

## ABSTRAC

*Digital Nomads are rapidly becoming a popular lifestyle trend for living and working. The main focus of this phenomenon is on "Digital Nomads," referring to a group of mobile professionals who perform their work from any location in the world using digital technology. Cross-cultural communication plays a crucial role in this adaptation process. European digital nomads who settle in Bali must navigate and manage significant cultural differences. This study investigates the cross-cultural adaptation process faced by Digital Nomads from Europe who choose Bali as their residence. This research employs a qualitative approach with a case study method. The study reveals that the adaptation process faced by European digital nomads is highly complex and multidimensional. They must learn to understand and respect local customs, which often differ significantly from the social norms in their home countries. This process involves efforts to adapt socially, such as learning the local language and participating in community activities, which in turn helps them feel more integrated and accepted in their new environment.*

**Keywords:** *Balinese Society, Cross-cultural Adaptation, Cross-cultural Communication, Digital Nomads.*