International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Business Analysis Of Automatic Photobooth Business At Slay The Box Using Business Model Canvas In Bandar Lampung City

Sultan Alfats Napitupulu[1], Rr. Erlina[2]

[1,2]Management Department, University of Lampung

Abstract

Intense business development between Slay The Box and its competitors requires management to work professionally and have a deep understanding of their business for evaluation and establishment of competitive strategies. This research aims to design a new business model as a business development strategy at Slay The Box using the business model canvas approach. The research uses a qualitative method by conducting interviews with related parties, then analyzed using SWOT to determine the Business Model Canvas to be applied. The results showed that the current business model description of Slay The Box is at the development and maintenance stage which can be seen from the aspects of the Business Model Canvas analyzed by SWOT. The results of the SWOT analysis, Slay The Box must be better able to read market movements and booth locations to maximize the business that is already running. Maintaining product value, creating relationships with customers, and innovating to maintain the company's good image.

Keywords: Business Strategy, Business Model Canvas, SWOT, Automatic Photobooth, Slay The Box

INTRODUCTION

The entertainment business in Indonesia has experienced rapid growth, in line with increasing public interest in entertainment and recreation. Technological advancements and enhanced accessibility have led to the expansion of industries such as cinemas, theme parks, concerts, and cultural events. Innovations like video games, virtual reality, automatic photobooths, and digital streaming platforms have significantly transformed the

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

entertainment landscape. This creates vast business opportunities for entrepreneurs to provide innovative and engaging entertainment experiences for Indonesia's increasingly diverse and dynamic society.

The industrial revolution has brought significant changes to how people live, work, and interact, driven by technological advancements and shifts in production systems (Iryani and Yulianto, 2023). This revolution introduced nine key technologies that form the pillars of digital business development: the Internet of Things (IoT), Big Data, Augmented Reality, Cyber Security, Artificial Intelligence (AI), Additive Manufacturing, Simulation, System Integration, and Cloud Computing. These technologies make businesses more efficient, effective, and prepared for challenges, while also boosting productivity. Furthermore, the industrial revolution creates opportunities for businesses to develop more innovative products and services, manage resources more effectively, and align technology with human needs (Yulianto, 2023). However, along with these advancements, challenges remain, such as human resource demands, data security management, effective resource utilization, appropriate technology development, and public and private policy adjustments, as well as potential environmental degradation.

The industrial revolution has shifted human perceptions of their activities, from traditional to modern, technology-driven methods (Iryani and Yulianto, 2023). It has significantly impacted businesses by increasing production effectiveness, boosting revenue, and creating new job opportunities for skilled professionals. Although machines are increasingly used to replace human labor, human expertise remains essential in operating these technologies, thus creating job opportunities (Iryani and Yulianto, 2023).

One strategic management framework used to develop businesses is the Business Model Canvas (BMC). The BMC serves as a tool to help business planners and owners devise appropriate strategies for growth in the IoT era (Yulianto, 2023). Various challenges prevent business owners from adopting the BMC, including company policies, time and cost constraints, limited knowledge, insufficient role awareness, capability limitations, lack of motivation, and ownership barriers. This article aims to conceptually explore the role of the BMC as a strategic management framework for business development. The study's findings are expected to provide a conceptual foundation for business development using the BMC in the IoT era.

The BMC is a framework used to analyze and modify business models, optimize operational processes, and improve a company's effectiveness and efficiency (Mahdi and Baga, 2018). In the IoT era, the BMC helps businesses develop through strategic management frameworks. The BMC consists of nine key elements related to business

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

(Rizan et al., 2023): (1) customer segments, (2) value propositions, (3) channels, (4) customer relationships, (5) revenue streams, (6) key activities, (7) key resources, (8) key partners, and (9) cost structure.

Researchers used the BMC to assist Slay The Box in evaluating its current business model and exploring potential innovations. According to Osterwalder and Pigneur (2017), the BMC effectively illustrates how an organization creates and captures value from its business activities to generate revenue. Through the BMC, Slay The Box can comprehensively view its business by analyzing each element in detail, allowing for easier identification of any misalignments and helping the company take necessary steps to achieve its business goals. The BMC enables business owners to understand the relationships between various elements, which can lead to value creation for both customers and the company. Based on the background provided, this study aims to analyze the business strategy and development using the Business Model Canvas framework for Slay The Box in Bandar Lampung.

