

## EVALUATION OF EX-ANTE DIGITAL NOMAD ISLAND POLICY (CASE STUDY IN THE THOUSAND ISLANDS (KEPULAUAN SERIBU), DKI JAKARTA PROVINCE)

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**Abstract.** The development of information and communication technology has transformed work paradigms globally, driving the emergence of the digital nomad phenomenon. Digital nomads represent a new lifestyle that allows individuals to work independently and flexibly, without being tied to a specific geographical location. They utilize digital technology to conduct their work from various locations around the world, creating a dynamic and diverse global community. In response to this trend, governments and policymakers have begun to consider regulations or policies that support the presence of digital nomads within their jurisdictions. For instance, the DKI Jakarta provincial government proposed the Thousand Islands (Kepulauan Seribu) as a Digital Nomad Island during the COVID-19 pandemic in 2020. However, it is crucial to evaluate the effectiveness and consequences of such policies before implementation. Evaluating digital nomad policies is an important step in the policy formulation process, as it allows policymakers to understand the potential impacts of these policies prior to their execution. Nonetheless, empirical research focusing on the evaluation of digital nomad policies remains limited in academic literature. This study employs a qualitative approach, utilizing field observations and in-depth interviews, which are then analyzed using data reduction methods, conclusion drawing, and narrative data presentation. The findings indicate that the government's initial steps in planning the islands as a digital nomad destination have shown positive potential, with considerable community support observed. However, the evaluation also highlights several areas needing improvement in policy implementation, such as infrastructure, public services, and supporting facilities for digital nomads. Additionally, the importance of ensuring a balance between enhancing attractiveness for digital nomads and maintaining environmental sustainability and local community welfare is emphasized in the evaluation.

**Keywords:** digital nomad; policy evaluation; stakeholder

### I. INTRODUCTION

The development of information and communication technology has transformed work paradigms worldwide, giving rise to the phenomenon of digital nomadism. Digital nomads represent a new lifestyle that allows individuals to work independently and flexibly, unbound by specific geographical locations. These digital nomads utilize digital technology to perform their work from various locations around the globe, creating a dynamic and diverse global community (Hermann & Paris, 2020).

The increasing number of digital nomads has led to significant changes in the local economic and social dynamics in various regions. In response to this development, governments and policymakers have begun to consider policies that support or regulate the presence of digital nomads within their jurisdictions. Evaluating digital nomad policies is a crucial step in the policy formulation process, as it enables policymakers to understand the potential impacts of these policies before implementation. However, empirical research focusing on the evaluation of digital nomad policies remains limited in the academic literature. Therefore, this

study aims to fill this gap by presenting a comprehensive and detailed evaluation framework.

The benefits of this research can be divided into two parts: Theoretical Benefits, which have the potential to make a significant contribution to the theoretical domain. The findings of this study serve as a pioneering research effort to gain deeper insights into the implementation of digital nomad policies, particularly in the Thousand Islands (Kepulauan Seribu), using an ex-ante evaluation method, and to add to the body of research related to digital nomads in Indonesia more broadly.

Practical Benefits, which can serve as an important reference for policymakers, especially the DKI Jakarta Provincial Government, in designing and implementing policies related to digital nomads in the Thousand Islands (Kepulauan Seribu).

The massive digital transformation in the tourism industry has changed various aspects, from travel planning to the travel experience itself. Digital platforms such as online travel agencies (OTAs), virtual reality tours, and social media have revolutionized how travelers plan and enjoy their vacations (Laksana, 2022). However, this development also presents new challenges that require adaptive policies to

optimally leverage technology. Such policies must protect consumers, preserve local culture, and ensure environmental sustainability at tourist destinations. Appropriate regulations for digital tourism businesses are also essential for the industry to develop healthily and positively contribute to economic growth, as well as enhance the competitiveness of Indonesian tourist destinations (Kemenparekraf, 2019).

Digital tourism is a phenomenon that combines digital tools to organize and enjoy travel experiences. This concept includes the use of technologies such as augmented reality (AR) and virtual reality (VR) to create immersive experiences that integrate digital and real-world heritage (Gretzel, 2022). In Indonesia, intangible cultural heritage is crucial in the development of digital tourism, as it encompasses oral traditions, dances, and other cultural practices. Interactive technology can be used to preserve and promote this cultural heritage to both local communities and foreign tourists.

However, challenges such as technology accessibility and digital education need to be addressed. The involvement of various stakeholders, including the government, industry players, academics, and local communities, is vital for the success of digital tourism development. Through cross-sector collaboration, Indonesia can leverage digital technology to promote its cultural wealth and develop sustainable tourism.

