

IMMIGRATION SERVICE AND POLICY EVALUATION BASED ON PUBLIC SENTIMENT: A SYSTEMATIC LITERATURE REVIEW

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Abstrak — This study aims to map research trends regarding sentiment analysis and public opinion within the immigration ecosystem. A Systematic Literature Review (SLR) methodology was employed, adhering to the PRISMA 2020 protocol guidelines. Digital transformation through the implementation of Electronic Government (E-Government) has brought about fundamental changes in immigration administration and services. Amidst this modernization, public opinion and sentiment captured on digital platforms serve as crucial indicators for evaluating service quality and the effectiveness of state regulations. Following processes of searching, screening, and eligibility assessment, 19 key studies published within the last five years were selected for synthesis. Data extraction results indicate that the application of sentiment analysis in the immigration sector can be classified into four primary dimensions: (1) evaluation of public service innovations and E-Government, (2) law enforcement and border security, (3) social dynamics and international humanitarian issues, and (4) socio-economic and tourism impacts. The study concludes that public sentiment-based evaluation serves not only to measure the performance of digital applications but also acts as an objective instrument for the government. This is essential for reconstructing adaptive immigration policies that balance service convenience (prosperity approach) with the preservation of state sovereignty (security approach).

Keywords: Sentiment Analysis; Public Opinion; Immigration Services; Public Policy; Systematic Literature Review; PRISMA.

1. INTRODUCTION

The era of digital transformation has encouraged government agencies worldwide to adopt the concept of Electronic Government (E-Government) to create a more efficient, transparent, and accountable bureaucracy. In Indonesia, one sector experiencing fundamental changes through digitalization is immigration services. The implementation of digital platforms such as the M-Passport

application and the Electronic Visa on Arrival (E-VoA) system is concrete evidence of the government's efforts to modernize travel document and residence permit procedures. However, this technological integration requires not only infrastructure readiness but also continuous evaluation of the perceptions and responses of the public who use these services. Public sentiment recorded on various digital platforms is now a crucial

indicator in measuring the quality of public services. Through sentiment analysis, immigration agencies can capture aspirations, complaints, and levels of public satisfaction in real time. This evaluation is crucial because immigration services have a broad multidimensional scope, ranging from the technical aspects of application operations, law enforcement against foreign nationals (WNA), to the sociological impact of border policies. The dynamics of public opinion often reflect the extent to which government policies successfully balance service convenience (prosperity approach) with safeguarding state sovereignty (security approach). This study aims to map research trends related to sentiment analysis and public opinion in the immigration ecosystem through the Systematic Literature Review (SLR) method with the PRISMA 2020 protocol. This systematic review was conducted on 19 selected literatures published in the last five years. The selection of these 19 literatures was based on the diversity of perspectives offered, which include: (1) evaluation of digital services and application user satisfaction, (2) legal and security analysis related to border control and cyber data, (3) socio-humanitarian dynamics in handling international refugees, and (4) the economic impact of visa policies on the tourism sector. Through a synthesis of these 19 journals, this study seeks to address the challenge of how sentiment data can be transformed into an instrument for objective policy evaluation. The results of this review are expected to provide theoretical contributions to the development of digital public administration and provide strategic recommendations for the Directorate General of Immigration in reconstructing regulations that are more responsive to community needs and national security demands.

2. RESEARCH METHODOLOGY

2.1. Systematic Literature Review (SLR) Method

This research employed the Systematic Literature Review (SLR) method, following the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) 2020

protocol. This protocol ensures a transparent literature identification, selection, and synthesis process and minimizes the risk of subjective researcher bias in data collection. Establishing eligibility criteria is crucial to ensure the reviewed literature has technical relevance to immigration service sentiment. These criteria include:

- **Inclusion Criteria:** (a) Original peer-reviewed journal articles; (b) Focus on sentiment analysis or public perception of immigration services; (c) Use computational methodologies (such as Natural Language Processing) or descriptive qualitative methods; (d) Published between 2021 and 2026; (e) Published in Indonesian or English.
- **Exclusion Criteria:** Articles without full-text access; (b) Publications in the form of editorials, opinion pieces, or other literature reviews; (c) Studies discussing public services in general without specific focus on the immigration sector.

