



Push and Pull Factors of Digital Nomad Tourists Visiting Canggu, Badung Bali

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ABSTRACT

The global rise of the digital nomad lifestyle has influenced travel trends, with Canggu, Badung, Bali emerging as a favored destination due to its natural charm, infrastructure, and cultural appeal. This study examines the push and pull factors influencing digital nomads' choice to visit Canggu. Using a quantitative descriptive approach, data were gathered from 130 international digital nomads via purposive sampling, field observations, and online surveys. Exploratory Factor Analysis (EFA) identified three main push factors: (1) escape from routine and pursuit of new experiences, (2) emotional and social exploration, and (3) personal development. Pull factors also formed three dimensions: (1) attractiveness and affordability, (2) connectivity and comfort, and (3) accessibility and ease of communication. The strongest push factor was the need to escape routine, while economic attractiveness was the dominant pull factor. Recommendations include creating "escape routine" travel packages, nomad-friendly certifications, and events that integrate local culture.

INTRODUCTION

Bali, as one of the world's leading tourist destinations, has experienced rapid tourism development in both quantity and quality. It holds diverse potentials across natural, human, and cultural aspects, making it highly attractive to investors (Hariyana & Mahagangga, 2015). The tourism sector in Bali significantly contributes to regional development and local livelihoods, with the government of each regency actively promoting local potential to attract both domestic and international tourists (Purwahita et al., 2021). Among these, Badung Regency stands out for its well-known destinations and its substantial contribution to national income and foreign exchange (Akademi & Medan, 2022).

In recent years, Bali has become a magnet not only for leisure travelers but also for digital nomads. Bali has become one of the world's most popular digital nomad hubs, marked by the growing presence of co-working spaces that accommodate both new and returning nomads (Haking, 2018). Canggu, located in Badung, has emerged as a prime destination for this segment. It offers a mix of natural and man-made attractions, including beaches ideal for surfing, vibrant nightlife, and various accommodation types. These are supported by public amenities and tourist facilities, with strong local community support reflected in the conversion of residential houses into homestays and villas (Hartana et al., 2022a).

Canggu's strategic location near Berawa, combined with aesthetic cafés, reliable internet, and numerous co-working spaces, has solidified its appeal for digital nomads (kumparan.com; dewata.id). It has even been recognized by the Ministry of Tourism and Creative Economy as the area with the highest number of digital nomads in Bali (kompas.com), aided by the B211 socio-cultural visa that allows foreigners to stay for up to six months (detik.com). Canggu scored 3.43 out of 5 and ranked among the world's "rising places," alongside global cities like Tokyo and Dubai (nomadlist.com, 2025).

However, this rapid growth also presents challenges, especially related to infrastructure and visitor comfort. Despite efforts from Badung Regency to open alternative traffic routes (nusaduabali.com), congestion and noise pollution remain unresolved. Complaints about noise from bars and nightclubs, as well as inappropriate tourist behavior, have led to a petition titled "Basmi Polusi Suara di Canggu" signed by over 7,500 people (detik.com). Minister of Tourism Sandiaga Uno stated that these issues stem from the area's unstructured development as a digital nomad destination (liputan6.com), signaling the need for better management and improved facilities.

In this context, understanding the motivations of digital nomad tourists becomes crucial. According to Travelandclimate, identifying tourist motivations helps destination managers develop sustainable tourism strategies and understand whether visitor behavior supports or harms environmental sustainability. Understanding digital nomad motivation is essential for improving tourism services (Adikampana, 2022). Tourist motivations can be divided into push factors (internal reasons for traveling) and pull factors (external destination-specific appeals) (Dann, 1977). Therefore, this study seeks to examine the push and pull factors influencing digital nomads to visit Canggu,

aiming to support more effective, structured, and sustainable tourism development while guiding stakeholders and locals in enhancing visitor experiences and minimizing negative impacts.

