



Department of Digital Business

**Journal of Artificial Intelligence and Digital Business (RIGGS)**

Homepage: <https://journal.ilmudata.co.id/index.php/RIGGS>

Vol. 5 No. 2 (2026) pp: 5099-5106

P-ISSN: 2963-9298, e-ISSN: 2963-914X

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## Digital Business Strategies in 360° Videobooth Services: Developing Entrepreneurial Opportunities in the Creative Industry

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### **Abstract**

*This study aims to analyze the digital business strategies implemented by Captain Video in developing competitive advantage and entrepreneurial opportunities in Bali's creative tourism industry. Captain Video is a creative digital business that utilizes 360° videobooth technology to provide interactive, immersive, and social media-oriented documentation services. This research employed a descriptive qualitative method with a case study approach. Data were collected through observation, semi-structured interviews, documentation, and literature review involving ten informants consisting of the business owner, management staff, operational employees, and consumers. The findings reveal that Captain Video develops its competitive advantage by integrating immersive digital technology, social media marketing, creative content production, and customer experience-based services. The use of 360° videobooth technology enables the business to offer modern, engaging, and shareable visual experiences that align with consumer behavior in the digital era, particularly among millennials and young digital users. Digital marketing strategies through Instagram, TikTok, content marketing, and influencer collaboration support brand awareness, customer engagement, and market expansion. Furthermore, the study indicates that entrepreneurial opportunities in the creative tourism industry are strengthened by innovation capability, technological adaptability, digital competencies, and the ability to create memorable consumer experiences. Theoretically, this research contributes to the development of studies on digital entrepreneurship, technology adoption, social media marketing, and experience-based business innovation. Practically, the findings provide insights for creative entrepreneurs on the importance of integrating technology, innovation, and customer experience to build sustainable digital business models in tourism destinations such as Bali.*

*Keywords: Digital Business, Digital Entrepreneurship, Social Media Marketing, Creative Industry, Consumer Experience*

### **1. Background**

The development of digital technology in the globalization era has brought significant changes to the world of business and entrepreneurship. Digitalization has not only influenced patterns of public communication but has also transformed marketing strategies, promotional activities, and business development processes [1]. According to Verhoef et al. digital business transformation enables organizations to integrate technology into communication, marketing, and customer engagement activities in order to achieve competitive advantage. Digital business itself refers to business activities that utilize digital technology, internet platforms, and interactive systems to create value and expand market opportunities [2]. The millennial generation, as one of the most productive and technology-oriented generations, has become closely connected to digital technological advancements. Their characteristics being creative, innovative, adaptive to technology, and highly active on social media provide strong potential for the growth of digital-based entrepreneurship [3]. This phenomenon is closely related to the concept of digital entrepreneurship, which according to Kraus et al. is the process of developing entrepreneurial activities through technological innovation and digital ecosystems [4]. Millennials are considered highly capable of utilizing digital platforms and technological trends to create innovative business opportunities in the modern economy.

In Indonesia, the development of the creative industry and digital business sector has shown rapid growth, especially in tourism and entertainment industries. Bali, as one of the world's leading international tourist destinations, offers considerable opportunities for the development of technology-based creative businesses. Tourists visiting Bali increasingly seek not only tourism attractions but also memorable and interactive experiences that can be documented and shared through social media platforms. This trend aligns with the concept of the Experience Economy introduced by Pine and Gilmore, which explains that modern consumers tend to value

memorable and immersive experiences rather than merely products or services. Consequently, this condition has created new opportunities for businesses that integrate digital technology with entertainment and promotional services[5].