The concept of nomadic tourism has also emerged as an alternative in the development of tourist destinations. According to Kemenpar (2019), nomadic tourism can be a quick and cost-effective solution to accelerate tourism development in areas that are not yet prepared. This approach focuses on developing alternative infrastructure that is faster and more cost-effective than building permanent infrastructure. The Indonesian Ministry of Tourism classifies nomadic tourists into three categories: glampackers, luxpackers, and flashpackers, each with different characteristics and needs.

Digital nomads, or global nomads, are individuals who work independently from flexible locations with internet connectivity (Vagena, 2021). They not only travel for leisure but also work, often in the form of 'workation.' A stable internet connection is crucial for digital nomads to carry out their tasks. Internet infrastructure in Indonesia continues to develop, and good connectivity is key to supporting this lifestyle.

Public policy in the context of tourism encompasses a series of strategies and actions taken by the government to plan and manage the tourism industry. Policy evaluation is an important stage in the policy cycle aimed at testing the effectiveness and efficiency of implemented policies. This evaluation involves analyzing various indicators, including resources, institutional frameworks, and supporting regulations.

The evaluation model used in this research is Helmut Wollman's model, focusing on ex-ante evaluation, which is conducted before the policy is implemented. This evaluation aims to provide an initial assessment of the impacts and consequences of the planned policy. Thus, this research is expected to contribute to understanding and developing the Digital Nomad Island policy in the Thousand Islands

(Kepulauan Seribu), as well as provide recommendations for more effective and sustainable digital tourism development.

## II. RESEARCH METHODS

### *Digital Tourism and Public Policy*

The rapid development of digital tourism has also brought about new challenges. Adaptive policies are needed to ensure that technological advancements can be optimally utilized. These policies must guarantee consumer protection, the preservation of local culture, and environmental sustainability at tourist destinations. Additionally, specific regulations for digital tourism business actors need to be considered so that this industry can develop healthily and contribute positively to economic growth. With the right policies, the digitalization of tourism can become a key driver in enhancing the competitiveness of Indonesian tourist destinations in the eyes of both international and domestic tourists (Kemenparekraf, 2019). The concept of nomadic tourism can also serve as a new alternative for the development of tourist destinations. As stated by (Kemenpar, 2019), nomadic tourism can be a cost-effective and quick solution in the realm of tourism development, especially concerning the acceleration of tourism development in areas that are considered unprepared in terms of accessibility and amenities but possess extraordinary tourism potential.

The approach to tourism development that opts to develop various alternative tourism infrastructures is believed to take less time and incur lower costs compared to building permanent tourism infrastructures such as hotels, airports, and others, which require significant expenses and relatively long timeframes. This underpins the label of nomadic tourism as a concept that can serve as a temporary solution for the long term.

Government policy is defined as the activities that the government chooses to undertake or not undertake. Public policy is the relationship between government units and their environment. Dun (1981) (Faried Ali and Andi Syamsu Alam, 2012) states that policy is considered a long series of interconnected activities in decision-making. According to Makmur and Thahier (2016); Agustino (2016) in Saputra et al. (2020), public policy arises due to demands from human life phenomena, which involve direct and intensive interactions among actors due to clear and firm regulatory tools in creating solutions to the dynamics of life. Public policy functions to regulate, direct, and develop the dynamics of interaction both within communities and between communities and their environments to achieve effective benefits. Public policy, as proposed by Nugroho (2017: 73), is a tool of an institutionalized community to achieve social beliefs about its goodness.

### *Tourism Policy*

Tourism policy is a series of strategies, decisions, and actions taken by the government or relevant authorities to plan, develop, and manage the tourism industry in a country or region. This definition is supported by the views of several experts in the field of tourism. Mason (2015) in his book "Tourism Impacts, Planning and Management" reveals that

tourism policy involves actions taken by the government to influence tourism development, such as in terms of industry regulation, environmental management, and destination promotion. According to Jafari (2001) in his journal "Tourism policy and planning: Yesterday, today, and tomorrow," tourism policy consists of a series of decisions made by the government to plan, develop, and manage the tourism industry while considering economic, social, cultural, and environmental aspects.

According to Agustino (2016: 180-182), there are five criteria that must be met in conducting policy evaluation stages: 1) human resource capacity; 2) institutional capacity; 3) facilities, infrastructure, and technology; 4) financial resources; 5) supporting regulations.

