

Systematic Literature Review: Perceptions and Interest of Tourist Visitor on the Online Art of The Ramayana Ballet Art

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Abstract

This study focuses on a relationship between drama dance performances on audience behavior and the impact of Covid-19 on online social media. Dramatari Ramayana is a classic story that is unique and very well known both domestically and abroad, the story contained in it contains values and teachings about the never-ending struggle between truth and justice which can be seen from the story of Rama-Sinta who fights evil. The existence of the Covid-19 pandemic has made social media or online platforms have a significant role in the life cycle. This paper was made using the SLR (Systematic Literature Review) method. The purpose of this study is to determine the behavior that makes tourist visitors have a perception and interest in online Ramayana Ballet art performances, and the impact of the Covid-19 pandemic on the existence of online platforms. This SLR is focused on related journal articles from the publication year 2007-2021, from the research obtained 69 articles that are relevant to the research. The result of the research is that there are development opportunities with collaboration between traditional arts and online media platforms that are still wide open to create alternative art developments.

Keywords

Behavior towards Perceptions and Interests, Online Platform Existence, Systematic Literature Review (SLR), Management

1. Introduction

Indonesia is known as a country of Bhineka Tunggal Ika which means Different but still one, and the peculiarities of different regions that make it a special attraction (Ismiyati, 2016) (Dwistyawan & Setiawan, 2017) (Thomas & Kahija, 2018) (Ramadhani & Handyaningrum, 2017). One of them is the art of the Ramayana Ballet which became a popular story among the Javanese people, this Ramayana story describes the efforts of King Ravana to kidnap

Dewi Sinta, but his efforts were thwarted by Rama who was accompanied by Anoman the white monkey. This story was taken from India which was adapted to the Javanese version (Dwistiyawan & Setiawan, 2017) (Tofani, 2013). Recently, the people of Indonesia and the whole world have been shocked by a very shocking issue, namely the corona virus pandemic that originated in Wuhan and this event had an impact on the performance of the Ramayana ballet, on weekdays the Ramayana ballet was staged at Prambanan Temple (Wijayani, 2019) (Lestari, 2019) 2019). The government has begun to implement policy measures such as social distancing and physical distancing, and the last one is the Large-Scale Social Restriction (PSBB) policy. This Large-Scale Social Restriction includes the implementation of learning in schools carried out offline, namely via online (online), activities in the office have begun to be limited, namely by implementing the Work from Home (WFH) system (Herliandry et al., 2020) (Purwanto et al., 2020) (Putria et al., 2020). Changes in activities imposed by the government are felt by the community because people have their daily activities outside the home, school, work, trade, worship, travel abroad, travel. Therefore, for our common good, we all must apply self-discipline to prevent the spread of the corona virus. Researchers are interested in taking this topic because the Ramayana Ballet Performance is still rarely studied, besides that the characters in the Ramayana have their own characteristics that are difficult to compare with other dance dramas. The Ramayana Dramatari Performance is the most awaited performance by tourists, both domestic and foreign, but along with the Covid-19 pandemic, this show is carried out online. This is a question for researchers whether the behavior that keeps tourist visitors loyal to watching art performances online while usually visitors can watch them offline, how are activities in society and the life cycle experienced due to the impact of the Covid-19 pandemic, which can be said to be all-round. on line. The internet platform media has become increasingly diverse in its use, it can be said that there are no more cycles in life that are not related to information technology from that all of us can use it to support the course of prosperity in life and be able to solve problems faced both in terms of economy, management, art and entertainment and their relationship with society. This paper was made using the SLR (Systematic Literature Review) method. The purpose of the SLR is to identify, select and critically evaluate research to answer clearly formulated questions (Al Faruqi, 2019). This paper was created to present a Systematic Literature Review on topics related to the perception and interest of tourist visitors to the online Ramayana Ballet art performance. This study focuses on the behavior that makes tourist visitors have a perception and interest in online Ramayana Ballet art performances and the impact of the Covid-19 pandemic on the role of online media, journal articles taken with a range of publication years 2007-2021 which researchers consider more actual and updated.