One of the innovations emerging from this phenomenon is the use of 360 spin videobooth technology developed by Captain Video. Captain Video provides a creative solution for communities and tourists to capture moments in a modern and interactive way. Unlike conventional photobooths, Captain Video utilizes a 360-degree rotating camera system capable of producing dynamic visual content in GIF and MP4 formats with attractive visual effects [6]. This technology offers a more immersive and engaging experience for users compared to traditional documentation methods. The use of immersive technology has become increasingly important in the tourism and entertainment sectors because interactive visual experiences are able to enhance consumer satisfaction and engagement. According to Lemon and Verhoef, consumer experience refers to the overall perceptions and emotional responses generated through interactions between consumers and businesses. Businesses that successfully create interactive experiences are more likely to strengthen customer loyalty and social media engagement [7]. In practice, 360 videobooths are widely utilized not only in tourism activities but also in weddings, birthday celebrations, corporate gatherings, concerts, and promotional events. Furthermore, the resulting visual content can easily be distributed through social media platforms such as Instagram, TikTok, and Facebook, making this technology highly relevant in the digital era [8]. The rapid development of digital marketing has encouraged businesses to utilize social media and visual content as promotional tools. According to Kotler et al. digital marketing enables businesses to communicate directly with consumers through interactive and personalized content strategies[9]. In addition, Chaffey explains that visual content marketing significantly influences online consumer engagement and purchasing behavior, particularly among digital consumers and millennials[10].

The increasing use of social media has also influenced changes in consumer behavior, particularly among millennials who tend to prefer creative visual content and interactive experiences [11]. This phenomenon encourages entrepreneurs to create businesses based on digital experiences and social media engagement. Captain Video represents one example of a creative digital business that combines technological innovation with current social media trends to create new business value. In addition to functioning as an entertainment service, this business also contributes to promoting creativity, innovation, and entrepreneurial interest among millennials. Moreover, digital-based businesses such as Captain Video possess promising economic potential because they can expand through digital marketing strategies that are broader, faster, and more efficient. The utilization of social media marketing, content marketing, and digital promotion enables businesses to reach consumers effectively and strengthen market competitiveness [12].

The development of digital business is also closely related to technology adoption behavior. Technology adoption theory explains how individuals accept and utilize technology to support activities and improve performance. One of the most widely used theories is the Technology Acceptance Model (TAM) introduced by Davis, which states that perceived usefulness and perceived ease of use influence technology adoption. Recent studies by Venkatesh et al. further explain that social influence, compatibility, and user experience are important factors encouraging the adoption of digital technology among consumers and businesses. In the context of Captain Video, the adoption of immersive videobooth technology demonstrates how technological innovation can attract consumers while strengthening competitiveness in the tourism and entertainment industries[13].

Several previous studies have discussed digital entrepreneurship, social media marketing, and the role of digital technology in supporting creative industries. Research by Prasetyo and Haryanto found that digital marketing strategies significantly influence consumer engagement and business sustainability in the creative industry sector[14]. Similarly, Sari explained that social media platforms play an important role in increasing brand awareness and promotional effectiveness in digital businesses[15]. Furthermore, research conducted by Putra and Wijaya highlighted that millennials possess high adaptability toward technological development, which supports the growth of digital entrepreneurship among younger generations[16]. Another study by Kusuma also revealed that technological innovation contributes significantly to improving business competitiveness and customer experience in the tourism and entertainment industries [17]. Although previous studies have extensively discussed digital entrepreneurship and social media-based business strategies, most research still focuses on digital business in a general context. Limited studies specifically examine the implementation of 360 spin videobooth technology as a form of digital business innovation, particularly in the tourism and entertainment sectors. In addition, previous research has not comprehensively explored how businesses such as Captain Video can contribute to strengthening entrepreneurial opportunities, enhancing creativity, and encouraging the entrepreneurial spirit of millennials in Bali. This condition indicates a research gap regarding the role of immersive digital technology in supporting creative entrepreneurship and interactive consumer experiences.

Therefore, this research is important to conduct because it aims to provide a deeper understanding of how Captain Video utilizes digital technology and social media strategies to create innovative business opportunities and strengthen business competitiveness in the digital era. This study is also expected to contribute theoretically

by enriching the literature on digital entrepreneurship, digital marketing, consumer experience, technology adoption, and experience economy, as well as practically by providing insights for entrepreneurs and business practitioners regarding the utilization of interactive digital technology in developing creative businesses, particularly in tourism destinations such as Bali.

