



Bridging Imagination and Reality: Value Co-Creation and Interactive Storytelling in Bali's Marketing

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ARTICLE INFO

Article history:

Received 6 January 2025

Reviewed 20 April 2025

Revised 25 November 2025

Revised 5 December 2025

Accepted 8 December 2025

Published online 30

December 2025

ABSTRACT

This study examines how interactive storytelling functions as an operational mechanism of value co-creation within the digital marketing practices of Bali's tourism industry. In an increasingly competitive digital environment, tourism brands must move beyond one-way promotional messages and shift toward collaborative narrative experiences that actively involve consumers. This research aims to analyze how tourism actors in Bali design and implement interactive storytelling to strengthen engagement, enhance experiential value, and build destination competitiveness. Employing a qualitative case study method, data were gathered through observations, detailed interviews with five key informants, and an analysis of digital campaign documents. The analysis employed the Miles and Huberman framework, supported by data triangulation to ensure validity. The research is based on the Value Co-Creation theory by Prahalad and Ramaswamy, along with the Service-Dominant Logic proposed by Vargo and Lusch, which views consumers as active participants in creating meaning and experiences. The findings reveal that interactive storytelling enables consumers to become protagonists in destination narratives through participatory content, user-generated storytelling, and technology-driven interactions. However, several

Keywords:

Interactive Storytelling,
Value Co-Creation, Digital
Marketing, Tourism



challenges persist, including cultural sensitivity issues, limited technological capabilities, algorithmic constraints, and budget limitations for high-quality content creation. The study concludes that interactive storytelling offers a powerful strategy to enhance emotional engagement, strengthen brand identity, and create personalised tourism experiences that support long-term loyalty.

**To cite this article with
APA Style:**

Haes, P. E., Wijaya, I. P. Y. P., Yulianti, N. M. D. R., & Ramadiansyah, S. A. (2025). Bridging imagination and reality: Value co-creation and interactive storytelling in Bali's marketing. *Profetik: Jurnal Komunikasi*, 18(2), 190–205.

INTRODUCTION

Digital platforms are increasingly vital in organizing, categorizing, and prioritizing cultural products and commercial services (Bonini & Treré, 2024). The growing influence and dominant role that these technology giants hold in the social, economic, and cultural spheres of citizens globally includes significant implications for the marketing landscape.

Marketing has undergone a transformation from traditional methods to more innovative and online-connected approaches. (Sanityastuti et al., 2024) said that modern media is undergoing a significant transformation, driven by rapid technological advances. The transformation of media systems, now defined as digital media, is rooted in the conversion of network infrastructure from analogue to digital formats. In addition to network digitalisation, another important contribution is the proliferation of the

internet, which underpins the architecture and operation of today's digital media.

With the rapid development of information and communication technology, consumers now have easier access to information, products, and services. (Muchtar et al., 2024) noted that the advancement of information and communication technology (ICT) has resulted in a dual effect: it has catalysed the proliferation of diverse online media and simultaneously reconfigured daily life, including fundamental shifts in consumption dynamics. This development makes digital marketing a key element in business strategy.

Thus, this marketing concept can be further developed to focus on increasing the value perceived by consumers, namely, maximising consumer satisfaction with each product without imposing additional costs (Edmans, 2020). This aligns with the opinion of (Jenneboer et al., 2022) that satisfaction is a key driver of customer loyalty. Digital marketing not only



expands audience reach but also enables deeper interactions between brands and consumers. Social media, websites, emails, and mobile applications are important channels for reaching and understanding consumer behaviour. Through data analysis, companies can adjust their messages and offers to be more relevant and personal (Chaffey & Ellis-Chadwick, 2019).

Digital marketing also provides several significant competitive advantages. For example, a company that implements a digital marketing strategy can respond quickly to market trends, adapt to changes in consumer preferences, and optimise its marketing budget more efficiently, thanks to real-time data and analytical tools available on digital platforms. In addition, companies can accurately measure campaign performance, track customer behaviour, and gain instant insights, enabling them to adjust strategies rather than waiting weeks or months for feedback. This data-driven strategy facilitates a high level of personalization, enabling brands to customize messages and experiences according to individual user preferences, which greatly enhances engagement. (Duralia, 2024) noted that, Digital marketing, which incurs lower costs compared to traditional marketing, also offers small and medium-sized enterprises (SMEs) increased opportunities to compete in the global market.

