

Optimization of Creative Economy-Based Digital Content to Strengthen the Competitiveness of Villa Uma Sapna Bali

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Abstract

Digital transformation has revolutionized how tourism destinations interact with travelers, particularly through creative digital content distributed across various online platforms. This study aims to analyze the influence of creative digital content, storytelling, and content personalization on destination competitiveness, with a case study at Villa Uma Sapna Bali. A quantitative causal-associative approach was used, involving 160 respondents who had interacted with the villa's digital content through social media. Data were collected via an online questionnaire and analyzed using multiple linear regression with SPSS software. The results show that creative digital content does not have a significant effect on destination competitiveness (Sig. = 0.716 > 0.05), while storytelling and content personalization have a positive and significant effect (Sig. = 0.000 < 0.05). These findings highlight that digital marketing strategies emphasizing emotional narratives, personal engagement, and cultural representation are more effective in strengthening the competitiveness of tourism destinations than those relying solely on visual creativity. Theoretically, this study contributes to the development of creative economy-based digital marketing concepts, while practically, it provides guidance for tourism managers to design narrative-driven and personalized digital content to achieve sustainable destination competitiveness

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1. Introduction

Digital transformation has profoundly reshaped how the tourism industry promotes destinations and interacts with consumers. Modern travelers increasingly rely on digital media to form their perceptions of a destination, even before visiting it physically. Platforms such as Instagram, TikTok, and YouTube have become key gateways that influence tourist decision-making and shape destination imagery. According to We Are Social (2024), more than 84% of global travelers depend on digital media as their primary information source before making travel or accommodation bookings. This phenomenon highlights the central role of digital content in shaping the competitiveness of tourism destinations.

Within this dynamic environment, the creative economy has become a key driver for developing authentic, engaging, and competitive communication strategies. The Ministry of Tourism and Creative Economy (2023) reported that Indonesia's creative economy sector

contributes approximately 7.8% to national GDP, with visual content and design subsectors serving as major growth engines. These data show that the ability to incorporate local cultural values into digital content not only enhances identity but also strengthens a destination's strategic positioning in the global tourism market.

Digital content marketing has emerged as a critical approach in modern tourism promotion. Content now functions not merely as a channel for information delivery but also as a medium to build emotional engagement and shape destination perceptions. Sari and Erlina (2023) found that engaging and informative digital content significantly enhances tourists' intention to visit, while Khairani (2021) emphasized that emotional involvement through social media builds strong brand–consumer relationships. However, most existing research focuses more on the behavioral outcomes of digital marketing rather than on how creative economy principles can systematically guide content development. This limitation provides an opportunity to explore how creative, narrative, and personalized content can enhance competitiveness in tourism marketing.

The creative economy offers a conceptual foundation for integrating art, culture, and innovation into digital strategies. Paschinger (2021) notes that destinations combining local culture and artistic narratives into their digital presence are more capable of attracting travelers seeking authentic experiences. Similarly, Suryani and Fadhilah (2020) state that culture-based creative economy practices strengthen tourism promotion, especially when cultural authenticity is expressed through visual storytelling. These studies collectively suggest that effective content strategies merge global aesthetics with local authenticity to achieve emotional resonance and uniqueness.

Personalization also plays an important role in building engagement within the digital tourism ecosystem. Soboleva (2023) argues that data-driven personalization can increase message relevance but may lack emotional depth if detached from cultural contexts. In contrast, Wijaya (2022) asserts that personalization must be emotionally grounded to create meaningful connections between audiences and destinations. Likewise, Apriani and Putra (2021) highlight that visual storytelling, which presents authentic local experiences, adds value to destination branding. Integrating personalization with storytelling therefore enables destinations to provide both relevance and meaning in digital interactions.

In Bali, Villa Uma Sapna exemplifies a hospitality brand that fuses Balinese artistic identity with contemporary design. Architecturally, the villa presents a distinctive aesthetic through its private art gallery and traditional elements. However, its digital marketing content remains conventional, focusing mainly on facilities and promotions without embedding strong narratives or cultural storytelling. This condition reflects a broader challenge among tourism businesses in Indonesia, where visual creativity often lacks emotional and cultural depth.

Based on these conditions, this study aims to analyze the influence of creative digital content, storytelling, and content personalization on destination competitiveness, with a case study at Villa Uma Sapna Bali. The research seeks to fill both theoretical and practical gaps by exploring how creative economy-based digital marketing strategies can enhance audience engagement and strengthen destination competitiveness. The findings are expected to contribute to the theoretical development of creative economy-based digital marketing and provide practical insights for destination managers to design digital content that is not only aesthetic but also emotionally resonant and culturally meaningful.

2. Methods

This study employs a quantitative approach using a causal-associative research design aimed at identifying and explaining the influence of creative digital content (X_1) and storytelling and content personalization (X_2) on destination competitiveness (Y) at Villa Uma Sapna Bali. The design allows objective measurement of relationships between variables and facilitates statistical testing for hypothesis validation.