LITERATURE REVIEW

Tourist Motivation

Motivation is one of the key variables in explaining tourist behavior and has become a central theme in tourism research. The biggest challenge in understanding why people travel lies in uncovering the reasons behind their decisions, rather than identifying who they are or when and where they travel (Crompton, 1979). He proposed a motivation model based on two dimensions: push and pull factors. Push factors stem from internal socio-psychological needs, such as the desire to escape daily routines, seek personal growth, find relaxation, achieve social recognition, revisit past experiences, strengthen family bonds, or expand social networks. On the other hand, pull factors are external and relate to the attractiveness of the destination, including the opportunity to experience something new or to gain new knowledge through cultural and educational experiences. Motivations can arise from unmet needs in one's daily life, personal fantasies, specific travel goals, or the search for authentic and meaningful experiences (Dann, 1981).

Motivation plays a vital role in shaping tourists' decisions when choosing a destination (Pitana and Gayatri, 2005). Tourist motivations can be classified into four main categories, which are physical, cultural, social, and fantasy (McIntosh and Murphy, 1985). Physical or physiological motivation refers to the need for rest, health improvement, or physical activity. Cultural motivation involves a strong interest in learning about the traditions, customs, and art of other regions. Social or interpersonal motivation reflects the desire to connect with friends and family or to enhance one's social status through travel. Fantasy motivation is rooted in the idea of escaping a monotonous daily life and seeking personal satisfaction. In relation to push and pull theory, push factors initiate the desire to travel, such as the need for a break, personal fulfillment, or the realization of long-held dreams, while pull factors determine where the individual chooses to go, based on attractions like a destination's reputation, opportunities to socialize, learn new things, or reconnect with loved ones (Dann, 1977). Understanding these motivations helps tourism managers tailor experiences that better align with travelers' needs.

Nomadic Tourists

Nomadic tourists represent a modern travel style that blends high mobility with comfort and digital convenience. According to UNWTO, they are typically aged between 35–55, well-educated, have a middle income, and usually do not have children under 12. Unlike traditional backpackers who focus on minimizing costs, nomadic tourists are willing to spend more for greater comfort and time efficiency. Nomadic tourism is a new travel style of tourism where visitors stay temporarily in destinations with secure and portable facilities (Mahadewi, 2019). In response to this trend, the Indonesian government launched the Nomadic

Destination and Digital Tourism Program in 2018 to attract these tech-savvy travelers who rely heavily on digital tools throughout their journeys.

According to the Ministry of Tourism and Creative Economy, there are three main types of nomadic tourists in Indonesia: *glampacker*, *luxpacker*, and *flashpacker*. Glampackers, also known as millennial nomads, seek luxurious travel experiences without compromising comfort. Luxpackers or luxurious nomads travel to escape their origins while staying connected through online media. Flashpackers, also called digital nomads, resemble backpackers but prefer more comfortable travel experiences, even if it requires spending more. The term "digital nomad" was first introduced by Tsugio Makimoto and David Manners (1997) in their book *Digital Nomad*, defining them as individuals with geographic freedom who can work remotely thanks to digital technology. This lifestyle emerged as a result of technological advancements that free workers from being tied to a specific location, allowing professionals to live and work from anywhere in the world (Makimoto, 2013).

METHODOLOGY

This research aims to analyze the push and pull factors that influence digital nomad tourists in choosing Canggu, Badung Regency as their travel destination. The study was conducted in Canggu, Bali, due to the relevance of data and ease of access. The research took place from early 2025, with data collection conducted between February and June 2025.

Data were gathered through questionnaires and interviews with digital nomad tourists in Canggu. Field observations were also conducted to document the activities and environmental factors influencing tourist behavior. Sampling was done using purposive sampling. Respondents were digital nomads aged 18–50 years, frequently relocating, and relying on digital technology. The sample size followed Hair et al. (2010), using 5 times the number of indicators (26 indicators), resulting in 130 respondents.