## **2. Research Method**

This study employed a descriptive qualitative method with a case study approach focusing on Captain Video, a 360 videobooth-based digital business located in Denpasar, Bali. The research aimed to analyze digital business strategies in developing the entrepreneurial potential of the millennial generation through the utilization of digital technology and social media. The data sources consisted of primary and secondary data. Primary data were obtained through observations, interviews, and documentation involving 10 informants consisting of the business owner, two management staff members, three operational employees, and four consumers of Captain Video services. The informants were selected using purposive sampling techniques, where respondents were chosen based on their direct involvement, experience, and understanding of the company's digital business activities and marketing strategies. The characteristics of the respondents included individuals aged between 20–35 years who were actively involved in digital technology utilization, social media promotion, and videobooth service activities. Secondary data were collected from journals, books, articles, company documents, and other supporting references related to digital business and entrepreneurship.

Data collection techniques included direct observation of operational activities and digital promotional strategies, semi-structured interviews with relevant informants, documentation in the form of photographs, videos, and social media content, as well as literature review. The research was conducted over a period of approximately three months, from January to March 2026, at the operational location of Captain Video in Denpasar, Bali. The data analysis technique applied descriptive qualitative analysis through several stages, namely data collection, data reduction, data presentation, and conclusion drawing. In the data reduction stage, the researcher selected and categorized important information related to digital marketing strategies, service innovation, and entrepreneurial development. Furthermore, the data were presented systematically in narrative form to facilitate interpretation and understanding. The final stage involved drawing conclusions based on patterns, relationships, and findings obtained during the research process to gain a comprehensive understanding of digital business development opportunities in the 360 videobooth industry. To ensure data validity and reliability, this study employed source triangulation and method triangulation by comparing the results of observations, interviews, documentation, and literature review. This process was conducted to ensure that the collected data were credible, consistent, and trustworthy.

## **3. Results and Discussion**

### **3.1 Data Analysis**

Captain Video possesses a noble purpose of creating memorable and unforgettable moments through 360 videobooth technology. The business aims to provide unique, innovative, and interactive experiences for customers in capturing their special moments. By utilizing 360 videobooth technology, Captain Video enables customers to obtain more engaging and immersive documentation compared to conventional photography methods [7]. The vision of the business is to become a leading 360 videobooth service provider in Indonesia by delivering the best customer experience and helping people connect with their special moments through creative and modern approaches. In conducting its business activities, Captain Video emphasizes the values of quality, creativity, hospitality, and sustainability by providing professional, innovative, and customer-oriented services. Through this concept, Captain Video believes that 360 videobooth technology can create memories that are more vivid, memorable, and valuable for every customer.

The strategic purpose implemented by Captain Video is further translated into a structured business strategy through the Business Model Canvas, which serves as the foundation for business development and the implementation of digital business strategies. The overview of Captain Video's business model can be seen in Figure 1 below.