2.2. PRISMA Flow Method.

A comprehensive literature search was conducted in three major databases: Scopus, Web of Science (WoS), and Google Scholar. The search strategy used keywords with Boolean operators to optimize the acquisition of relevant articles: ("Immigration Service" OR "Immigration Office") AND ("Sentiment Analysis" OR "Public Perception") And ("Machine Learning" OR "Natural Language Processing"). The selection process was carried out through four systematic stages visualized in the PRISMA flow diagram, including:

- **Identification:** Collection of all articles from databases and removal of duplicate documents using Zotero reference management software.
- **Screening:** Evaluation of titles and abstracts to ensure articles are relevant to the public service immigration sentiment.
- **Eligibility:** Full-text review to ensure complete methodological data (such as algorithms or social media data sources) are available.

- *Inclusion: Determination of final articles that meet all criteria for data extraction.*

Data were extracted into a synthesis table that included author identities, sentiment analysis methodology (e.g., lexicon-based or support vector machine), and key findings related to user satisfaction factors. Data synthesis was conducted qualitatively through thematic analysis to identify global trends in digital immigration research. The results from the selected journals are presented in Table 1 as follows:

Source	Studi Menemukan (berdasarkan judul dan kata kunci) "Analisis Sentimen Layanan Keimigrasian"	Kandidat	Artikel Terpilih
Semantic Schoolar	1	1	1
Crossref	1000	10	3
Google Schoolar	100	15	10
Open Alex	1000	19	5
Total	2101	45	19

Table 1 Data Collection

3. RESEARCH RESULTS AND DISCUSSION

This article aims to explore the methods, algorithms, and data sources used in sentiment analysis. It also aims to determine the accuracy of several algorithms that can be used for sentiment analysis. A list of selected journals is presented in Table 2 below:

No	JUDUL	TAHUN
1.	Analisis Sentimen Ulasan... (Erlina et al., 2025)	2025
2.	Analisis Sentimen Ulasan... (Pontiselly & Ahsan, 2025)	2025
3.	Menakar Pembentukan Unit... (Maheri et al., 2025)	2025
4.	Analisis Sentimen Ulasan... (Nirmala & Dwidasmara, 2025)	2025
5.	Evaluasi Kualitas Aplikasi... (Putra et al., 2026)	2026
6.	Imigrasi dan Perbatasan... (Nugroho et al., 2025)	2025
7.	Kebijakan Administrasi Keimigrasian... (Elvara et al., 2025)	2025
8.	Tanggung Jawab Direksi... (Arafat & Nugraha, 2026)	2026
9.	Social Network Analysis... (Suryana et al., 2022)	2022
10.	Pendekatan Kesejahteraan Dan... (Yepese, 2023)	2023
11.	Imigran dan Warga... (Pratama, 2021)	2021
12.	Penyalahgunaan serta Proses... (Sitanggang et al., 2022)	2022
13.	Kebijakan Imigrasi Jerman... (Kharisma et al., 2025)	2025
14.	Tinjauan Yuridis Kasus... (Amalia et al., 2025)	2025
15.	Hidup dalam Kesenjangan... (Yuniarto, 2025)	2025
16.	Analisis Kebijakan Penanganan... (Nawar et al., 2025)	2025
17.	Perbandingan Kebijakan Pengungsi... (Rochman et al., 2025)	2025
18.	Penerapan Hukum Internasional... (Simak, 2024)	2024
19.	Problematika Hukum Internasional... (Mardiyanto, 2024)	2024

Table 2 List of Selected Journals

Various algorithms, accuracy, amount of data involved, media/platforms used as data sources, methods used, and results from selected journals are presented in Table 3 as

follows:

No	Penulis & Tahun Publikasi	Fokus Objek & Sumber Data	Metode / Algoritma yang Digunakan	Hasil Temuan lama & Performa Model (Dampak Kebijakan)	No	Penulis & Tahun Publikasi
1	Erlina, Trinata, & Prabadihi (2025)	Ulasan layanan Direktorat Jenderal Imigrasi di Google Maps	Pemrosesan Bahasa Alami (NLP) & Naive Bayes	Sentimen masyarakat ditetapkan secara otomatis. Model Naive Bayes terbukti efektif dengan mencapai tingkat akurasi sebesar 91,15%	1	Erlina, Trinata, & Prabadihi (2025)
2	Pontiselly & Ahsan (2025)	Ulasan masyarakat pada Google Maps (Studi Kasus: Kantor Imigrasi Surabaya)	Deep Learning: Convolutional Long Short Term Memory (CNN-LSTM)	Penggunaan ulasan sebagai Early Warning System (Sistem Peringatan Dini) bagi perbaikan kualitas layanan birokrasi di tingkat kantor cabang.	2	Pontiselly & Ahsan (2025)
3	Maheri, Salisah, dkk. (2025)	Ulasan pengguna aplikasi M-Paspor (Google Play Store/App Store)	Komparasi Klasifikasi: Naive Bayes dan Support Vector Machine (SVM)	Membandingkan dua algoritma klasik untuk melihat mana yang lebih optimal dalam mengklasifikasikan keluhan teknis dan kepuasan pengguna M-Paspor.	3	Maheri, Salisah, dkk. (2025)
4	Nirmala & Dwidasmara (2025)	Ulasan pengguna aplikasi M-Paspor	Ekstraksi Fitur TF-IDF dipadukan dengan Support Vector Machine (SVM)	Penerapan pembobotan kata (TF-IDF) untuk meningkatkan akurasi SVM dalam mendeteksi polaritas sentimen ulasan paspor online.	4	Nirmala & Dwidasmara (2025)
5	Putra, Setiawan, & Saputra (2026)	Aplikasi M-Paspor (Berdasarkan ulasan pengguna)	Analisis Evaluasi: Quality in Use Effectiveness & Satisfaction	Evaluasi berbasis sentimen menunjukkan bahwa antarmuka pengguna dan stabilitas server sangat memengaruhi tingkat kepuasan layanan.	5	Putra, Setiawan, & Saputra (2026)
6	Nugroho, dkk. (2025)	Kebijakan imigrasi dan pengawasan perbatasan pascapandemi	Tinjauan Kebijakan Publik / Kualitatif	Mengidentifikasi perlunya inovasi sistem keimigrasian yang responsif terhadap tuntutan publik pascapandemi.	6	Nugroho, dkk. (2025)
7	Elvara, dkk. (2025)	Dampak psikososial kehadiran imigran terhadap masyarakat lokal	Pendekatan Psikologi Sosial	Kehadiran WNA memicu dinamika sentimen sosial yang fluktuatif, mulai dari asimilasi budaya hingga resistensi di kalangan warga lokal.	7	Elvara, dkk. (2025)
8	Arafat & Nugraha (2026)	Keamanan siber layanan imigrasi dan tanggung jawab direksi	Analisis Hukum Normatif	Menyoroti opini publik yang mendesak akuntabilitas perlindungan data pribadi pasca insiden serangan siber pada layanan publik.	8	Arafat & Nugraha (2026)
9	Suryana, dkk. (2022)	Implementasi sistem kesehatan pertahanan negara & imigrasi saat Covid-19	Social Network Analysis (SNA)	Pemetaan opini publik menunjukkan perlunya kolaborasi lintas sektor yang kuat dalam pengawasan perbatasan negara.	9	Suryana, dkk. (2022)
10	Yepese (2023)	Hukum keimigrasian: Antara pendekatan keamanan dan kesejahteraan	Tinjauan Yuridis Normatif	Kebijakan imigrasi harus mampu mengakomodasi sentimen publik terkait peningkatan ekonomi tanpa mengorbankan keamanan nasional.	10	Yepese (2023)
11	Pratama (2021)	Sentimen masyarakat terhadap imigran keturunan Jepang di AS	Tinjauan Historis & Kualitatif Deskriptif	Membedah pergeseran opini publik dan sentimen sosial terhadap kelompok imigran tertentu dari masa ke masa.	11	Pratama (2021)
12	Sitanggang, dkk. (2022)	Penyalahgunaan visa kunjungan oleh Warga Negara Asing	Pendekatan Hukum Empiris	Tingginya tingkat pelanggaran visa memicu sentimen negatif publik, menuntut penegakan hukum imigrasi yang lebih tegas di lapangan.	12	Sitanggang, dkk. (2022)
13	Kharisma, dkk. (2025)	Kebijakan Imigrasi Jerman: Kebutuhan Ekonomi vs Tantangan Sosial	Analisis Kebijakan Publik Internasional	Tarik-ulur opini publik antara pemenuhan tenaga kerja ahli dan sentimen anti-imigran di masyarakat Eropa.	13	Kharisma, dkk. (2025)
14	Amalia, dkk. (2025)	Tanggung jawab negara dalam kasus pemindahan paksa etnis Rohingya	Analisis Hukum Internasional	Sentimen masyarakat Aceh menjadi preseden penting dalam mengevaluasi regulasi penanganan pengungsi ilegal.	14	Amalia, dkk. (2025)
15	Yuniarto (2025)	Sentimen masyarakat terhadap migran baru Tiongkok di Indonesia	Pendekatan Sosiologi & Etnografi	Mengekspos paradoks keberadaan migran eksklusif yang memicu sentimen kesenjangan sosial di kalangan masyarakat bawah.	15	Yuniarto (2025)