The indicators used in this research were based on Crompton (1979), Yuan and McDonald (1990), and Sirakaya and McLellan (1997), and included 14 push factor indicators: escape, relaxation, self-exploration and evaluation, prestige, regression, enhancement of kinship relationships, and social interaction. The 12 pull factor indicators included: budget, culture and history, ease of travel, cosmopolitan environment, facilities, and entertainment and drinking opportunities. Data analysis was carried out using Exploratory Factor Analysis (EFA), which is a common method for identifying the underlying structure within quantitative data. The analysis included steps such as the KMO and Bartlett's Test, Total Variance Explained, and Rotated Component Matrix. The final stage involved interpreting the factors by grouping high-loading indicators into meaningful categories and assigning labels based on their shared characteristics. This method allowed for a deeper and more accurate understanding of what motivates digital nomad tourists to choose specific destinations.

RESEARCH RESULTS

Respondent Profile

Based on the findings, the respondents in this study consist of 130 international digital nomads, with the majority being female (65%) and within the age range of 18–26 years (46%). This indicates that the digital nomad phenomenon is more prevalent among younger travelers. Only a small portion (3%) were in the 43–50 age group, suggesting that older travelers are less influenced by this trend.

In terms of nationality, the respondents were predominantly from Russia, Australia, and the United States, collectively making up over 90 participants. Regarding occupation, most were influencers (26%) and freelancers (19%), followed by social media specialists and individuals working in travel media. All listed professions require frequent use of digital tools and internet access, confirming their alignment with the digital nomad lifestyle.

Push Factors

To understand the internal motivations (push factors) that drive digital nomad tourists to visit Canggu, this study used the Exploratory Factor Analysis (EFA) method. The analysis began with a feasibility test using KMO and Bartlett's Test, followed by Total Variance Explained to determine how much of the data is captured by the extracted factors, and concluded with the Rotated Component Matrix to identify which indicators load most strongly onto each factor.

Table 1. KMO and Bartlett's Test Push Factors

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.745
Bartlett's Test of Sphericity	Approx. Chi-Square	1328.542
	df	91
	Sig.	.000

Source : data processing results, 2025

Table 1 shows that the data is appropriate for factor analysis. These results confirm that the 14 push factor indicators are statistically adequate and normally distributed for further analysis.

Table 2. Total Variance Explained Push Factors

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.878	41.988	41.988	5.878	41.988	41.988	4.020	28.715	28.715
2	2.485	17.747	59.735	2.485	17.747	59.735	3.182	22.729	51.443
3	1.337	9.548	69.283	1.337	9.548	69.283	2.498	17.840	69.283

Source : data processing results, 2025

Table 2 reveals that the 14 initial indicators can be grouped into 3 new factors with eigenvalues ≥ 1 . These three components together account for 69.283% of the total variance, indicating that they sufficiently represent the original data and can effectively explain the motivations behind digital nomads' visits to Canggu.

Table 3. Rotated Component Matrix Push Factors

Item	Rotated Component Matrixa			
	Indicator	Component		
		1	2	3
X1.1	As a digital nomad tourist, I engage in tourism activities outside of my work routine.	0,848		
X1.3	Canggu is a travel destination I can visit after completing work routines.	0,815		
X1.11	Canggu is one of the destinations where I can visit relatives after work routines.	0,805		
X1.2	As a digital nomad tourist, I travel to Canggu to escape the boredom of daily routines.	0,790		
X1.4	As a digital nomad tourist visiting Canggu, I can enjoy a different atmosphere.	0,714		
X1.7	Digital nomad tourists visiting Canggu share their travel experiences through social media.		0,876	
X1.6	Digital nomad tourists visiting Canggu can explore new destinations after completing their work.		0,740	
X1.13	Digital nomad tourists visiting Canggu can interact with local communities.		0,722	
X1.9	While in Canggu, digital nomad tourists recall pleasant past memories.		0,697	
X1.10	Canggu is a destination that helps digital nomad tourists relieve stress caused by work routines.		0,568	
X1.14	Digital nomad tourists visiting Canggu can learn local culture and language through interaction with locals.		0,540	
X1.5	Digital nomad tourists can develop their passion in Canggu after working.			0,793
X.12	Digital nomad tourists visiting Canggu can expand their professional networks with local communities.			0,761
X1.8	Digital nomad tourists feel proud to have visited the exclusive destination of Canggu after completing their work.			0,682