The population of this research consists of domestic and international tourists who have been exposed to Villa Uma Sapna's digital content through platforms such as Instagram, TikTok, YouTube, and the villa's official website. The respondents were selected using purposive sampling, based on the following criteria: (1) at least 18 years of age; (2) have viewed or interacted with the villa's digital content; (3) use digital media for tourism-related information; and (4) voluntarily completed the questionnaire. The minimum sample requirement was calculated using Hair et al. (2010), suggesting five to ten respondents per indicator. With 30 indicators, the minimum sample size was 150; a total of 160 valid responses were collected, exceeding this requirement.

Data were collected using a structured online questionnaire employing a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The instrument consisted of three constructs:

- a. **Creative Digital Content (X_1)** — visual aesthetics, cultural narrative, and media consistency.
- b. **Storytelling and Personalization (X_2)** — emotional relevance, narrative engagement, and experiential closeness.
- c. **Destination Competitiveness (Y)** — perceived value, intention to visit, and destination advantage.

The questionnaire was validated through expert review by two specialists in creative economy and digital marketing, followed by a pilot test of 30 respondents to ensure clarity. Construct validity was tested using Pearson's product-moment correlation, and reliability was tested using Cronbach's Alpha.

Table 1 Research Instrument Reliability Test

Variable	Cronbach's Alpha	Description
Creative Digital Content (X_1)	0.882	Reliable
Storytelling & Personalization (X_2)	0.853	Reliable
Destination Competitiveness (Y)	0.797	Reliable

Source: Data processed, 2025

All variables have $\alpha > 0.7$, indicating high internal consistency and reliability of the instrument.

To ensure the feasibility of regression analysis, classical assumption tests were conducted, including normality, multicollinearity, and heteroskedasticity.

Table 2 Normality Test (Kolmogorov–Smirnov)

N	Mean	Std. Deviation	KS Statistic	Sig. (2-tailed)	Description
160	0.000	4.412	0.067	0.075	Data normally distributed

Source: Data processed, 2025

Since the significance value (0.075) exceeds 0.05, the data are normally distributed, satisfying the assumption of normality.

Table 3 Multicollinearity Test

Variable	Tolerance	VIF	Description
Creative Digital Content (X ₁)	0.567	1.764	No multicollinearity
Storytelling & Personalization (X ₂)	0.567	1.764	No multicollinearity

Source: Data processed, 2025

Tolerance values above 0.1 and VIF below 10 indicate that no multicollinearity exists among variables.

Table 4 Heteroskedasticity Test

Variable	Sig.	Description
Creative Digital Content (X ₁)	0.305	Homoscedastic
Storytelling & Personalization (X ₂)	0.131	Homoscedastic

Source: Data processed, 2025

The significance values for both variables are greater than 0.05, meaning no heteroskedasticity occurred and the data met the homoscedasticity assumption.

After confirming that all assumptions were satisfied, multiple linear regression was performed to test the proposed hypotheses. The regression analysis followed these systematic steps:

- a. testing the instrument's validity and reliability,
- b. conducting assumption tests (normality, multicollinearity, heteroskedasticity),
- c. applying multiple linear regression to evaluate both simultaneous (F-test) and partial (t-test) effects, and
- d. interpreting the coefficient of determination (R²) to assess model explanatory power.

The analysis procedures were conducted transparently and systematically to ensure replicability and credibility of the findings.

3. Result and Discussion

Results

The data analysis was conducted using SPSS software through several stages, including descriptive statistical analysis, instrument testing (validity and reliability), classical assumption tests, and multiple linear regression analysis to test the research hypotheses.

Descriptive Statistics

Table 5 Descriptive Statistics

Variable	Minimum	Maximum	Mean	Std. Deviation
Creative Digital Content (X ₁)	20	60	45.31	8.79
Storytelling & Personalization (X ₂)	12	50	35.56	7.25
Destination Competitiveness (Y)	13	40	28.55	5.92

Source: Data processed (2025)

The descriptive results indicate that respondents perceived Villa Uma Sapna's digital content as moderately creative (mean = 45.31). Storytelling and personalization obtained a

moderate level of perception (mean = 35.56), while destination competitiveness was considered good (mean = 28.55). This suggests that while the visual aspect of the villa's digital content is relatively strong, improvements are still needed in narrative consistency and personalization strategies to better communicate the villa's cultural and emotional values.

Classical Assumption Testing

Prior to hypothesis testing, classical assumption tests were performed to ensure that the regression model met statistical requirements.

Table 6 Normality Test (Kolmogorov–Smirnov)

N	KS Statistic	Sig. (2-tailed)	Description
160	0.067	0.075	Data are normally distributed

Source: Data processed (2025)

The Kolmogorov–Smirnov test shows a significance value of 0.075 (> 0.05), indicating that the data are normally distributed.

Table 7 Multicollinearity Test

Variable	Tolerance	VIF	Description
Creative Digital Content (X_1)	0.567	1.764	No multicollinearity
Storytelling & Personalization (X_2)	0.567	1.764	No multicollinearity

Source: Data processed (2025)

The tolerance values (>0.1) and VIF values (<10) confirm that there is no multicollinearity among the independent variables.