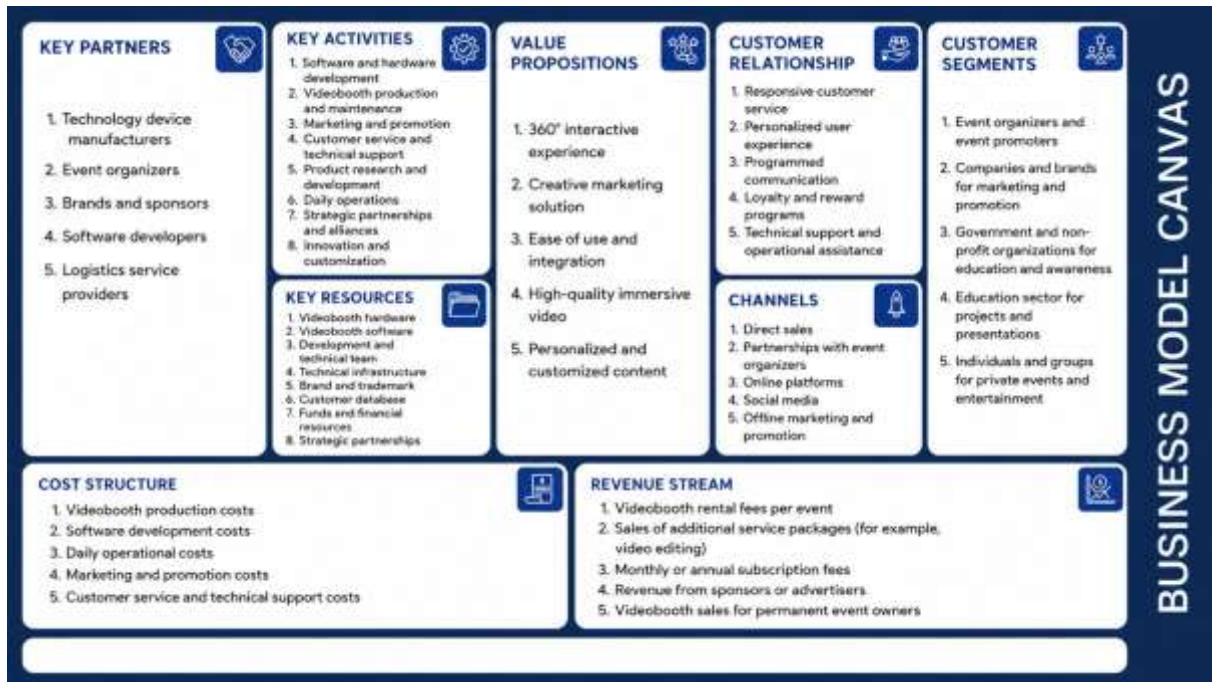


Figure 1. Captain Video Business Model Canvas

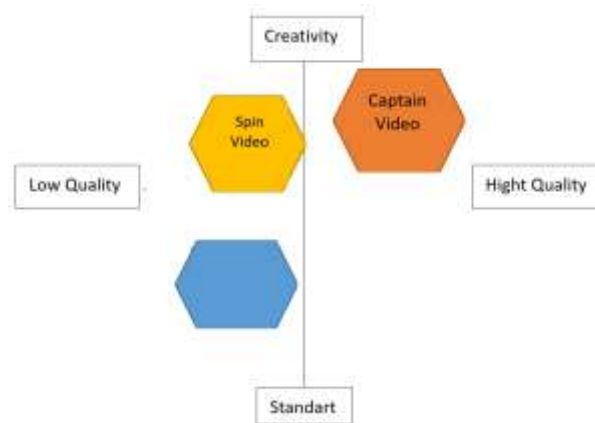
Based on the Business Model Canvas presented in Figure 1, Captain Video utilizes 360 videobooth technology as its primary strategy to achieve the company's noble purpose, namely creating memorable and unforgettable moments for customers. This technology provides a unique, interactive, and immersive experience because customers are able to capture special moments from multiple angles in a more creative manner compared to conventional documentation methods. In addition, the 360 videobooth allows customers to easily share their documentation results through social media platforms, enabling special moments to be enjoyed with friends and family in a more engaging way. The presence of this technology positions Captain Video not only as a documentation service provider but also as a creative business capable of delivering modern digital-based entertainment experiences. Therefore, the utilization of 360 videobooth technology represents an innovative approach that supports the creation of more vivid, memorable, and valuable experiences for customers.

