

DIGITAL BUSINESS MODEL UTILIZATION FOR MONETIZING THE LOFI FOR TODAY YOUTUBE CHANNEL THROUGH A TECHNOPRENEURSHIP APPROACH

Faruk Muhamad^{1*}, Galuh Oka Safitri², Risah Subariah³

^{1,2,3} Department of Information Systems, Faculty of Computer Science, Universitas Pamulang; South Tangerang City, Banten Province, Indonesia

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Correspondent Email:

dosen03311@unpam.ac.id



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Abstract. The rapid growth of the digital creative industry has created new opportunities for content creators to generate revenue through various monetization models. However, Lofi for Today still relies primarily on YouTube AdSense, while studies integrating the Business Model Canvas (BMC), SWOT analysis, and a technopreneurship approach to develop sustainable business models for independent lofi music channels remain limited. This study aims to design an adaptive and sustainable digital business model to enhance the monetization of the Lofi for Today YouTube channel. A descriptive qualitative approach was employed, with data collected through literature reviews, channel observations, and interviews with creative industry practitioners. The data were analyzed using BMC and SWOT analysis as the basis for formulating business development strategies. The results indicate that revenue diversification through AdSense, channel memberships, donations, music licensing, merchandise, affiliate marketing, and brand collaborations can reduce dependence on a single revenue source. The technopreneurship approach also promotes the use of digital technologies and Artificial Intelligence (AI) to improve content production efficiency. Thus, the proposed model offers an innovative, adaptive, and sustainable business development strategy for digital content creators.

1. Introduction

The development of digital technology has driven a major transformation in the creative industry, particularly through the emergence of the creator economy, an ecosystem that enables individuals to create, distribute, and monetize digital content across various platforms. Within this ecosystem, creators act not only as content producers but also as independent economic actors who create value, build audiences, and capture economic value through digital interactions [1]. The rapid expansion of digital platforms has also transformed the way creative products are produced, distributed, and monetized, creating new entrepreneurial opportunities for individual creators and digital businesses [5], [6].

One of the most influential platforms within this ecosystem is YouTube, which functions not only as a video-sharing platform but also as a digital business infrastructure that enables creators to reach global audiences and generate revenue. Through the YouTube Partner Program (YPP), creators can monetize their content through advertising and other features, including channel memberships, Super Chat, Super Thanks, and additional monetization mechanisms [2]. However, creator dependence on platform-based revenue also introduces risks related to algorithm changes, platform policies, competition, and fluctuations in advertising revenue [1], [7].

The advancement of Artificial Intelligence (AI) has further expanded opportunities for digital creators by increasing the efficiency and

creativity of content production. AI technologies can support video production, audio processing, visual creation, graphic design, content ideation, and various forms of digital multimedia development. Previous research has shown that AI integration in multimedia development can improve the quality, efficiency, creativity, and interactivity of digital content production [3]. In the context of digital entrepreneurship, technological innovation also enables creators and businesses to develop new value propositions, optimize production processes, and explore innovative business opportunities [5], [8]. For Lofi for Today, AI can support music production, visual creation, content ideation, and production efficiency as part of a technopreneurship-based business strategy.

One form of digital content that has developed a distinctive global audience and online community is lofi (low-fidelity) music. Lofi music is widely used as background music for studying, working, reading, relaxation, and other daily activities because of its calm, repetitive, and unobtrusive characteristics. The popularity of this genre has contributed to the emergence of numerous YouTube channels that distribute long-form lofi music, thematic playlists, and continuous live streams. Moreover, lofi music communities on YouTube demonstrate that digital music content can foster social interaction and a sense of community among listeners [9]. This phenomenon indicates that lofi music has the potential to function not only as entertainment content but also as a digital product capable of generating economic value when supported by appropriate technological and business strategies.

Despite these opportunities, many independent digital creators and music channels, including Lofi for Today, still rely heavily on a limited number of revenue sources, particularly YouTube AdSense. Dependence on a single revenue stream may increase business vulnerability to changes in platform algorithms, monetization policies, advertising markets, and audience behavior. Studies on digital media businesses emphasize that diversification of revenue sources and technological innovation can contribute to greater business resilience and sustainability [7], [10]. Therefore, developing alternative revenue streams is essential for

reducing platform dependency and strengthening the long-term sustainability of digital creator businesses.

Various monetization alternatives are available to digital creators, including channel memberships, audience donations, music licensing, merchandise sales, affiliate marketing, sponsorships, and brand collaborations. However, implementing these strategies requires a structured business model that clearly explains how value is created, delivered, and captured. The Business Model Canvas (BMC) provides a systematic framework for mapping business activities and identifying opportunities for business model development through its key components [4]. Digital business model innovation can also improve business performance by enabling organizations and entrepreneurs to respond more effectively to technological developments and changing market conditions [10], [11].