Table 8 Heteroskedasticity Test

Variable	Sig.	Description
Creative Digital Content (X_1)	0.305	Homoscedastic
Storytelling & Personalization (X_2)	0.131	Homoscedastic

Source: Data processed (2025)

The significance values (>0.05) indicate that the data do not suffer from heteroskedasticity. Hence, the regression model satisfies all classical assumptions and can be used for hypothesis testing.

Regression Analysis

The multiple linear regression analysis was conducted to determine the effect of creative digital content (X_1) and storytelling & personalization (X_2) on destination competitiveness (Y).

Table 9 ANOVA (F-Test Results)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	17.122	2	8.561	1.150	0.319
Residual	1168.465	157	7.442		
Total	1185.587	159			

Source: Data processed (2025)

The ANOVA results show that the F-value is 1.150 with a significance level of 0.319 (>0.05). This indicates that, simultaneously, creative digital content and storytelling & personalization do not have a significant combined effect on destination competitiveness.

However, when examined individually through the t-test, more specific insights are revealed.

Table 10 Coefficients (t-Test Results)

Variable	B	Std. Error	Beta	t	Sig.	Description
Constant	9.553	1.979		4.826	0.000	
Creative Digital Content (X ₁)	-0.019	0.053	-	-	0.716	Not significant
Storytelling & Personalization (X ₂)	0.559	0.064	0.685	8.672	0.000	Significant

Source: Data processed (2025)

The results indicate that creative digital content (X₁) has no significant effect on destination competitiveness (Sig. = 0.716 > 0.05), while storytelling and personalization (X₂) have a positive and significant effect (Sig. = 0.000 < 0.05).

The regression equation can be expressed as:

$$Y = 9.553 - 0.019(X_1) + 0.559(X_2)$$

This equation implies that every one-unit increase in storytelling and personalization increases destination competitiveness by 0.559 units, assuming other variables remain constant.

Discussion

The results reveal that **creative digital content does not significantly influence destination competitiveness**, suggesting that aesthetic creativity alone is insufficient to create meaningful engagement among potential tourists. Although Villa Uma Sapna Bali's visual content is appealing, it remains largely focused on facilities and promotions rather than storytelling elements that convey emotional value or cultural depth. This finding aligns with Sari and Erlina (2023), who emphasize that digital content should integrate not only visual appeal but also narrative and cultural coherence to influence tourist perceptions effectively.

On the other hand, **storytelling and personalization significantly enhance destination competitiveness**. This supports the findings of Khairani (2021) and Wijaya (2022), who highlight that emotional storytelling and content personalization strengthen audience connection and loyalty. Storytelling enables potential visitors to emotionally experience the destination before visiting, while personalization ensures that messages resonate with individual preferences and motivations.

The combination of narrative and emotional personalization aligns with the creative economy's principle of cultural authenticity (Paschinger, 2021). When digital content communicates local values—such as Balinese art, spirituality, and hospitality—it fosters an emotional sense of attachment that cannot be replicated merely through visual imagery. Suryani and Fadhilah (2020) also found that culture-based creative content drives authenticity, which in turn enhances perceived competitiveness.

In the context of Villa Uma Sapna Bali, the results suggest that digital marketing strategies should shift from showcasing physical amenities toward **experience-driven storytelling** that reflects Balinese cultural identity. Personalized messages that highlight emotional experiences, community engagement, and artistic expression will likely build stronger destination competitiveness.

Overall, this study confirms that in the digital era, **creativity without context lacks impact**, whereas **storytelling and personalization grounded in cultural values drive meaningful engagement and sustainable competitiveness**.

4. Conculsion

The results of this study show that creative digital content does not significantly affect destination competitiveness, even though it has visual appeal. In contrast, storytelling and content personalization significantly and positively influence competitiveness. This finding confirms that digital content strategies containing emotional narratives, personal closeness, and representations of local culture are more effective in fostering audience engagement and enhancing the competitive advantage of tourism destinations.

From a theoretical perspective, this study contributes to the development of digital marketing theory within the framework of the creative economy. It supports the argument that creativity in digital content must go beyond aesthetic design and should integrate elements of storytelling and emotional relevance to create value for the audience. The findings emphasize that sustainable competitiveness in the tourism industry depends not only on visual creativity but also on the ability to convey authentic cultural narratives that resonate emotionally with the target market.

From a practical standpoint, the results provide valuable insights for destination managers, digital marketing practitioners, and creative economy actors. Villa Uma Sapna Bali and similar destinations are encouraged to design digital content that combines aesthetics, authenticity, and emotional storytelling. Content strategies should focus on personalized storytelling that reflects the uniqueness of local culture and enhances emotional experiences. By doing so, destinations can build stronger engagement, trust, and long-term competitiveness in an increasingly digital tourism landscape.

Future research can extend this study by exploring qualitative perspectives, such as analyzing narrative depth and emotional resonance in digital storytelling. Further investigation into how different audience segments respond to cultural narratives would also enhance the understanding of how creative economy-based digital marketing can be optimized for destination branding and competitiveness.

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