### Market Analysis

The market potential of Captain Video is closely related to the increasing use of digital technology and social media among the millennial generation. Consumers currently tend to prefer interactive and visually attractive documentation experiences that can be easily shared through digital platforms. This trend indicates that the utilization of 360 videobooth technology has become part of the shift in consumer behavior toward experience-based digital entertainment. The findings show that consumers are interested in documentation services that are not only functional but also capable of providing unique and memorable experiences. This condition supports the concept of experiential marketing, which emphasizes customer experience as an important factor influencing consumer satisfaction and engagement. The use of social media also strengthens consumer demand for visually appealing content that can increase online interaction and self-expression. In addition, the study found that one of the main challenges faced by consumers is the limited availability of innovative documentation services capable of producing interactive digital content. Although conventional photography and videography services remain widely used, consumers increasingly seek more modern and creative alternatives. Therefore, the presence of 360 videobooth services provides opportunities for digital business development within the creative industry sector.

The findings are consistent with previous studies stating that digital technology utilization and social media trends significantly influence consumer behavior and business opportunities in the creative economy sector. However, this study specifically contributes by highlighting the role of 360 videobooth technology as a form of digital entrepreneurship innovation among millennials, particularly in the tourism and entertainment industries in Denpasar, Bali.

## Competitor Analysis



The study identified that the main competitors of Captain Video include conventional photobooth providers, photography services, and event documentation businesses. However, the findings indicate that Captain Video possesses differentiation through the use of interactive 360 videobooth technology, which provides more immersive and engaging experiences for consumers. This finding is aligned with the differentiation strategy theory proposed by Porter, which explains that businesses can achieve competitive advantages through unique product characteristics and service innovation. In this context, the utilization of digital technology becomes an important factor in creating added value and improving customer experience. Consumers tend to perceive 360 videobooth services as more modern, creative, and suitable for current digital trends compared to conventional documentation services. Previous studies also explain that innovation-based businesses are more capable of attracting consumer attention in highly competitive markets. Nevertheless, this study provides additional insight that digital interaction and social media integration are key factors supporting competitiveness in the digital documentation business sector.

## Product

The results indicate that the primary strength of Captain Video lies in its ability to integrate technology, creativity, and digital-based customer experience into its services. The business does not merely provide documentation services but also creates interactive entertainment experiences through visual effects, music integration, and social media-friendly content. From the perspective of innovation theory, this finding reflects the importance of technological adaptation in improving business competitiveness and customer satisfaction. Consumers today are more interested in products and services that provide personalization, convenience, and interactive value. The integration of digital platforms for booking, content access, and online sharing further strengthens service efficiency and customer engagement. Compared with previous research on digital entrepreneurship, this study demonstrates that innovation within creative digital businesses is not limited to product development alone but also includes digital service systems and customer interaction experiences. Therefore, the contribution of this study lies in explaining how small-scale digital businesses can utilize technology and social media to build competitiveness and expand market opportunities.



Figure 2. Sample Photo Results

### **Human Resources and Digital Capability**

The findings reveal that the success of Captain Video is strongly supported by the digital competencies and creativity of its team members. The ability to operate editing software, create digital content, and manage social media platforms becomes an important factor in supporting business development. This condition is relevant to the concept of digital entrepreneurship, which emphasizes the role of technological capability, creativity, and innovation in creating business opportunities. The involvement of individuals with digital business backgrounds also contributes to the effectiveness of promotional activities and service development. Previous studies similarly found that human resource quality significantly affects the sustainability of digital businesses. However, this research specifically highlights the importance of combining technical skills, creativity, and digital marketing abilities in supporting the growth of technology-based creative industries.

### **Digital Marketing Strategy**

The study found that social media plays a significant role in increasing brand awareness and attracting consumers. Digital promotional activities through Instagram, TikTok, and online content creation are considered more effective in reaching millennial consumers because these platforms support visual communication and audience interaction. This finding supports digital marketing theory, which explains that social media utilization enables businesses to build stronger communication with consumers through interactive and visually oriented content. In addition, influencer collaboration and online promotion strategies contribute to expanding market reach and improving consumer engagement. Compared to previous studies, this research emphasizes that digital marketing in creative businesses is not solely focused on promotion but also on building customer experiences and strengthening business identity through social media content. Consequently, the study contributes to understanding how digital platforms can support entrepreneurial development and business sustainability in the creative economy sector.