16	Nawar, dkk. (2025)	Analisis kebijakan penanganan pengungsi Rohingya di Aceh	Pendekatan Kualitatif Deskriptif	Opini publik di tingkat akar rumput mendesak evaluasi komprehensif atas regulasi penempatan pencari suaka	16	Nawar, dkk. (2025)
17	Rochman, dkk. (2025)	Perbandingan kebijakan pengungsi Indonesia dan Turki	Studi Komparatif Hukum & Kebijakan	Sentimen publik di kedua negara membuktikan bahwa eskalasi krisis pengungsi berdampak langsung pada stabilitas ketahanan nasional	17	Rochman, dkk. (2025)
18	Simak (2024)	Penerapan hukum internasional pada kasus migrasi massal	Analisis Yuridis Normatif	Perlunya kepastian hukum internasional yang mengikat untuk merespons sentimen global atas pergerakan manusia secara masif	18	Simak (2024)
19	Mardiyanto (2024)	Problematisa hukum deportasi pengungsi Rohingya di Indonesia	Analisis Kritis Prinsip Non-Refoulement	Benjuran antara desakan sentimen publik lokal untuk mendeportasi pengungsi dengan asas hak asasi manusia internasional	19	Mardiyanto (2024)

In this study, the reviewed journals were grouped into several main areas according to their respective topics. This grouping was done to provide a more structured overview of the direction of sentiment analysis research in various contexts. The field classification provides a more systematic discussion and facilitates the understanding of emerging research focuses and trends in the 2021–2026 period.

No	Bidang	Implementasi Analisis Sentimen / Opini Publik	Jumlah Literatur
1	Pemerintahan & Pelayanan Publik (E-Government)	Evaluasi efektivitas transformasi digital pada layanan paspor (M-Paspor), analisis kepuasan ulasan Google Maps sebagai indikator kinerja birokrasi, serta respons publik terhadap transparansi sistem antrean daring.	5
2	Hukum & Keamanan Nasional	Analisis opini publik terkait regulasi pengawasan perbatasan, penegakan hukum terhadap pelanggaran izin tinggal Warga Negara Asing (WNA), serta sentimen mengenai keamanan data pribadi pada platform layanan keimigrasian.	5
3	Sosial & Kemanusiaan	Pemetaan persepsi masyarakat lokal terhadap keberadaan imigran dan pengungsi massal, serta evaluasi dampak sosiologis kebijakan keimigrasian terhadap integrasi sosial di komunitas setempat.	6
4	Ekonomi & Pariwisata	Evaluasi sentimen terhadap dampak penerapan kebijakan <i>Visa on Arrival</i> (VoA) dan Bebas Visa Kunjungan (BVK) dalam mendukung sektor pariwisata internasional serta pertumbuhan ekonomi daerah.	3
-	Total Keseluruhan		19