#### *Measurement and Criteria for Public Policy Evaluation*

According to Bridgman & Davis (2000), the measurement of public policy evaluation generally refers to four main indicators: (1) input indicators, (2) process indicators, (3) output indicators, and (4) outcome indicators. The explanations are as follows:

- a. Input indicators focus on assessing whether the supporting resources and basic materials needed to implement the policy are available. This indicator can include human resources, money, or other supporting infrastructure.
- b. Process indicators focus on assessing how a policy is transformed into direct services to the public. This indicator includes aspects of effectiveness and efficiency of the methods or ways used to implement a particular public policy.
- c. Output indicators focus on assessing the results or products that can be generated from the public policy system or process. For example, this output indicator may measure how many people successfully participated in a specific program.
- d. Outcome indicators focus on the impact received by the broader community or parties affected by the policy.

Administrative evaluation requires a collection of accurate information for program delivery and its aggregation by standardizing it through cost-benefit comparisons over time and across policy sectors. Judicial evaluation concerns legal issues, relating to how government programs are implemented, which is usually carried out by the courts. Meanwhile, political evaluation seeks to represent whether a policy has succeeded or failed, followed by demands for continuation or change.

### **III. RESULT AND DISCUSSION**

According to Bridgman & Davis (2000), the measurement of public policy evaluation generally refers to four main indicators: (1) input indicators, (2) process indicators, (3) output indicators, and (4) outcome indicators. The explanations are as follows:

- a. Input indicators focus on assessing whether the supporting resources and basic materials needed to implement the policy are available. This indicator can include human resources, funding, or other supporting infrastructure.

- b. Process indicators focus on assessing how a policy is transformed into direct services to the public. This indicator includes aspects of effectiveness and efficiency of the methods or ways used to implement a particular public policy.
- c. Output indicators focus on assessing the results or products that can be generated from the public policy system or process. For example, this output indicator may measure how many people successfully participated in a specific program.
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### **IV. CONCLUSIONS**

Based on the results of the ex-ante policy evaluation related to the Digital Nomad Island policy in the Thousand Islands, it can be concluded that the initial steps taken by the government in planning the islands as a digital nomad destination have shown positive potential. Community support for this policy is considered quite strong based on the visible awareness. However, the evaluation also indicates several areas that need improvement in the implementation of this policy, such as infrastructure, public services, and supporting facilities for digital nomads. The importance of ensuring a balance between enhancing attractiveness for digital nomads while still considering environmental preservation and local sustainability was also highlighted in the evaluation. Based on the research objectives and discussions conducted in the previous chapter, the conclusions of the research are as follows: The analysis identifies the input-process-context-output and implementation steps of the Digital Nomad Island (DNI) policy in the Thousand Islands carried out by the DKI Jakarta Provincial Government. The identification of input-process-output in the implementation of the Digital Nomad Island policy in the Thousand Islands by the DKI Jakarta Provincial Government encompasses various aspects. The inputs include strategic plans, investment funds, consultations with stakeholders, and mapping the infrastructure and facility needs to support digital nomads. The implementation process involves building infrastructure such as coworking spaces, improving internet access, accommodation facilities, tourism promotion, and developing partnerships with the private sector. Implementation steps also include strengthening the capacity of local human resources, developing regulations that support the presence of digital nomads, and continuous monitoring and evaluation. The outputs of this policy implementation are expected to include an increase in digital

nomad visits, local economic growth through the tourism sector, job creation, and an enhanced image of the Thousand Islands as a unique destination for digital nomads. In conclusion, the implementation steps of the Digital Nomad Island policy in the Thousand Islands carried out by the DKI Jakarta Provincial Government involve comprehensive inputs, planned processes, and are expected to yield positive outputs to support economic growth and tourism in the region, as well as strengthen the islands' position as an attractive destination for digital nomads. Analysis of Supporting Factors and Barriers Affecting the Success of the Digital Nomad Island (DNI) Policy in the Thousand Islands (Kepulauan Seribu). In the analysis of the supporting factors and barriers affecting the success of the Digital Nomad Island policy in the Thousand Islands, several important aspects can be identified. Supporting factors include community awareness of the potential success of the program, local government support in providing infrastructure and supporting facilities, improved internet connectivity, effective tourism promotion, collaboration with the private sector, and program sustainability through supportive regulations. On the other hand, there are also barriers that need to be addressed, such as limited infrastructure that may hinder the comfort of digital nomads, challenges in licensing and regulations that have not yet been integrated, potential negative impacts on the environment and local culture due to increased visits, and uncertainty regarding the program's sustainability. By considering both factors, strategic steps need to be taken to maximize the success of the Digital Nomad Island policy in the Thousand Islands. This includes efforts to improve infrastructure, establishing strong partnerships with relevant parties, implementing supportive and measurable regulations, effective promotional campaigns, and ongoing monitoring and evaluation to address potential barriers. Overall, the success of the Digital Nomad Island policy in the Thousand Islands will be greatly determined by the ability to identify, manage, and effectively address supporting factors and barriers in accordance with the dynamics of the region and the needs of digital nomads..

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