Source : data processing results, 2025

Table 3 provides the factor loadings after rotation, showing how each indicator contributes to the newly formed factors. Based on the component loadings, the 14 indicators are clearly divided into three distinct groups. These groups will later be named according to either the dominant themes of the indicators or based on the highest contributing item within each factor, ensuring clarity and relevance in interpretation.

Table 4. Dominant Push Factor of Digital Nomads Visiting Canggu

Item	Indicator	Mean	Category
X1.1	As a digital nomad tourist, I engage in tourism activities outside of my work routine.	3,76	Strongly Agree
X1.3	Canggu is a travel destination I can visit after completing work routines.	3,75	Strongly Agree
X1.11	Canggu is one of the destinations where I can visit relatives after work routines.	3,66	Strongly Agree
X1.2	As a digital nomad tourist, I travel to Canggu to escape the boredom of daily routines.	3,79	Strongly Agree
X1.4	As a digital nomad tourist visiting Canggu, I can enjoy a different atmosphere.	3,78	Strongly Agree
X1.7	Digital nomad tourists visiting Canggu share their travel experiences through social media.	2,93	Agree
X1.6	Digital nomad tourists visiting Canggu can explore new destinations after completing their work.	2,62	Agree
X1.13	Digital nomad tourists visiting Canggu can interact with local communities.	3,05	Agree
X1.9	While in Canggu, digital nomad tourists recall pleasant past memories.	2,98	Agree
X1.10	Canggu is a destination that helps digital nomad tourists relieve stress caused by work routines.	3,61	Strongly Agree
X1.14	Digital nomad tourists visiting Canggu can learn local culture and language through interaction with locals.	3,56	Strongly Agree
X1.5	Digital nomad tourists can develop their passion in Canggu after working.	3,65	Strongly Agree
X1.12	Digital nomad tourists visiting Canggu can expand their professional networks with local communities.	3,54	Strongly Agree
X1.8	Digital nomad tourists feel proud to have visited the exclusive destination of Canggu after completing their work.	3,32	Strongly Agree

Source : data processing results, 2025

After conducting the Exploratory Factor Analysis (EFA), the data from each indicator within the push factors were compiled and their averages (means) were calculated. This step was essential to determine which factor holds the highest influence in motivating digital nomads to visit Canggu. By analyzing the mean scores of each newly formed factor, the study was able to identify the most dominant push factor, as clearly presented in Table 4.

Pull Factors

To explore the external attractions (*pull factors*) influencing digital nomads to choose Canggu as their destination, this study also employed the Exploratory Factor Analysis (EFA) technique. The process began with an initial assessment using KMO and Bartlett's Test to evaluate the adequacy and suitability of the data set. This step ensured that the variables were interrelated and appropriate for further factor extraction.

Table 5. KMO and Bartlett's Test Pull Factors

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.728
Bartlett's Test of Sphericity	Approx. Chi-Square	545.342
	Df	66
	Sig.	.000

Source : data processing results, 2025

As shown in Table 5, the statistical output meets the necessary thresholds, validating the 12 pull factor indicators for continued analysis. This confirms that the dataset is robust enough to identify underlying patterns among the observed variables.

