisis through strengthening communication and coordination with various tourism-related stakeholders, efforts to involve community leaders in handling tourism and persuasive communication patterns carried out by the government to the Balinese people through the mass media in the form of information invitations to maintain the security of Bali as a tourist destination. The combined communication process that is carried out makes all aspects with an interest in the world of tourism in Bali participate in trying to maintain and participate as a watch dog. The two-way communication model with the community is carried out through the crisis task force forum built by the Bali provincial government, the community through their opinion leaders reports events that interfere with the tourism ecosystem and security.

Vertically, crisis management is supported by clear and structured policies. Regarding the behavior of foreign tourists, there is a governor's circular number 04 related to the obligations and prohibitions that must be obeyed by foreign tourists when vacationing in Bali. This rule is also massively disseminated through social media with the concept of good video reels, so that more information is conveyed.

Nationally, the tourism ministry supports all forms of efforts to improve the quality of tourism nationally through the WBSU forum or known as Weekly Brief With Sandiaga Uno and also a very comprehensive tourism crisis management guideline.

This article only discusses the communication model used by the Bali provincial government in tackling the problem of foreign tourists. The next article will discuss crisis management strategies in Bali, from pre-crisis to post-crisis stages.

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