In addition to the Business Model Canvas, this study employs Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis to identify internal and external factors affecting the development of the Lofi for Today channel. The integration of SWOT analysis and BMC enables a more comprehensive assessment of the channel's current business conditions and provides a strategic foundation for identifying opportunities for monetization diversification, technology utilization, audience development, and sustainable growth.

This study also applies a technopreneurship approach, in which technology serves as a key driver of entrepreneurship, innovation, efficiency, and competitive advantage. From this perspective, the Lofi for Today YouTube channel is viewed not merely as a digital music distribution medium but as a digital business that integrates creativity, digital technology, Artificial Intelligence, data analytics, community engagement, and business innovation. Such integration is increasingly important because sustainable digital entrepreneurship requires the alignment of technological capabilities, business model innovation, and entrepreneurial opportunities [5], [8].

Previous studies have examined the creator economy, Artificial Intelligence, digital business models, business model innovation, digital media monetization, and

technopreneurship from various perspectives [1], [3], [5], [7], [8], [10], [11]. However, research specifically integrating the Business Model Canvas (BMC), SWOT analysis, Artificial Intelligence (AI), and a technopreneurship approach to design a sustainable digital business model for an independent lofi music-focused YouTube channel remains relatively limited. Therefore, this study aims to design a sustainable digital business model for the Lofi for Today YouTube channel, providing a strategic blueprint for developing more innovative, adaptive, diversified, technology driven, and sustainable monetization strategies.

2. LITERATURE REVIEW

2.1 Creator Economy

The *creator* economy is a digital ecosystem that enables individuals to create, distribute, and monetize content through digital platforms. Within this ecosystem, creators act not only as content producers but also as independent economic actors who create value, build audience relationships, and capture economic value through various monetization mechanisms [1]. The growth of the creative economy is also supported by digital platforms, technological innovation, and new business strategies that expand opportunities for individual creators to develop sustainable digital businesses [5], [12].

2.2 Lofi Music

Lofi (*low-fidelity*) music is characterized by relaxed tempos, simple melodies, repetitive rhythms, and ambient sound elements that create a calm atmosphere. It is widely used as background music for studying, working, reading, sleeping, and relaxation. The development of lofi music on YouTube has also fostered digital communities in which listeners interact and share similar experiences through comments, live chats, and continuous live streams [8], [13]. In this study, lofi music represents the primary digital product and value proposition of the Lofi for Today YouTube channel.

2.3 Digital Business Model

A digital business model explains how an organization or individual creates, delivers, and captures value through the utilization of digital technologies. Technology serves not merely as a supporting tool but as an integral component

of content creation, distribution, audience interaction, and revenue generation [4]. Digital technologies can also transform value creation, value delivery, and value capture processes, thereby enabling businesses and entrepreneurs to develop new opportunities and improve their long-term sustainability [10], [11], [14].

In the context of Lofi for Today, the digital business model provides a theoretical foundation for transforming the channel from a content distribution medium that primarily relies on YouTube AdSense into a more diversified digital business supported by multiple revenue streams.

2.4 Business Model Canvas (BMC)

The Business Model Canvas (BMC) is a strategic framework used to describe how a business creates, delivers, and captures value through nine interconnected elements: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure [9], [14]. The BMC provides a systematic approach to understanding the relationships among business components and identifying opportunities for business model development. Recent research also demonstrates the relevance of BMC in digital entrepreneurship strategies, particularly as a framework for strengthening entrepreneurial understanding and systematically mapping business development [14].

Previous studies have demonstrated that business model frameworks can bridge technological innovation and economic value by identifying customer segments, value propositions, resources, activities, partnerships, cost structures, and potential revenue streams [15]. In this study, the BMC is used as the primary framework for mapping the current business conditions of Lofi for Today and identifying opportunities for monetization diversification.

2.5 SWOT Analysis

SWOT analysis is a strategic planning method used to identify internal factors consisting of strengths and weaknesses, as well as external factors consisting of opportunities and threats. This method enables organizations and digital businesses to assess their strategic position and formulate development strategies

based on internal capabilities and external environmental conditions [16].

In the context of digital creators, these internal and external factors may include creative capabilities, production limitations, opportunities arising from the growth of the creator economy, and challenges associated with competition, platform dependency, algorithm changes, and audience dynamics [17]. In this study, SWOT analysis is applied to evaluate the internal and external conditions of the Lofi for Today channel as a basis for developing its digital business and monetization strategies..

2.6 Technopreneurship

Technopreneurship is an entrepreneurial approach that positions technology as a key driver of innovation, efficiency, value creation, and business development [7], [12]. Digital technologies enable entrepreneurs to create new products and services, optimize operational processes, reach wider markets, and develop innovative revenue models [4], [7]. From a business model perspective, digital technology can influence the processes of value creation, value delivery, and value capture, making technological capabilities increasingly important for sustainable entrepreneurship [14].