LITERATURE REVIEW

Winterhalter et al. (2016) examined dual business models, highlighting the challenges companies face when competing with distinct models in the same market. They found that firms can adopt ambidextrous strategies by separating value chain activities to address diverse customer segments, especially in emerging markets. Similarly, Gabriel and Kirkwood (2016) used the business model canvas to analyze renewable energy businesses across 28 developing countries, finding that regional factors influence business models. Díaz-Díaz et al. (2017) applied the canvas framework in smart city public services, revealing that IoT technology enhances efficiency and reduces long-term costs in urban service management.

Business Model Canvas

Business environment analysis provides a framework for organizations to understand their internal environment, facilitating the adaptation of their business model to external forces. Jauch and Glueck (2003) define environmental analysis as a strategic planning process for monitoring the external sector to identify opportunities or threats. Certo and Peter (1991) describe it as the process of monitoring the environment to identify current and future opportunities and threats, as well as strengths and weaknesses affecting organizational goals. The main areas of business environment analysis include market forces, key trends, industry forces, and macroeconomic forces.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

The Business Model Canvas (Osterwalder & Pigneur, 2017) offers a strategic framework consisting of nine building blocks: customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure. These blocks interrelate to form a comprehensive business model.

Customer segments categorize different groups of people or organizations a company aims to serve. Osterwalder and Pigneur (2017) identify market segmentation types, including mass market, niche market, segmented, diversified, and multi-sided platforms. Value propositions represent the mix of products and services that create value for specific customer segments, encompassing elements like novelty, performance, and cost reduction. Channels describe how a company communicates and delivers its value proposition to customer. Customer relationships involve various strategies to interact with customers, such as personal assistance and self-service. Revenue streams indicate how a company generates income, including sales of assets and subscription fees. Key resources are the critical assets needed to operate a business model, categorized into physical, intellectual, human, and financial resources. Key activities involve essential actions required for business success, such as production and problem-solving. Key partnerships refer to alliances that help optimize resources, reduce risk, or acquire new capabilities.Cost structure includes the costs associated with operating the business model, categorized as fixed, variable, and economies of scale or scope.

METHOD

Type of Research

This qualitative research involves analyzing verbal and written information, as well as observing subject behavior (Taylor & Bogdan, 1984). It describes or reconstructs in-depth interview results to illustrate the photobooth business model. Data, including transcriptions, field notes, photos, and documents, are analyzed descriptively (Kurniawan, 2017). The study employs the Business Model Canvas for evaluation and strategic planning.

Research Location, Subjects, and Objects of Research

The research focuses on eight Slay The Box locations in Bandar Lampung due to practical constraints such as manpower, cost, and time (Moleong, 2018). The study examines the business model of Slay The Box, an automatic photobooth business, using the Business Model Canvas. The population includes automatic photobooth operators

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

and customers in Bandar Lampung (Sugiyono, 2021). The sample, selected through judgment sampling, comprises the owners and employees of Slay The Box and Blurred. This method ensures that the chosen subjects have the relevant expertise to provide valuable insights (Sekaran & Bougie, 2013).

Types of Data, Data Sources, and Data Collection Techniques

The study employs qualitative data, which includes non-numeric information such as words and actions to describe events (Moleong, 2018). Primary data is collected through direct interviews with informants to detail the Business Model Canvas, while secondary data is obtained from documents, journals, and online sources (Arikunto, 2010). Data sources are categorized into Person, Paper, and Place (Arikunto, 2010). Data collection methods involve interviews, observation, and documentation. Interviews gather insights from key figures at Slay The Box, observation captures real-time activities, and documentation includes relevant records and artifacts (Sugiyono, 2018).

Research Process

The research process includes the following steps: 1) Entering the research site, where the researcher introduces themselves and seeks permission from the owner of Slay The Box, explaining the study's purpose to establish trust and schedule interviews. 2) On-site activities involve building rapport, gathering information from various sources, and observing phenomena. 3) Data collection involves observations of Slay The Box's activities, in-depth interviews with key informants (Yapri Indrawan, M Arfan Maulana, Jusnia Rajusima, Fariz Amri Islami, and Febia Salwa Pandora), and documentation of relevant events (Sugiyono, 2018).