Table 6. Total Variance Explained Pull Factors

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.029	33.577	33.577	4.029	33.577	33.577	3.301	27.508	27.508
2	1.673	13.940	47.517	1.673	13.940	47.517	2.082	17.353	44.861
3	1.345	11.206	58.722	1.345	11.206	58.722	1.663	13.861	58.722

Source : data processing results, 2025

Subsequently, Table 6 displays the Total Variance Explained, which indicates that the original 12 items were successfully condensed into three new components, each with eigenvalues above 1. Collectively, these factors explain a significant portion of the overall variance, providing a reliable structure to interpret what elements attract digital nomads to Canggu.

Table 7. Rotated Component Matrix Pull Factors

Item	Rotated Component Matrixa			
	Indicator	Component		
		1	2	3
X2.2	Affordable travel costs from the country of origin	.816		
X2.3	Canggu offers cultural tourism attractions that are interesting	.747		
X2.4	Canggu hosts cultural festivals that can serve as alternative tourism experiences	.744		
X2.1	The cost of living in Canggu is affordable	.691		
X2.11	Canggu provides nightlife entertainment venues	.657		
X2.10	Canggu has adequate and supportive tourism infrastructure	.475		
X2.12	Canggu features a wide variety of art and cultural festivals	.470		
X2.6	Canggu is a strategically located destination from the digital nomad's country of origin		.860	
X2.7	While in Canggu, digital nomads have the opportunity to network with international communities		.848	
X2.9	There are many co-working spaces available in Canggu		.618	

X2.5	Public transportation in Canggu is easily accessible and convenient for digital nomads			.823
X2.8	Digital nomads do not face language barriers while traveling in Canggu			.695

Source : data processing results, 2025

Table 7 presents the Rotated Component Matrix, highlighting the factor loadings for each indicator after rotation. The matrix reveals distinct groupings of indicators, forming coherent new categories that reflect the essence of the pull factors. These categories will be labeled based on the shared characteristics or dominant meanings of the indicators within each group to enhance analytical clarity.

Table 8. Dominant Pull Factor of Digital Nomads Visiting Canggu

Item	Indicator	Mean	Category
X2.2	Affordable travel costs from the country of origin	3,74	Strongly Agree
X2.3	Canggu offers cultural tourism attractions that are interesting	3,75	Strongly Agree
X2.4	Canggu hosts cultural festivals that can serve as alternative tourism experiences	3,65	Strongly Agree
X2.1	The cost of living in Canggu is affordable	3,74	Strongly Agree
X2.11	Canggu provides nightlife entertainment venues	3,62	Strongly Agree
X2.10	Canggu has adequate and supportive tourism infrastructure	3,76	Agree
X2.12	Canggu features a wide variety of art and cultural festivals	3,74	Agree
X2.6	Canggu is a strategically located destination from the digital nomad's country of origin	3,2	Agree
X2.7	While in Canggu, digital nomads have the opportunity to network with international communities	3,32	Strongly Agree
X2.9	There are many co-working spaces available in Canggu	3,24	Agree
X2.5	Public transportation in Canggu is easily accessible and convenient for digital nomads	3,22	Agree
X2.8	Digital nomads do not face language barriers while traveling in Canggu	3,4	Strongly Agree

Source : data processing results, 2025

To further assess the strength of each pull factor, the mean value of the indicators within each newly formed component was calculated. This analysis, summarized in Table 4, helped identify which pull factor is perceived as the most influential by respondents. The comparison of average scores allowed the study to pinpoint the dominant reason digital nomads are drawn to Canggu.

DISCUSSION

Push Factors

To further interpret the results of the push factor analysis, all 14 indicators were grouped into three newly formed factors based on their factor loadings. These new factors were identified through Exploratory Factor Analysis (EFA) and named according to the themes that emerged from the indicators in each group, which can be seen in Table 9.