Success is no longer just about broad reach; it is about accuracy, relevance, and the ability to use data to deliver the right message to the right people at the right time, thereby transforming simple promotion into an integrated ecosystem for

understanding customer behaviour, building loyalty, and co-creating value. (Ramírez-Montoya & García-Peñalvo, 2018) said that the value co-creation theory is conceptualised as an open innovation process that synthesises expertise and information from varied institutional contexts. Fostering multi-agent participation serves as a critical foundation for firms to achieve a lasting competitive edge. One application of the theory of co-creating value is storytelling.

(Snyder et al., 2017) mentioned that storytelling strengthens leadership and communication by emphasizing important elements of organizational culture that are vital for promoting innovation and sustainable development. Storytelling has emerged as a potent tool in contemporary marketing. In a world filled with information, the ability to convey a message compellingly and memorably is crucial. Storytelling allows brands to connect emotionally with their audiences, creating immersive experiences and increasing consumer engagement (Rancati & Gordini, 2015). Moreover, (Deng, 2025) notes that storytelling offers a powerful way for companies to influence public perception. However, this strategy is only successful if the message is authentic, cohesive, and genuinely reflects the brand's core character. Stories grounded in fundamental values, free of hyperbole, and aligned with a long-term strategic vision are the ones that will create a significant and lasting connection with consumers.

(Kang et al., 2020) Explain that in marketing, storytelling builds a narrative that explains a product or service and conveys the brand's values and identity. Through compelling stories, companies

can arouse consumers' emotions, make brands more relatable, and foster loyalty. Research shows that consumers are more likely to engage with brands that tell authentic, resonant stories. Meanwhile, recent literature (Lima et al., 2023) suggests that integrating brand narratives into digital marketing strategies is associated not only with improved conversion outcomes but also with fostering greater consumer engagement and loyalty. As a key component of the digital-age marketing paradigm, social media has significantly broadened the reach of brand storytelling. It enables organisations to communicate narratives to a broader public. At the same time, its inherent technological features (e.g., visual content, video, interactivity) offer dynamic and innovative mechanisms for narrative construction and consumer engagement.

(Jeswani, 2023) states that social media platforms have become a dynamic online medium for introducing a brand. The nature of Instagram, which allows direct, real-time interaction with a brand's target customers, has transformed it into a business medium. (Dwivedi et al., 2021) notes that marketing on social media serves as a means to convey information to users, guide them toward business goals, and boost sales. (Werke & Agazu, 2023) also points out that social media enables individuals to interact freely with one another and provides numerous avenues for marketers to connect with and engage consumers. The economic dependence of regions like Bali on the tourism industry requires a strong focus on consistent, meaningful consumer engagement.

In Bali, a top global tourist destination, digital marketing plays a

crucial role. Stakeholders in the tourism industry must utilize technology to draw in tourists, establish a robust brand image, and improve the customer experience. Therefore, a deep understanding of digital marketing and the implementation of the right strategy are crucial for business success in this modern era (Wibawa et al., 2022). In the context of marketing in Bali, storytelling can be an effective tool for attracting tourists by highlighting the uniqueness of local culture and experiences. By integrating storytelling elements into their marketing strategies, tourism businesses can create a stronger appeal and enhance memorable customer experiences (Yuliarti et al., 2021).

The application of interactive storytelling can help tourism industry players to highlight the uniqueness of local culture and experiences. The strategic application of narrative in marketing to promote destinations, particularly those endowed with significant historical and cultural assets, represents a viable and increasingly adopted approach for tourism management (Bassano et al., 2019). Therefore, a deep understanding of interactive storytelling techniques and strategies is essential for success in today's digital marketing for tourism.