Data Analysis Techniques

The analysis in this research involves using Business Model Canvas (BMC) to depict the existing business model of Slay The Box and an empathy map to understand consumer insights, including perceptions and feelings. Data analysis follows Miles and Huberman's qualitative model as outlined in Sugiyono (2018), involving data reduction, data display, and conclusion drawing. Data reduction entails selecting and summarizing relevant information from field notes. Data display involves presenting data in narrative form, supported by documents and images, to aid in understanding. Conclusion drawing synthesizes findings into categories and interactive models. Additionally, SWOT analysis evaluates strengths, weaknesses, opportunities, and threats related to BMC elements,

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

guiding strategic development for Slay The Box (Osterwalder & Pigneur, 2017; Sugiyono, 2018).

RESULT

Overview of Research Object

Slay The Box has expanded its photobooth business across Bandar Lampung, with its main office located at Jl. Nusa Indah, No 1, within Kopi Duapuluh Plus. The company operates eight booths in various strategic locations including cafes and malls, such as Daja House, Moore Coffee, and Transmart Lampung. The company's vision is to become a leading automatic photobooth provider, emphasizing quality, convenience, and customer satisfaction. Its mission includes enhancing customer service, updating frame designs, fostering strong customer relationships, offering competitive prices, and creating job opportunities. These goals reflect Slay The Box's commitment to growth and market presence in Bandar Lampung.

Analysis of Business Model Canvas Slay The Box

The analysis of the Business Model Canvas (BMC) for Slay The Box provides a comprehensive overview of its operational and strategic components. This model highlights nine key elements: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure, each contributing to the company's overall business strategy.

Customer Segments for Slay The Box include young adults aged 14-35 who are passionate about selfies and group photos. The company targets this demographic across Bandar Lampung, focusing on high-traffic areas such as schools and offices. The market is further segmented by geographical location, demographic details (both genders, various income levels and professions), psychographic factors (social media enthusiasts and café goers), and behavioral aspects (K-pop fans and active social media users). Value Propositions are designed to attract and retain customers by offering high-quality service, customization options, and affordable pricing. Slay The Box provides a friendly service experience with customizable photo frames based on social media feedback. The pricing is set at IDR 30,000 per session, including two printed photos and digital copies, making it accessible and appealing to the target market. The strategic location of the booths ensures convenience and accessibility.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Channels involve indirect distribution through physical photo booth installations in partnered locations, such as cafes and malls. Customers visit these locations to use the services, with minimal staff required due to the self-service nature of the booths. This distribution model enables operational efficiency and broad reach within Bandar Lampung. Customer Relationships are maintained through self-service options and engagement via social media. Slay The Box does not rely on direct contracts but uses the self-service model to offer a convenient customer experience. Social media platforms are used to gather feedback and make design and promotional decisions. Collaborations with local influencers and community events also help in maintaining and enhancing customer relationships.

Key Resources for Slay The Box include the photo booths themselves, technology for printing and digital photo management, and strategic partnerships with local businesses for booth placement. Human resources, including staff for maintenance and customer support, are crucial for smooth operations. Additionally, financial resources for initial setup, maintenance, and operational costs are essential. Key Activities involve the operation and maintenance of photo booths, including regular servicing and troubleshooting. Marketing activities, such as social media promotions and event collaborations, are crucial for attracting customers. The company also focuses on managing partnerships and maintaining relationships with venue owners to ensure booth placements and operational support.

Key Partnerships are formed with local cafes, malls, and other high-traffic venues where the booths are installed. These partnerships provide strategic locations for the booths and help in sharing operational costs. Collaborations with influencers and community groups further enhance visibility and customer engagement. Cost Structure includes fixed costs such as employee salaries, booth maintenance, and supply purchases (e.g., photo paper, ink). Variable costs involve transportation, additional labor, and costs associated with special events or promotions. The company also shares revenue with location partners, covering part of the operational costs while focusing on maintaining a balance between fixed and variable expenses to ensure profitability and sustainability.

SWOT Analysis of Business Model Canvas from Slay The Box

In analyzing the SWOT of Slay The Box using the Business Model Canvas, several key aspects emerge across different elements of the business. In terms of customer segments, Slay The Box benefits from a broad appeal, catering to various demographics

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

such as students, office workers, and families. The diverse range of photo frame designs, from trendy to event-themed, attracts a wide audience. Additionally, the company's adaptability to customer needs is evident in its regular updates to frame designs and its flexibility in renting booths for personal events like weddings and graduations. However, a notable challenge is the difficulty in building customer loyalty. Since many consumers use photobooth services infrequently, Slay The Box often faces a transient customer base, with repeat orders typically driven by specific frame designs or spontaneous desires rather than ongoing loyalty.