In this study, the technopreneurship approach is implemented through the utilization of digital technologies and Artificial Intelligence (AI) for music production, visual creation, content ideation, production efficiency, channel performance analysis, and monetization strategy development. Therefore, technology is positioned not merely as a production tool but as a strategic resource for developing the Lofi for Today digital business.

3. RESEARCH METHODE

This study employed a descriptive qualitative approach to design a sustainable digital business model for the Lofi for Today YouTube channel. The research focused on identifying the channel's current business conditions, analyzing internal and external factors, mapping its business model, and formulating monetization strategies through the integration of SWOT analysis, the Business Model Canvas (BMC), and a technopreneurship approach. The research object was the Lofi for Today YouTube channel, an independent digital music channel that publishes

instrumental lofi music content and, at the time of the study, still relied primarily on YouTube AdSense as its main source of revenue.

Data were collected over a period of one month through direct observation, semi-structured interviews, and a literature review. The observation focused on content characteristics, publication patterns, target audiences, the utilization of digital technologies and Artificial Intelligence (AI), audience engagement, and the channel's monetization system. Semi-structured interviews were conducted with five informants, selected purposively based on one or more criteria: managing identical or similar content, having more than 1,000 subscribers, operating an official or verified YouTube channel, having monetized their channel through AdSense, and/or generating revenue from sources other than AdSense. The interviews were conducted flexibly using a question guide covering content strategies, audience development, technology utilization, monetization, and challenges in the digital creator business.

Data obtained from observations and interviews were processed using simple thematic analysis by recording, summarizing, selecting, and categorizing information into key themes, including content strategy, audience development, technology utilization, monetization systems, alternative revenue sources, development opportunities, and digital business challenges. Subsequently, SWOT analysis was used to identify strengths, weaknesses, opportunities, and threats. The findings were then mapped into the nine elements of the BMC: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure.

In the final stage, the results of the SWOT analysis and BMC mapping were integrated to formulate alternative digital monetization strategies, including the optimization of YouTube AdSense, channel memberships, donations, music licensing, merchandise, affiliate marketing, and brand collaborations. These strategies were subsequently analyzed from a technopreneurship perspective, particularly regarding the utilization of digital technologies and AI to improve production efficiency, content innovation, audience

development, and business sustainability. The final outcome of this study is a digital business model blueprint for Lofi for Today, which can serve as a foundation for developing more adaptive, innovative, diversified, and sustainable monetization strategies.

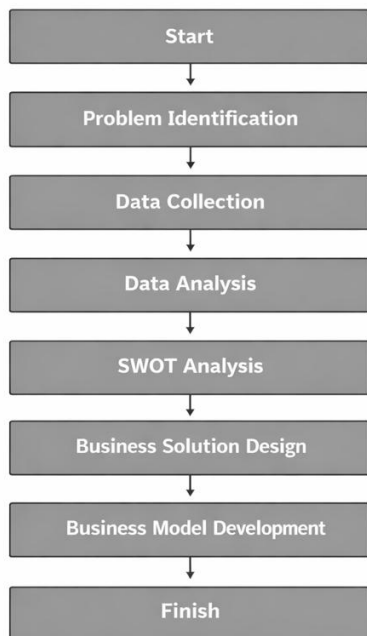


Figure 1. Research Methodology Stages

4. RESULTS AND DISCUSSION

4.1 Overview of Lofi for Today

Lofi for Today is an independent YouTube channel focusing on instrumental lofi music designed to support activities such as studying, working, relaxation, and sleeping. The channel was initially created on January 27, 2016, under the name Botol Kecap, then reactivated in 2025 and underwent a rebranding process before adopting the name Lofi for Today. The published content includes *study lofi*, *work lofi*, *relaxing lofi*, *sleep lofi*, *rainy lofi*, *morning coffee lofi*, and *night lofi*, presented through long-form videos, live streams, and YouTube Shorts.

The observation results indicate that YouTube serves as the primary platform for content distribution, audience development, and monetization. At the time of the study, the channel's revenue was still primarily derived from YouTube AdSense. This condition indicates a dependence on a single revenue source, highlighting the need for monetization diversification to improve digital business sustainability. This finding is consistent with

de-Lima-Santos et al. [6], who demonstrated that revenue diversification and technology utilization can support sustainability and competitive advantage in digital media businesses.

4.2 Interview Findings and SWOT Analysis

Based on semi-structured interviews with five informants, four main themes were identified: content production consistency, audience development, the utilization of digital technology and AI, and monetization diversification. The informants indicated that dependence on AdSense involves considerable risks because revenue is influenced by views, algorithms, platform policies, and fluctuations in advertising value. On the other hand, digital technologies and AI can improve efficiency in content ideation, music production, visual creation, and content optimization.