Discussing storytelling in the tourism industry has led to many discoveries across several tourist areas. (Mei et al., 2018) stated that compelling storytelling in farm tourism is activated through a dual mechanism. First, it leverages the 'experiencescape,' drawing upon tangible attributes (e.g., the physical setting) and intangible dynamics (e.g., host-guest interaction). Second, it requires the storyteller, such as the farmer, to

demonstrate specific skills, personal commitment, and genuine interest in conveying the concept. In this framework, the farmer functions as a core component of the service experience and its value proposition. (Jones & Comfort, 2018) wrote that the integration of storytelling into sustainability reporting by leading tourism and hospitality firms provides a basis for analysing current practices and methodologies in narrative-based sustainability communication. Moreover, research on storytelling in tourism enhances engagement by fostering authentic, emotional connections between visitors and destinations. This narrative approach transforms products into memorable experiences, encouraging participation and deepening tourists' appreciation for the location's cultural and historical significance (Radić et al., 2022). In the tourism industry, storytelling serves as an essential strategic instrument, engaging audiences by creating emotional resonance and enhancing the visitor experience. Its application significantly influences destination perceptions, enhances consumer engagement, and cultivates stronger brand-consumer relationships. Consequently, narrative represents a vital methodology for tourism organisations to achieve effective communication and connection with their target markets (Awaloedin et al., 2024).

One of the provinces that relies on tourism is Bali. Bali has long been recognised as one of the world's most popular tourist destinations, attracting millions of visitors each year. The uniqueness of its culture, including religious ceremonies, arts, and local traditions, is a major attraction for tourists.

Moreover, the stunning natural scenery, from beaches to green mountains, and also the friendliness of its locals, make Bali a special place for tourists. The excellence of storytelling about tourist destinations not only enhances the brand's name and value but also conveys the destination's unique appeal to visitors. Furthermore, successful storytelling can have a profound impact, creating an emotional bond with tourists (Jo et al., 2022).

Drawing on several studies examining storytelling, this study aims to identify interactive storytelling methods in digital marketing in Bali. This study offers several new contributions to the field of digital marketing, especially in the context of implementing interactive storytelling in Bali. Moreover, this study provides new insights into how technology can transform customers' experiences and interactions with destinations.

The Value Co-Creation theory from (Prahalad & Ramaswamy, 2004) is the core theory used in this study. The theory discusses a business paradigm or perspective that holds that value is not created unilaterally by companies and then sold to consumers. Instead, value is co-created through interaction, dialogue, and experiences between companies and their consumers. In the traditional view, value exists within products or services (such as features, quality, price). In Value Co-Creation, value is based on individual experiences and is distinct for each person, generated when consumers engage with a product, service, or brand.

There are two main perspectives in Value Co-Creation: S-D Logic (Service-Dominant Logic), as proposed by (Vargo & Lusch, 2004) and Prahalad &

Ramaswamy's View. In S-D Logic (Service-Dominant Logic), the central premise is that all economic exchanges are essentially exchanges of services, so that goods are merely intermediaries for delivering services. The consumer is always a co-creator of value. Value is always determined by the recipient (consumer) based on their experience in using the product/service.

Meanwhile, Prahalad and Ramaswamy's perspective focuses more on individual consumer experiences and 'co-creation experiences.' This perspective introduces the concept of 'Building Blocks of Interaction' (DART). It emphasises the shift from 'company-centric' to 'experience-centric' and the role of platforms as places where co-creation interactions occur.

The Value Co-Creation theory describes a fundamental shift in how we view value in the modern economy. Value is no longer something that is 'created' and 'sold,' but rather something that is 'built together' through collaborative and dialogical relationships between companies and their consumers. This concept places the consumer experience at the centre of all business strategies (Galvagno & Dalli, 2014).