Opportunities for Slay The Box include its strategic location in high-traffic areas of Bandar Lampung, such as schools, offices, and shopping centers. This placement ensures easy visibility and accessibility for its target market. The consumptive lifestyle of the urban population, along with the influence of social media, further enhances the company's chances of attracting new customers. Many clients discover Slay The Box through viral social media content and local influencers. Nonetheless, Slay The Box must contend with threats from competitors who may offer superior concepts or ideas. Despite having more booths and locations, competition from brands like Blurred could pose risks if their strategies or event themes attract more customers.

In terms of value propositions, Slay The Box stands out with competitive pricing and unique booth features, such as panoramic lenses and a cashless, self-service system. These features contribute to its appeal and customer attraction. Despite this, there is no significant differentiation from competitors like Blurred, as both companies offer similar photo quality and services. The lack of unique selling points poses a challenge for Slay The Box in maintaining a competitive edge. On the other hand, the company's strong social media presence aids in brand recognition and customer engagement. Regular updates to frame designs based on trends also help attract and retain customers.

Regarding channels, Slay The Box benefits from having multiple booths across Bandar Lampung, located in high-traffic areas that align with its customer segments. However, the lack of a dedicated operating location means that potential customers must visit partner establishments. This reliance on external locations could be a disadvantage if these locations face issues such as closures or operational problems. The company also faces potential threats from disruptions at partner locations, which could affect its business operations.

Customer relationships are managed through social media interactions and feedback surveys, allowing Slay The Box to engage with customers and adapt to their

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

preferences. However, the self-service model poses challenges for those unfamiliar with the technology. Despite this, the company's proactive approach to social media and customer feedback helps maintain good relationships and address concerns effectively. Revenue streams for Slay The Box include income from both regular photo sessions and private rentals. Seasonal and event-specific frame designs contribute to revenue growth. However, the reliance on cashless transactions can be a limitation for customers who prefer or only have cash. Additionally, disruptions in digital payment systems could affect transactions. The flexibility of booth rentals for personal events presents an opportunity for additional income, though it also requires careful management to avoid potential disruptions.

Key resources for Slay The Box include a loyal workforce and strong relationships with suppliers and partners. The company benefits from reliable employees and a consistent supply of essential materials. However, limited funding and dependence on a single supplier for photobooth materials pose challenges. This dependence could lead to difficulties if there are issues with the supplier or if costs increase. The company's key activities are well-managed, with smooth operations and regular oversight. The self-service model helps reduce costs but can lead to difficulties if customers struggle with the system. Opportunities exist in the cost-saving aspects of the self-service model, though there are threats related to potential disruptions at partner locations or supply chain issues. Finally, in terms of key partnerships, Slay The Box has established valuable relationships with location partners, suppliers, and payment service providers. These partnerships offer significant benefits but also come with risks, such as the lack of formal contracts with some location partners and the limited availability of suppliers. The company must navigate these challenges carefully to maintain its operational efficiency and market presence.

Table 1. Desain Tabel SWOT Slay The Box

	Help	**Hinder**
Internal	Strengths 1. Products are widely accepted 2. Ability to adapt to customer needs 3. Competitive prices	Weaknesses 1. Difficulty in Building Loyal Customers 2. No Significant Advantage in Terms of Quality with Competitors

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

	4. Booth uniqueness 5. Many branches in Bandar Lampung City 6. Maintaining good relationships with customers 7. Revenue increases in each certain period 8. Employee loyalty 9. Having good relationships with suppliers 10. Key activities are running well 11. Many businesses partners 12. Focus on minimizing expenses	3. Do Not Have Their Own Place 4. Relationships with Customers Are Not Direct 5. Payments Only Through Cashless 6. Limited Funds to Develop Business 7. Product Distribution is carried out through Self Service without employee assistance. 8. Business Partners Are Not Bound by Contract 9. Monthly Income Cannot Be Predicted
External	Opportunities 1. Location is within the scope of the Slay The Box Target Market 2. Consumptive Lifestyle of the Lampung Community 3. Consumer Knowledge of the Slay the Box Brand Monthly Frame Design Updates 4. Located in the City Center and Crowded Areas 5. Development of Social Media 6. Flexible Booth and can be Rented for Personal Needs	Threats 1. Differences in Concept and Idea with Competitors 2. Competitors Offer Better Ideas and Products 3. Booth Location Has Disruptions 4. Unevenness of Social Media Algorithms Disruptions during Cashless Transactions 6. Supplier Limitations 7. Threats That Occur at Slay The Box Operational Locations 8. Limited Raw Material Partners