These findings were used as the basis for the following SWOT analysis.

Factor	Identification Results
Strengths	Specific lofi niche, global reach, and AI-supported content production.
Weaknesses	AdSense dependence, limited resources, and low revenue diversification.
Opportunities	Creator economy growth, AI development, and new monetization opportunities.
Threats	High competition, algorithm changes, revenue fluctuations, and copyright risks.

4.3 Business Model Canvas Design

Based on the observation results, interviews, and SWOT analysis, the digital business model of Lofi for Today was mapped using the nine elements of the Business Model Canvas (BMC), as presented below.

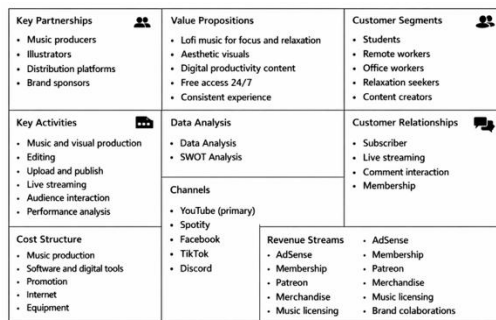


Figure 2. Business Model Canvas Design

The BMC mapping demonstrates a shift from an AdSense-centered model toward a business model with multiple revenue streams. This finding is consistent with Joyce and Paquin [9], who position the BMC as a systematic tool for mapping value creation, value delivery, and value capture processes. The findings also align with Guo et al. [10] and Trischler and Li-Ying [11], who emphasize that digital business model innovation enables businesses to respond more adaptively to technological developments and changing market conditions.

4.4 Technopreneurship Implementation and Monetization Model

The technopreneurship approach at Lofi for Today is implemented through the utilization of digital technologies and AI in content production and business development. Technologies such as ChatGPT, Suno AI, and Leonardo AI are used to support idea generation, music production, and visual creation, thereby improving production efficiency. This utilization is consistent with Suprianto et al. [3], who stated that AI integration in multimedia production can improve content production efficiency, creativity, quality, and interactivity.

The study identified seven potential monetization alternatives: YouTube AdSense, channel memberships, donations, music licensing, merchandise, affiliate marketing, and brand collaborations. These strategies can be implemented gradually according to resource readiness and audience growth. Such diversification supports the findings of Bican and Brem [4], who emphasized the important role of digital technology and business model innovation in creating more adaptive and sustainable digital businesses.

4.5 Discussion and Research Novelty

The findings indicate that the sustainability of the Lofi for Today YouTube channel cannot

rely solely on increasing content volume or AdSense revenue. Sustainable growth requires the integration of value creation through content, community development, technology utilization, and revenue diversification. These findings reinforce the concepts of the creator economy [1], digital business model innovation [10], [11], and technology utilization as a driver of digital entrepreneurship [4], [7].

The novelty of this study lies in the integration of SWOT analysis, the Business Model Canvas, Artificial Intelligence, and a technopreneurship approach to design a digital business model blueprint specifically for an independent lofi music channel. Previous studies have generally examined the creator economy, digital business, AI, or business model innovation separately, whereas this study integrates strategic, technological, creative, and monetization aspects into a unified business development framework.

Therefore, the resulting blueprint provides a strategic direction for transforming Lofi for Today from a channel primarily dependent on AdSense revenue into a digital creator business with more diversified revenue streams. The proposed model also has the potential to be adapted by other digital music channels or independent creators by adjusting it to their specific content characteristics, target audiences, technological resources, and monetization strategies.

5. CONCLUSION

5.1 Conclusion

Based on the research findings, the following conclusions can be drawn:

1. This study produced a digital business model blueprint for Lofi for Today by integrating SWOT analysis, the Business Model Canvas (BMC), and a technopreneurship approach to support more adaptive and sustainable business development.
2. The main advantage of the proposed model is its ability to identify revenue diversification opportunities through YouTube AdSense, channel memberships, donations, music licensing, merchandise, affiliate marketing, and brand collaborations, while optimizing the use of digital technologies and AI in content production.

3. The limitation of this study lies in its focus on a single YouTube channel and the limited number of informants; therefore, the findings cannot yet be generalized to all digital creators.
4. Future development may involve the direct implementation and evaluation of each monetization strategy, expanding the number of informants, and conducting comparative studies involving other digital channels or platforms to assess the effectiveness and sustainability of the proposed business model.

5.2 Recommendations

Future research should empirically evaluate the implementation of the proposed digital business model blueprint, particularly by measuring the contribution of each revenue stream to channel growth and business sustainability. Further studies may also involve a larger number of creators, expand the research scope to platforms such as Spotify, TikTok, and Instagram, and further investigate the influence of AI, platform algorithms, copyright issues, and changes in audience behavior on the sustainability of digital creator businesses.

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