In this study, interactive storytelling is a practical manifestation of the theory of value co-creation in the field of narrative and content. Value co-creation emphasises that value is not created unilaterally by producers and consumed by consumers, but instead created together through interaction and experience. Interactive storytelling provides the framework and tools for that interaction, transforming viewers/readers from passive recipients

into active partners in creating meaning, emotion, and the story's course. Together, Interactive Storytelling and the theory of Value Co-Creation transform narrative from a monologue delivered by a storyteller into a dynamic dialogue that creates a much richer, more profound, and more memorable experience for all involved.

Despite the growing number of studies examining storytelling in tourism and digital marketing, most research continues to focus on traditional narrative communication, destination branding, or the emotional impact of story-driven promotion. There has been little focus on interactive storytelling, especially regarding its role as an operational mechanism of Value Co-Creation and Service-Dominant Logic in the actual practices of tourism stakeholders. Existing literature has not sufficiently explored how consumers actively contribute to narrative formation, nor how cultural elements, such as Bali's heritage, rituals, and philosophical foundations, are embedded within participatory digital storytelling.

This study provides several key contributions. First, it integrates interactive storytelling with Value Co-Creation theory, offering a conceptual and empirical explanation of how narrative participation becomes a co-created experience between brands and tourists. Second, the study presents an in-depth, multi-actor perspective, something rarely examined in previous research, by analysing how agencies, hotels, influencers, and destination managers collaboratively design and operationalise participatory storytelling strategies. Third, this research highlights how Bali's cultural identity and

digital technologies intersect to produce unique tourism narratives, contributing new insights into the development of culturally grounded digital marketing innovations. Taken together, these contributions expand theoretical understanding and offer practical guidance for strengthening digital tourism strategies in Bali and similar cultural destinations.

METHODOLOGY

This research adopts a qualitative case study methodology. The study was conducted in several tourism companies in Bali that implement interactive storytelling in their digital marketing strategies. Data for this study were gathered through observations, in-depth interviews, and literature reviews. Primary data were obtained by observing interactive storytelling in digital marketing campaigns and conducting interviews with business owners, marketing managers, and consumers engaged in the experience. Secondary data were acquired from documents and scholarly publications (journals) related to digital marketing and storytelling. The analysis technique employed is the Miles and Huberman model, which includes data reduction, data presentation, and verification. In this study, data triangulation (using observations, interviews, and literature) was utilized to confirm the accuracy and consistency of the gathered information.

RESULTS AND DISCUSSIONS

Interactive storytelling is now widely used in various sectors, including education, marketing, and entertainment (e.g., video games and interactive films). This popularity is driven by its proven

ability to increase user engagement and provide a highly personalised experience. However, large-scale implementation and the authoring process for interactive narratives still face several substantive challenges. Based on observations, interviews, and documentation from interviews with five experienced digital marketing professionals in Bali, it was found that interactive storytelling practices in tourism are increasingly being applied, though they still face significant challenges.

Bali promotes a narrative centred on culture, spirituality (Tri Hita Karana), and authenticity. Dances (Kecak, Barong) and music (Gamelan) are performed not only as religious rituals, but also as cultural experiences accessible to tourists. This narrative is brought to life through everyday scenes of offerings (Canang Sari) and a series of massive religious ceremonies. Tourists purchase the narrative of 'cultural immersion,' which allows them to witness or even participate in the communal life of Balinese society. Moreover, the Tri Hita Karana (THK) philosophy is the most distinctive and valuable narrative element Bali offers, representing the deep spirituality of its people. Bali sells the narrative that the rituals and daily life tourists witness are 'real,' in which religion and tradition merge with modern life. Furthermore, the consistent application of traditional Balinese architecture in hotels, villas, and restaurants reinforces the narrative that tourists are in a unique place that maintains its local identity amid the tide of globalisation. Brand value (hotels, tourist villages, temples) is created only when tourists interact with the local community,

absorb the culture, and integrate it into their personal memories. Co-Creation ensures that the value experienced is personal and profound, which is a key factor in repeat visits and tourist satisfaction.