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

	7. Having a Professional Team in the Field 8. Product Distribution Activities Can Save Expenses and Resources 9. Channels from Business Partners Can Bring in Customers 10. Expenditure Systems and Methods Can Avoid Losses	9. Increase in Raw Material Prices

CONCLUSION

The analysis of the Business Model Canvas for Slay The Box indicates that the company is positioned to develop and sustain its business. Slay The Box plans to expand by adding more booths to increase sales across Bandar Lampung. The use of Business Model Canvas shows that the company has well-developed strategies for each element and effectively understands market trends to maintain customer loyalty. Innovations such as varied frame designs and strategic locations enhance customer attraction. The company's strategic location and partnerships further support its business model. Slay The Box should diversify its designs, expand to university areas, introduce loyalty cards, and invest in employee rewards and unit maintenance. To maximize sales, it should provide its own Wi-Fi and seek additional partnerships. Cost efficiency can be improved by researching cheaper suppliers and negotiating operational costs. This qualitative descriptive research, based on interviews and observations, may be subject to researcher bias and lacks quantitative measurement. Confidential data, such as total expenditures and detailed monthly revenues, was not accessible.

REFERENCES

Arikunto, S. (2010). Prosedur Penelitian: Suatu Pendekatan Praktik (Revisi 2010, Vol. 14). Rineka Cipta.

Díaz-Díaz, R., Muñoz, L., & Pérez-González, D. (2017). Business model analysis of public services operating in the smart city ecosystem: The case of

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

SmartSantander. Future Generation Computer Systems, 76, 198–214. https://doi.org/10.1016/j.future.2017.01.032

Gabriel, C.-A., & Kirkwood, J. (2016). Business models for model businesses: Lessons from renewable energy entrepreneurs in developing countries. Energy Policy, 95, 336–349. https://doi.org/10.1016/j.enpol.2016.05.006

Iryani, I., & Yulianto, H. (2023). Artificial Intelligence (AI) of Financial in the VUCA Era: A Systematic Mapping Study. Journal of Computer Networks, Architecture and High Performance Computing, 5(2), 398–413. https://doi.org/10.47709/cnahpc.v5i2.2201

Kurniawan, F. (2017). Strategi Bisnis Dengan Pendekatan Business Model Canvas (BMC) Pada Usaha Roti Jaya Bakery Lampung [Thesis S1]. Universitas Lampung.

Mahdi, A. F., & Baga, L. M. (2018). Business Model Canvas Perusahaan Pengolah Rumput Laut. Forum Agribisnis. Forum Agribisnis, 8(1), 1–16. https://doi.org/10.29244/fagb.8.1.1-16

Miles, M. B., & Huberman, A. M. (1992). Analisis Data Kualitatif (T. Rohendi & Mulyarto, Eds.; Bahasa Indonesia). Universitas Indonesia (UI - Press).

Moleong, L. J. (2018). Metodologi Penelitian Kualitatif (Revisi 2018). PT. Remaja Rosdakarya.

Osterwalder, A., & Pigneur, Y. (2017). Business Model Generation. Elex Media Komputindo.

Sekaran, U., & Bougie, R. (2013). Research Methods for Business: A Skill-Building Approach (6th ed.). John Wiley & Sons Ltd.

Sugiyono. (2018). Metode Penelitian Kombinasi (Mixed Methods) (2nd ed.). CV. Alfabeta.

Sugiyono. (2021). Metode Penelitian Kuantitatif, Kualitatif, dan R&D (3rd ed.). CV. Alfabeta.

Taylor, & Bogdan. (1984). Bentuk Penelitian Kualitatif Teori dalam Penelitian Kualitatif. Mizan Pustaka.

Winterhalter, S., Zeschky, M. B., & Gassmann, O. (2016). Managing Dual Business Models in Emerging Markets: An Ambidexterity Perspective. R&D Management, 46(3), 464–479. https://doi.org/10.1111/radm.12151

Yudatama, A. (2019). Photo Booth Indonesia Dulu dan Sekarang. Https://Medium.Com/@andriyudatama/Photo-Booth-Indonesia-Dulu-Dan-Sekarang-3805153d9d44.

Yulianto, H. (2023). Manajemen Strategis: Dasar Konsepsi Pada Organisasi Bisnis. Yudha English Gallery

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.