2. Methods

This research uses the Systematic Literature Review method, this systematic literature method identifies, selects, and critically evaluates research to answer clearly formulated questions (Al Faruqi, 2019). Another opinion states that Systematic Literature Review is defined as a process of identifying, assessing, and interpreting all research articles that include the aim of providing answers to certain research questions (Latifah & Ritonga, 2020). Systematic Literature Review (SLR) uses data sources taken from journal literature that has been indexed with ISSN (International Standard Serial Number) online which is published via the internet with the ISSN code, writing this literature review begins by selecting a topic and then searching for journals using keywords on online platforms (Utami & Kartika, 2018) (Latifah & Ritonga, 2020).

2.1 Research Questions

Based on the background and problem identification above, this study has two research questions:

1. What are the behaviors that make tourist visitors have a perception and interest in online Ramayana Ballet art performances?
2. How has the Covid-19 pandemic impacted the existence of online platforms?

2.2 Literature Search Keyword

This research was conducted by conducting a search for journal articles using the subject term "*Ramayana Ballet*" which is used as a literature search keyword to be analyzed in a database that has been determined by the *Systematic Literature Review*. In addition, the keywords Perception and Interest of Tourist Visitors and the Covid-19 Pandemic are also keywords that are focused and searched for in this SLR. The literature search keywords can make it easier for researchers to make literature reviews because each journal that discusses the subject contains a broad scope in the world of logistics.

2.3 Sources of Literature Search

In this study, we refer to the sources used in the Systematic Literature Review, namely Elsevier (Science Direct) and Google Scholar according to discussions, directions, and agreements that have been determined together. Researchers use the database platform because the data is complete, and it makes it easy for authors to access journal articles on the *database*.

2.3 Literature Inclusiveness Criteria

The literature inclusiveness criteria selected as samples for in-depth analysis are as follows:

- The research publication time span is 15 years from 2007 to 2021.
- Literature is a research article.
- Literature only discusses *Ramayana Ballet Art Performance*
- Journal articles on Perception
- Journal articles on Interest
- Journal articles on Tourist Visitors
- Journal articles on the Covid-19 Pandemic
- Available in *full text*

2.4 Literature Selection Process

Search and selection of articles through several processes, namely:

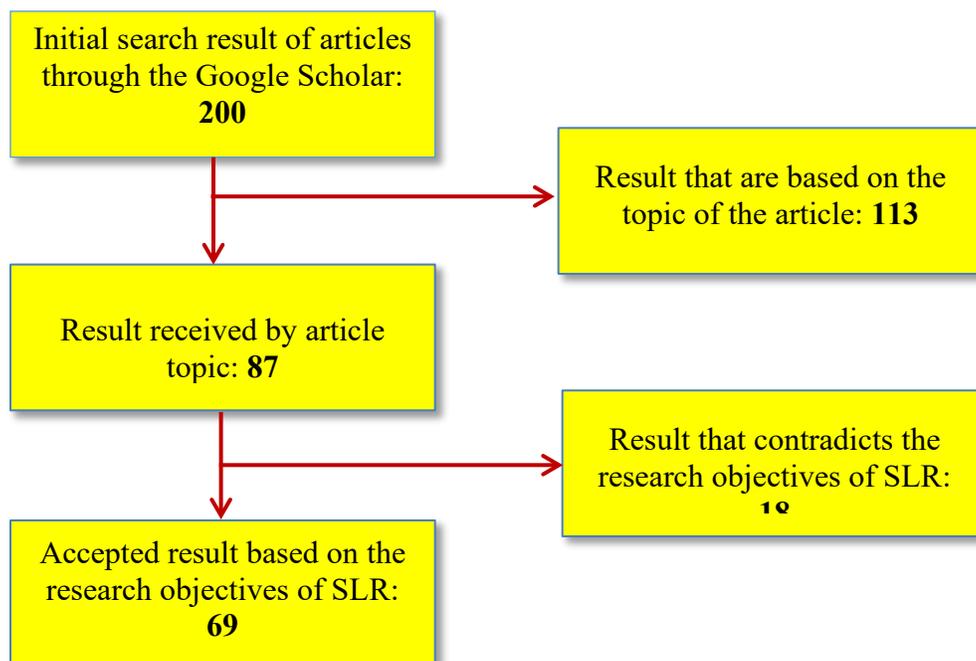


Figure 1. Literature Selection Process
Source: Author (2021)

3. Results and Discussion

3.1. What is the behavior that makes tourist visitors have a perception and interest in online Ramayana Ballet art performances?

In this study, there are 24 journals that discuss the behavior that makes tourist visitors have a perception and interest in online Ramayana Ballet art performances, along with the explanation points.

1. This Ramayana drama dance is an interesting example of culture because it has succeeded in influencing global entry into Indonesia and making it a positive icon for the benefit of culture-based tourism (Akbar, 2016).
2. The Ramayana storyline can be used as a medium for educating character values that should be applied to each character in the Ramayana story (Ketut & Yulianti, 2020).

3. This Ramayana ballet is the story of Rama and Sinta whose story is taken from the carvings found in every relief of Prambanan Temple, the reliefs are then poured in the form of Tri, music, and drama (Yuliza, 2020).
4. The activities of dancers in the Ramayana dance get the same rights without any gender differences between men or women, on average they are students and still continuing their education, there are also dancers who are included in the staff and artistic team with additional income (Sutiyati, 2007).
5. Dramatari itself frees its dancers to be creative, just like the storyteller named Maruti, besides being good at writing stories, he is also good at finding the philosophy contained in stories that are created into performing arts on stage (Wigaringtyas, 2014).
6. Quality in performing arts events consists of the quality of event employees, environmental quality, and product quality which have a significant impact on the perception and behavior of tourist visitors (Roozana Maria Ritonga BBA, 2019).
7. Tourist satisfaction is determined by how people experience community life from the site, and what human-made attributes can offer (Hani Ernawati, Ricky Avenzora, 2018) (Ayuningrum & Pangestuti, 2018).
8. The factors that most influence the decision to visit are promotions, places, products being the second and third factors that influence tourist decisions (Ismiyati, 2016).
9. The Sang Prabu Board Game media was created, using Artwork and Gameplay designed in such a way that the messages contained in Sang Prabu's story can be accepted by students, especially for the millennial generation (Dwistyawan & Setiawan, 2017).
10. The Ramayana story is used as a reference for students and teachers to learn the structure of the Indonesian language and character education with cultural values (Ketut & Yulianti, 2020).
11. In the past, wayang art was used as a means of da'wah when there was a development of Islam and now wayang is used as a means of entertainment as well as education, such as the Ramayana story which is also a work of art that easily adapts to the times (Anggoro & March, 2018) (Yulianti, 2014).

3.2 How has the Covid-19 pandemic impacted the existence of online platforms?

In this study, there are 11 journals that discuss the impact of the Covid-19 pandemic on the existence of online platforms, along with explanations.

Based on the results of the study of the benefits of each journal related to the impact of the Covid-19 pandemic on the existence of online platforms for the wider community, namely:

1. To maintain mental well-being, to be more careful in making decisions, to be able to know the meaning of meaning in life, to be able to protect themselves from emotions, and further improve themselves to their spirituality (Bayu et al., 2020) (Buana, 2020).
2. Provide motivation to work from home, provide tips for managing finances during the large-scale social restrictions that are being carried out (Arif Surahman, Tri Wartono, Lily Setyawati Kristianti, Laila Listiani Putri, 2020).
3. Residents are given various kinds of information and strategies on how to stay productive while at home (Arif Surahman, Tri Wartono, Lily Setyawati Kristianti, Laila Listiani Putri, 2020).
4. There are many platforms and online media that can be accessed through the internet network by teachers and students (Arizona et al., 2020).
5. Able to develop product innovations that are in accordance with market demand, namely the existence of E-Commerce and online applications (Taufik & Ayuningtyas, 2020).
6. Knowing the facilities and infrastructure in the form of competency and learning support facilities in advance to students and students as well as parents (Purwanto et al., 2020).
7. This social media is one of the factors to create solidarity and encourage ethnocentrism (Ridzuan et al., 2012).
8. The organization provides transaction services from the audience, employees are able to provide fast service to the audience, the organizer provides the right information about the event (Roozana Maria Ritonga BBA, 2019).
9. Increase public awareness about the importance of handling and preventing Covid-19 (Bayu et al., 2020).
10. Awareness of the public about the importance of social media to obtain information, this social media is one of the factors to create solidarity and encourage ethnocentrism (Bayu et al., 2020).

Based on the results of the study, we can know that the impact of the Covid-19 pandemic on the existence of online platforms for the wider community has positive and negative impacts, namely:

1. Positive Impact

- a. Student Learning Process, there is one online learning method that is recommended during this pandemic, namely the project-based learning method (Arizona et al., 2020). Online media platforms provide many opportunities to

access teaching materials by learning residents, preparing the home area as a workspace, setting up a supporting internet connection (Arif Surahman, Tri Wartono, Lily Setyawati Kristianti, Laila Listiani Putri, 2020).

- b. Business, an online platform-based business, is growing during this COVID-19 pandemic, by developing product innovation and supported by online applications based on E-Commerce (Taufik & Ayuningtyas, 2020).
- c. WFH (Work from Home), there are disciplines that conduct seminar programs with an effort to motivate the community to keep working from home, provide tips for managing finances during the large-scale social restrictions that are being carried out, Residents are also equipped with various kinds of information and strategies on how to stay productive while at home (Arif Surahman, Tri Wartono, Lily Setyawati Kristianti, Laila Listiani Putri, 2020).

2. Negative impact

- a. Student learning process, there is no effective influence in the virtual communication process in students' online learning (Shadiqien, 2020). These obstacles include the low motivation of students to participate in online learning and lack of discipline, lack of facilities and infrastructure in the form of tools and materials to carry out the online learning process, parents cannot fully accompany their children because they have to work.
- b. Business, during the Covid-19 pandemic, many business people experienced a decline in their conventional (offline) business activities, including the public transportation business, tourism, hospitality, shopping centers that focus on customer visits (Taufik & Ayuningtyas, 2020).
- c. PSBB (Large-Scale Social Restrictions), this policy will affect national economic growth such as limiting shopping center opening hours, reducing trade transactions and public transportation. there are still many people who do not want to comply with the government's call for PSBB, this is based on cognitive bias, optimism bias, emotional bias, and the Dunning-Kruger effect (Buana, 2020). While the goal of the government itself to carry out PSBB is to prevent the possibility of a wider spread of the virus (Haekal et al., 2020).

4. Conclusion

Dramatari Ramayana is a classic story that describes the story of Rama and Sita, this story is used as a reference in studying the values of life. Until now, the Ramayana story has become a timeless story because the character of the story is not rigid and easy to follow the times (Anggoro & March, 2018). The strategy is aimed at attracting the younger generation to want to preserve Indonesian culture by improving technology in the tourism sector through increasingly advanced technology, such as websites, social media, online advertising, web forums, and mobile applications. With this, the perception and interest of the younger generation towards traditional arts, especially wayang art, is easier to accept.

Since the Covid-19 pandemic, there are many online platforms that are needed to support the welfare of the community. This is inseparable from the role of digital marketing in the industrial era 4.0 (Warmayana, 2018). The existence of the online platform itself is mostly used for the student learning process, business, and WFH (Work from Home) activities

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