Table 9. Push Factor Interpretation

New Factors	Item	Indicator	Loading Factors
Escape from Routine and Search for a New Atmosphere	X1.1	As a digital nomad tourist, I engage in tourism activities outside of my work routine.	0,848
	X1.3	Canggu is a travel destination I can visit after completing work routines.	0,815
	X1.11	Canggu is one of the destinations where I can visit relatives after work routines.	0,805
	X1.2	As a digital nomad tourist, I travel to Canggu to escape the boredom of daily routines.	0,790
	X1.4	As a digital nomad tourist visiting Canggu, I can enjoy a different atmosphere.	0,714
Emotional Needs and Social Exploration	X1.7	Digital nomad tourists visiting Canggu share their travel experiences through social media.	0,876
	X1.6	Digital nomad tourists visiting Canggu can explore new destinations after completing their work.	0,740
	X1.13	Digital nomad tourists visiting Canggu can interact with local communities.	0,722
	X1.9	While in Canggu, digital nomad tourists recall pleasant past memories.	0,697
	X1.10	Canggu is a destination that helps digital nomad tourists relieve stress caused by work routines.	0,568
	X1.14	Digital nomad tourists visiting Canggu can learn local culture and language through interaction with locals.	0,540
Need for Growth	X1.5	Digital nomad tourists can develop their passion in Canggu after working.	0,793
	X1.12	Digital nomad tourists visiting Canggu can expand their professional networks with local communities.	0,761
	X1.8	Digital nomad tourists feel proud to have visited the exclusive destination of Canggu after completing their work.	0,682

Source : data processing results, 2025

From the analysis, the first internal or push factors is *Escape from Routine and Search for a New Atmosphere*. This factor includes five indicators reflecting digital nomads' desire to break free from monotonous daily life and find a refreshing, inspiring environment after completing work-related tasks. Canggu, in this case, is perceived as an ideal destination to unwind, visit relatives, and enjoy a different ambiance. As is known that work-related motivations significantly influence destination choice (Prabawa & Pertiwi, 2020). Other research also highlighted "escape" as a core reason people travel (Cohen, 2019).

The second factor, *Emotional Needs and Social Exploration*, encompasses six indicators that capture tourists' emotional motivations to relieve stress and

engage in meaningful interactions. Canggu offers digital nomads the chance to connect with local communities, learn about culture and language, and share experiences online, elements that fulfill both emotional and social aspirations. Emotional fulfillment and the urge to explore new cultures are key drivers for digital nomad travel behavior (Nhu Ngoc, 2024; Retno Juwita Sari, 2023).

The third factor, *Need for Growth*, reflects a deeper motivational layer where travel is not only about leisure but also self-improvement. The three indicators grouped in this factor show that digital nomads view Canggu as a place to grow personally and professionally, whether by expanding networks, developing passions, or feeling accomplished through exclusive travel experiences. The need for competence and autonomy is central to intrinsic motivation, inspiring individuals to seek personal development even while traveling (Ryan, 1998).

Push Factors

As before, the EFA results grouped the 12 pull factor indicators into three new factors. Each factor was named according to shared themes and reflects key external aspects of Canggu that attract digital nomads, highlighting what makes the destination ideal for remote work and travel.

Table 10. Pull Factor Interpretation

New Factors	Item	Indicator	Loading Factors
Attractiveness and Economic Accessibility	X2.2	Affordable travel costs from the country of origin	.816
	X2.3	Canggu offers cultural tourism attractions that are interesting	.747
	X2.4	Canggu hosts cultural festivals that can serve as alternative tourism experiences	.744
	X2.1	The cost of living in Canggu is affordable	.691
	X2.11	Canggu provides nightlife entertainment venues	.657
	X2.10	Canggu has adequate and supportive tourism infrastructure	.475
	X2.12	Canggu features a wide variety of art and cultural festivals	.470
Connectivity and Comfort	X2.6	Canggu is a strategically located destination from the digital nomad's country of origin	.860
	X2.7	While in Canggu, digital nomads have the opportunity to network with international communities	.848
	X2.9	There are many co-working spaces available in Canggu	.618
Ease of Access and Communication	X2.5	Public transportation in Canggu is easily accessible and convenient for digital nomads	.823
	X2.8	Digital nomads do not face language barriers while traveling in Canggu	.695