### **3.2 Discussion**

The implementation of 360 videobooth technology by Captain Video reflects the concept of digital entrepreneurship, where technology, creativity, and digital platforms are integrated to create innovative business value. This result is consistent with the study of Verhoef et al., which explained that digital transformation significantly changes consumer interaction patterns and business development strategies through technology-based experiences [18]. Similarly, Nambisan emphasized that digital entrepreneurship enables businesses to create new market opportunities through innovation and technology integration [19]. The present study supports these findings because Captain Video successfully utilizes immersive 360 videobooth technology to create interactive and memorable customer experiences. However, this research differs from previous studies by specifically highlighting the role of immersive documentation technology in the tourism and entertainment sectors in Denpasar. Therefore, this study contributes to the literature by demonstrating how small-scale creative businesses can utilize immersive digital technology to strengthen competitiveness and customer engagement in the creative industry.

Furthermore, the findings regarding consumer interest in interactive and visually attractive content align with the theory of experiential marketing proposed by Schmitt, which states that consumers increasingly value memorable experiences rather than merely functional products or services [20]. This result is also supported by the study of Pine and Gilmore, which explained that experience-based businesses possess stronger potential to create customer satisfaction and loyalty [5]. In addition, recent studies by Djafarova and Bowes found that millennials are highly influenced by social media-oriented visual content and interactive digital experiences [21]. The findings of this study show similarities because Captain Video's services are designed to produce social media-friendly content that enhances customer interaction and self-expression. Nevertheless, this study provides a different perspective by emphasizing that immersive technology not only functions as a promotional medium but also becomes part of the entertainment experience itself. Thus, this research expands the discussion of experience marketing by integrating immersive technology and digital consumer behavior within the context of creative digital businesses.

In terms of digital marketing strategy, the study demonstrates that social media platforms such as Instagram and TikTok play a crucial role in increasing brand awareness and customer engagement. These findings are in line with the research of Kaplan and Haenlein, which explained that social media enables businesses to establish interactive communication and stronger relationships with consumers [22]. Moreover, Kraus et al. argued that digital capability and social media utilization significantly influence business sustainability in the creative economy sector [23]. The present study confirms these findings because Captain Video relies heavily on digital content creation, influencer collaboration, and online interaction to expand market reach. However, unlike previous studies that mainly focused on large digital businesses, this research specifically contributes by showing how micro and small creative enterprises can optimize digital marketing and immersive technology simultaneously to develop sustainable entrepreneurial opportunities. Consequently, this study enriches recent discussions on

digital consumer behavior, immersive technology, and creative industry development within the context of emerging digital entrepreneurship.

#### 4. Conclusion

The digital business strategy implemented by Captain Video represents an effective creative business innovation in developing the entrepreneurial potential of the millennial generation. The utilization of 360 videobooth technology provides documentation experiences that are more interactive, modern, and engaging compared to conventional methods, thereby fulfilling consumer demands for creative visual experiences that can be easily shared through social media platforms. Digital marketing strategies through social media campaigns, influencer collaborations, content marketing, and digital platform integration have proven effective in increasing brand awareness and expanding market reach. In addition, this business possesses promising economic opportunities due to strong market demand, relatively low competition, and substantial profit potential. Captain Video also demonstrates that millennials possess strong adaptability toward technological advancements, enabling them to create creative digital-based business opportunities in the modern era.

Based on these research findings, it is recommended that Captain Video continue innovating its services and technological development to improve customer experience quality and maintain business competitiveness. The optimization of digital marketing through social media, websites, and collaborations with influencers and tourism industry stakeholders should also be enhanced to broaden market reach further. Moreover, public education regarding the benefits and advantages of 360 videobooth technology is important to increase consumer interest in this service. For the millennial generation, this study is expected to serve as motivation to utilize digital technological advancements as opportunities for creating creative, innovative, and sustainable businesses capable of generating economic value while contributing to the development of the creative industry and digital tourism sector in Indonesia.

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