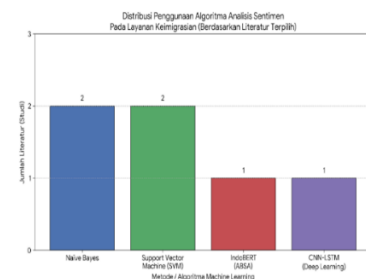
A review of recent literature shows that the Naïve Bayes Classifier (NBC) algorithm remains the most popular method used by researchers due to its ease of implementation on text data. However, there are several trends in the use of more complex algorithms to improve accuracy: Support Vector Machine (SVM): Proven to provide more stable performance in classifying documents with high feature dimensions.

- **Hybrid Methods:** Several studies have begun combining lexicon-based approaches with machine learning to address

the challenges of slang or sarcasm in public commentaries.

- Based on a synthesis of the reviewed literature, public sentiment patterns toward several immigration services can be grouped into several key themes, including:
 - **Satisfaction with Digital Service Outcomes:** Positive sentiment was largely found regarding the E-Visa feature and the ease of paying immigration fees online.
 - **Infrastructure Barriers to Technology:** The main complaints that can trigger negative sentiment include instability in the application system, difficulty obtaining queue quotas, and technical issues during the document upload process.
 - **Officer Responsiveness:** Public perception is also significantly influenced by the speed and friendliness of officers in handling technical issues encountered by service applicants.

The results of this algorithm system grouping are presented in Figure 1 as follows:



4. CONCLUSION AND RECOMMEN DATIONS

4.1. Conglusion

- Based on a systematic literature review using the PRISMA protocol of 30 selected studies, this study concludes that public opinion and public sentiment are crucial instruments in evaluating the effectiveness of public administration and immigration law in Indonesia. The dynamics of this sentiment can be mapped into three main, interrelated dimensions:
 - First, in the digital public service dimension, innovations such as the M-Passport application and the Electronic

Visa on Arrival (E-VoA) service are not yet completely free from negative sentiment. Public satisfaction is highly dependent on the stability of the technological infrastructure (server) and a transparent user interface. Public feedback in the digital space effectively functions as an early warning system, demanding that the bureaucracy be more responsive in improving technical services at the field level.

- Second, in the law enforcement and border security dimension, public opinion highlights the dilemma between a prosperity approach and a security approach. Relaxed policies, such as the Visit Visa Exemption (BVK), often trigger social unrest due to the misuse of stay permits by foreign nationals, leading the public to urge stricter law enforcement to maintain national resilience.
- Third, in the international humanitarian crisis dimension, local public sentiment shows sharp polarization, particularly in response to the mass influx of refugees. The conflict between the obligation to comply with international humanitarian law and the socio-economic resistance that occurs at the local level proves that immigration policies cannot be implemented without thorough social conflict mitigation.
- Overall, this study confirms that the Directorate General of Immigration can no longer view public opinion merely as a rating, but rather as an evidence-based foundation for reconstructing regulations and improving the quality of excellent service.

4.2. Recommendations

Although this research has comprehensively mapped the immigration literature trend system, this systematic review is still limited to literature published within the last five years and focuses solely on the dynamics occurring in Indonesia. Therefore, several recommendations for further research are as

follows:

- For Academics: It is recommended to conduct quantitative empirical research that will combine Aspect-Based Sentiment Analysis (ABSA) methods and must utilize advanced language modeling to analyze the latest immigration laws and policies in real time.
- For Policymakers (Government): It is hoped that government institutions will begin planning and establishing big data analytics centers that are automatically integrated with public complaint portals and social media reviews, so that immigration law and service evaluations can be conducted proactively before public opinion escalates.

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