Source : data processing results, 2025

The results of the EFA on pull factors revealed three main components that explain the external motivations attracting digital nomads to Canggu. The first factor is *Attractiveness and Economic Accessibility*, which includes seven indicators related to cultural attractions, art festivals, adequate tourism infrastructure, and nightlife entertainment. These elements highlight how Canggu offers both experiential and practical advantages, appealing to digital nomads seeking a vibrant yet affordable environment. This result shows that 4A

elements (Attractions, Accessibility, Amenities, and Ancillary services) in Canggu are already capable of fulfilling the needs of visiting digital nomads (Prabawati, 2021b). The presence of diverse entertainment and cultural experiences enhances the destination's overall appeal.

The second factor, *Connectivity and Comfort*, reflects the importance of social networking opportunities and modern working facilities. This group includes three indicators, such as the availability of co-working spaces and the opportunity to build international relations. These aspects are essential for digital nomads who re

ly heavily on networking and digital infrastructure. Digital nomads are often drawn to trending and well-known destinations (Retno Juwita Sari, 2023), and Canggu is favored specifically because of its strong infrastructure for remote work, including a wide range of co-working spaces. This validates the naming of the second factor as *Connectivity and Comfort*.

The third factor is *Ease of Access and Communication*, which consists of two indicators, which are availability of public transportation and ease of communication through commonly used languages. These practical aspects make it easier for digital nomads to navigate daily life in Canggu. The accessibility in Canggu is perceived as good and meets the expectations of tourists (Hartana et al., 2022). Therefore, this factor was labeled accordingly, as it reflects how accessible transportation and language convenience play a role in shaping the travel decisions of digital nomads.

Dominant Factors

Based on the average values shown in Table 5.4, the most dominant push factor influencing digital nomads to visit Canggu is *Escape from Routine and Search for a New Atmosphere*. This factor has the indicators with highest mean score among others, indicating that the desire to break away from daily routines and work-related monotony plays a significant role in motivating digital nomads. The need to escape boredom caused by repetitive work tasks prompts travelers to seek out destinations that offer refreshing environments, where they can recharge while staying productive.

Escape or the urge to step away from everyday life is one of the main reasons people engage in travel (Cohen, 2019). For digital nomads, this escape is not merely recreational, it is also tied to finding new spaces that support creativity and inspiration. In this context, Canggu becomes an ideal destination, offering not only leisure experiences but also a change of atmosphere that can positively impact work performance and overall well-being.

Considering this dominant push factor, destination managers and stakeholders should focus on developing facilities that accommodate the digital nomads' desire for a fresh working environment. This includes investing in comfortable and inspiring co-working spaces, outdoor areas, and lifestyle amenities that contrast with the rigidity of their typical work settings. Creating such an atmosphere could make Canggu even more appealing, as it provides a break from routine while supporting productivity – fulfilling both emotional and professional needs of the digital nomad community.

On the other hand, as can be seen on Table 8, all pull factor indicators recorded mean scores above 3.2, indicating that each component plays a significant role in attracting digital nomads to visit Canggu. However, among the three identified factors, *Attractiveness and Economic Accessibility* emerged as the most dominant, having the highest average score. This suggests that the unique tourism offerings in Canggu combined with the affordability and ease of access are key external motivators for digital nomads when choosing a destination.

The findings show that Canggu's appeal lies in the experiences it offers that may not be available in the digital nomads' countries of origin. These include cultural and artistic attractions, vibrant nightlife, and a distinctive atmosphere that blends work-life balance with travel. Furthermore, the relatively low cost of living, affordable travel expenses, and short travel times from certain countries make Canggu an accessible and cost-efficient destination. These elements collectively enhance its competitiveness among other digital nomad hubs.