Interactive storytelling is the most effective way to transform tourists/customers from passive 'spectators' into 'heroes' (active subjects) in the destination narrative. Through interactive storytelling, destinations invite tourists to contribute their operational resources (photography skills, insights, time, cultural perspectives). The value created together is enjoyed not only by travellers (unforgettable experiences), but also by destinations. When travellers share their interactive stories (as User-Generated Content), they become co-storytellers, lending credibility and authenticity to the Bali tourism brand and thereby increasing competitiveness in the global market (Yulianthini et al., 2025; Moscardo, 2021; Andrade-Cunha et al., 2025).

The first group of informants consisted of digital marketing agency owners, who explained that they actively utilise social media to create interactive content that attracts audience attention, such as quizzes and choice-based stories. Based on the perspectives of digital marketing agencies in Value Co-Creation: S-D Logic (Service-Dominant Logic) by Vargo and Lusch, it is suggested that companies should not focus solely on their products, as value is co-created through active interaction between companies and customers (Vargo & Lusch, 2004).

Social media serves as a space for interaction, where dialogue takes place. Hence, communication on social media

networks is two-way and carried out effectively and efficiently compared to traditional one-way communication. Given the widespread use of the internet, social media has become one of the most effective marketing and advertising tools. It has proven to be a potent communication tool that rapidly expanded its reach across the region. In the theory of value co-creation, customers utilise a range of social resources, including family relationships, communities, and commercial relationships, thereby creating value from their experiences, which are appropriate sources of storytelling (Farook & Abeysekera, 2016; Perera et al., 2017; Subekti, 2022)

Storytelling serves as a foundational tool in the co-creation process, enabling the construction of a shared cognitive and emotional context essential for joint value generation. By establishing a narrative framework, diverse stakeholders are aligned, and emotional connections are deepened, leading to the creation of products and services with greater significance. (Kotsi et al., 2018) stated that in the context of place branding, storytelling functions as a strategic mechanism to reconcile divergent stakeholder priorities. This is achieved by identifying, cultivating, or constructing narratives that resonate universally across all involved parties.

However, informants in the digital marketing agency field face challenges in creating content that aligns with local culture, so they must be careful not to overlook or underestimate existing cultural values when crafting stories to market tourism. (Nwodo et al., 2025) said that one should never underestimate cultural

differences; they are the heartbeat of successful global marketing strategies. Gaining a deep understanding of local cultures, languages, and etiquette is not optional; it is essential. This highlights the importance of cultural sensitivity in all marketing efforts.

On the other hand, the second source, marketing managers at a hotel, revealed that their hotel held story-based events that encouraged guests to share their experiences on social media. They also used interactive videos to showcase the hotel's beauty and local activities. (Dessart & Pitardi, 2019) stated that storytelling is used in marketing communications to enhance the transmission of brand messages. So does social media marketing serve as a conduit for extensive market penetration and information sharing, thereby creating opportunities for interactive dialogue that deepen consumer engagement (Drossos et al., 2024). By embedding content within a story arc or adopting a narrative structure, brands can effectively facilitate information exchange with consumers.

(Vargo & Lusch, 2004) state that the value of a product is realised only when it is used or experienced by consumers, so stories provide context before consumption. By inserting content into the storyline, brands are not just selling features ('What is this?'), but selling experiences and transformations ('Who are you when you use this?'). Consumers are no longer inactive recipients of marketing messages. Through stories, they are invited to imagine themselves as protagonists in the narrative. This is where the value co-creation theory begins: consumers inject

their own imagination, needs, and emotions into the brand story.

Meanwhile, one of the main pillars of Value Co-Creation theory is dialogue. A good story always has room for interpretation or engagement. Consumers are more willing to share data or personal preferences (information) if they feel they are participating in a meaningful story, rather than simply filling out a survey. By adopting a narrative structure, brands transform the process of information exchange from a cold data transaction into a warm exchange of meaning. The Value Co-Creation theory is fulfilled when the brand story is brought to life by consumers, where consumers feel they have a stake in shaping what the brand means to their lives (Prahalad, Ramaswamy, 2004).