Given the strength of this pull factor, destination planners and tourism stakeholders should continue to emphasize Canggu's unique value proposition. Aspects such as cultural richness, local festivals, supportive infrastructure, and affordable services must be maintained and promoted. Highlighting these advantages in targeted marketing strategies can strengthen Canggu's position as a top choice for digital nomads seeking a destination that balances comfort, creativity, and cost-efficiency.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of the analysis, this study concludes that the push factors influencing digital nomad tourists visiting Canggu can be grouped into three new dimensions. The first is the desire to escape daily routines and seek new environments. The second is the need for emotional fulfillment and social exploration, while the third factor reflects a personal need for growth and self-development. These factors highlight how internal motivations, such as the urge for novelty, emotional relief, and self-discovery, play a key role in a digital nomad's travel decisions.

In terms of pull factors, the study also identifies three new dimensions that attract digital nomads to Canggu. The first is the economic appeal and accessibility of the destination. The second relates to digital connectivity and overall comfort, while the third involves ease of access and communication. These findings suggest that external factors such as affordability, infrastructure, and the ability to remain digitally connected are crucial in destination selection.

Overall, the most dominant push factor encouraging digital nomads to visit Canggu is the desire to escape routine and experience a new atmosphere. Meanwhile, the most dominant pull factor is the economic appeal and ease of access offered by the destination. This combination of internal desires and external conveniences makes Canggu an attractive destination for the digital nomad community.

Recommendation

Based on the research findings, several practical suggestions can be offered to support the development of digital nomad tourism in Canggu. For destination managers such as *Bendesa Adat* and *BUPDA Canggu*, it is recommended to prioritize creating a productive and inspiring atmosphere, in response to the dominant push factor of “escape” and the pull factor of “networking and comfort space.” This can be done by providing supporting facilities such as green open spaces, co-working areas, yoga studios, and inclusive public spaces that encourage idea exchange and sustainable cross-cultural interaction.

For local businesses and SMEs, the appeal of affordability and destination attractiveness suggests the need to offer digital nomad-friendly service packages. Business owners, especially those in cafes, accommodations, and creative services, should consider pricing strategies, working comfort, and authentic local experiences. Collaboration opportunities, such as mentoring programs, workshops, or creative projects with digital nomads, are also encouraged to enhance the destination’s value.

In addition, government stakeholders, especially the Badung Tourism Officials, are advised to develop supportive policies including improved digital infrastructure, a “Nomad Friendly” certification system, and a user-friendly digital guide. These strategies should be complemented with thematic cultural promotions that emphasize Canggu’s identity as a creative and open destination. Meanwhile, digital nomad communities and coworking organizers are encouraged to become bridges between travelers and locals by organizing public discussions, collaborative events, and cultural performances that create meaningful interactions. For academics, this research offers a foundation to further explore the relationship between remote work lifestyles and community-based tourism development, particularly in terms of sustainability and local engagement.

ADVANCED RESEARCH

This research, while offering valuable insights into the push and pull factors influencing digital nomads in choosing Canggu as a destination, has several limitations that should be acknowledged. Firstly, the study is geographically limited to Canggu, Badung Regency, which may not fully represent the preferences of digital nomads in other regions with different cultural, economic, or infrastructural contexts. Secondly, the sample size of 130 respondents, although based on established sampling formulas, may still not capture the full diversity of digital nomad profiles, especially those from underrepresented nationalities or niche travel communities. Moreover, the study relies primarily on quantitative methods and structured indicators, which may limit the depth of understanding regarding individual motivations, values, and emotional experiences. Future research is encouraged to expand the scope geographically, include a more diverse demographic, and adopt a mixed-method approach that integrates qualitative insights to provide a more holistic view of digital nomad behavior and destination preferences.

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