However, hotel marketing managers reported difficulties in measuring the impact of interactive storytelling on booking decisions. Budget constraints also pose a challenge, hindering their ability to produce high-quality content that effectively attracts audiences. This shows that although interactive storytelling has excellent potential, achieving optimal results without adequate financial support is challenging.

The third interviewee, tourism destination managers, highlighted the development of mobile applications that enable visitors to explore the destination's historical and cultural stories. While these innovations can create a more immersive experience for visitors, they face significant challenges, most notably the lack of technological knowledge among destination managers. This indicates the need for better training and support in

implementing interactive technologies to enhance tourism appeal.

Connecting modern technology, storytelling, and Co-Creation of Value theory creates a strong framework in digital marketing. In this context, technology is not just a tool, but an ecosystem that brings stories to life and creates shared value. According to Dwivedi et al. (2021), consumer behaviour has significantly changed due to technological innovation and the ubiquitous adoption of handheld devices, directly influencing how we interact with and use social commerce to make decisions and shop online.

Modern advancements in communication technology have catalysed a fundamental transformation in the dynamics of information flow, significantly augmenting the possibilities for message transmission and reception (Rasyid, 2023). Modern technology (social media, AI, AR/VR, big data) democratises communication. Technology transforms audiences from passive viewers into active participants. Without digital technology, achieving large-scale value co-creation is difficult. Technology provides a platform (space) for consumers to interact, provide feedback, and modify content in real time. It can be said that modern technology provides an interactive infrastructure that enables storytelling to transform from a static monologue into a dynamic narrative, thus enabling value co-creation, where consumers actively participate as co-creators of brand experiences and meanings.

Next, the fourth interviewee, a social media influencer, explained how they use platforms like Instagram and TikTok to

share their experiences in Bali interactively. They engage their audience by asking for their opinions on the destinations they will visit next. However, they face challenges competing in the high-stakes social media landscape, where there is much similar content. In addition, the uncertainty around platform algorithms often limits the reach of their content, reducing the effectiveness of their interactive storytelling. (Bonini & Treré, 2024) stated that platforms, data centers, software, and algorithms impact society and significantly transform media industries.

In Value Co-Creation theory, interaction is key. However, on social media, interaction does not happen automatically; algorithms mediate it. Algorithms (Facebook, Instagram, TikTok, YouTube, etc) are programmed to prioritise content that triggers engagement and retention (watch time). Algorithms favour content that makes people stop scrolling (thumb-stopping power), and good storytelling has a hook at the beginning and an emotional climax. Storytelling manipulates algorithmic variables to turn passive scrolling into active engagement. When storytelling successfully hooks the audience, and the algorithm distributes it, that is where the theory of value co-creation works, feeding back into the algorithm.

So, without Storytelling, algorithms will bury your content (because it is boring), so no one will see it, and there will be no co-creation. Without algorithms, your storytelling will only be a monologue in a space, limiting the scale of co-creation. Without co-creation: Your content may be seen, but there will be no deep

engagement. Algorithms will deem it irrelevant in the long run. All three must be present simultaneously to create a successful and sustainable digital marketing campaign.

Finally, a marketing academic emphasised that although many companies in Bali are beginning to recognise the importance of interactive storytelling. They also highlighted the lack of training and understanding of interactive storytelling techniques among marketers, which can hinder the implementation of more innovative strategies. The Value Co-Creation theory, according to Prahalad & Ramaswamy, is Dialogue. Interactive storytelling provides the perfect platform to realise this valuable Dialogue. Traditional storytelling is about brands broadcasting their stories (Prahalad, Ramaswamy, 2004).

Interactive storytelling, supported by modern technology, is about brands opening up their stories and inviting responses because the Value Co-Creation theory emphasises that value does not lie in the product itself, but in the use and experience of consumers (Value-in-Use). Interactive storytelling is the operational mechanism for implementing the Value Co-Creation theory, transforming the brand-consumer relationship from a passive, transactional one into an active, collaborative one in which economic and social value are co-created.

Based on responses from five informants on storytelling interactions, it can be concluded that in this fluid and competitive digital era, storytelling has evolved from a monologue delivered to an audience into a lively dialogue with the audience. Interaction is no longer just an

additional feature, it is the soul of modern narratives. Successful digital marketing no longer talks about a brand, but invites consumers to live and tell stories together with the brand.

Through active engagement from choosing storylines, participating in user-generated content campaigns, to influencing product decisions consumers have transformed from passive recipients of messages to legitimate co-authors of brand identity. This is the true essence of value co-creation. Therefore, the most significant task for digital marketers today is not to create the perfect story, but to design an engaging narrative stage, provide inspiring tools, and humbly hand over the brush to the audience to complete the painting of meaning. The future of branding is not about who tells the loudest story, but about who listens best and embraces every voice to write an unforgettable story jointly.

The future is no longer about brands telling stories to consumers, but about brands and consumers writing narratives together. Every like, share, comment, and choice in interactive content is not just a metric it is a signature in the collective script we are writing. A brand's value is no longer created behind the walls of R&D and marketing departments, but is constantly born and shaped in the never-sleeping digital dialogue space.

Therefore, our primary role as marketers and digital storytellers is not to be the source of truth, but to be facilitators of experience. Our job is to build the stage, not to be the only actor. True success lies in our ability to design platforms that enable co-creation, to listen carefully to recognise patterns in chaos, and to humbly

accept that the strongest stories about our brand may actually come from outside.

CONCLUSION

In the digital age, where attention is the new currency and interaction is the universal language, we are witnessing a fundamental evolution. Storytelling no longer ends on the screen, and marketing is no longer about delivering messages. Both have transformed into dynamic ecosystems that thrive through the

Theory of Value Co-Creation. Interactive storytelling in marketing is not just a trend; it is an effective strategy to increase engagement, strengthen brands, and create a more immersive customer experience. By combining technology and creativity, businesses can deliver more compelling, memorable narratives that ultimately increase conversions and customer loyalty. This study demonstrates that interactive storytelling is an essential mechanism for implementing Value Co-Creation within Bali's tourism ecosystem's digital marketing practices. Through the perspectives of multiple stakeholders, this research reveals that narrative participation is no longer a supplementary communication tactic but a central strategy that shapes how tourists experience, interpret, and emotionally connect with destinations.

The findings highlight that interactive storytelling enables tourists to move from passive spectators to active co-authors of narratives through participatory content, user-generated posts, and technology-driven engagement such as interactive videos and social media interactions. These co-created narratives strengthen emotional resonance, enhance

destination identity, and build long-term loyalty. At the same time, the study identifies several challenges, including cultural sensitivity issues, limited technological capability among tourism actors, algorithmic constraints that affect content visibility, and budget limitations for producing high-quality digital content.

This research makes a theoretical contribution by linking interactive storytelling to the concepts of Value Co-Creation and Service-Dominant Logic, demonstrating how stories can function as experiential platforms for consumer–brand collaboration. In practice, the study provides insights for tourism stakeholders in Bali on how to design more meaningful, culturally grounded, and technologically supported narrative experiences. Socially, these findings underscore the importance of preserving cultural authenticity while promoting digital engagement, ensuring that Bali's cultural values remain central to tourism communication.

In an era where interaction defines value, the future of tourism marketing depends not on how brands speak to audiences, but on how they co-create stories with them. Compelling destination narratives will emerge not from one-way messages but from shared meaning, active participation, and collaborative storytelling between brands, communities, and visitors.

CREDIT AUTHORSHIP

CONTRIBUTION STATEMENT

Putri Ekaresty Haes: Conceptual writing, methodology, supervision, review, data curation, and editing. I Gusti Ngurah Widya Hadi Saputra: Writing, data curation, compilation of drafts,

investigation, reviewing, and editing. I Putu Yoga Purnama Wijaya: Data collector. Sahri Aflah Ramadiansyah: Data collector, data curation, and editing.

ACKNOWLEDGMENTS

The authors would like to express their gratitude to all the participants who took part in the research. They also extend their heartfelt thanks to the reviewers and editors of Profetik: Jurnal Komunikasi.

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