

Systematic Literature Review the Role of E-Commerce in Reog Ponorogo Art Crafters

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Abstract

Reog Ponorogo is one of the traditional performing arts, reog art has now become part of the world's cultural wealth and has been recognized by UNESCO as one of the world's cultural heritages. This is an opportunity for most e-commerce companies to present the market in the form of buying and selling products online. Moreover, the world is currently being hit by the Covid-19 pandemic, the government is making efforts to prevent the spread of this virus by implementing social restrictions to reduce direct public interaction. This study uses a literature study with a period from 2007 to 2021. The method used in this study is the Systematic Literature Review (SLR) method. The results of this study indicate that e-commerce has a positive impact on the economic sector, especially for reog ponorogo craftsmen and e-commerce can promote reog ponorogo MSME products and can increase production productivity of reog ponorogo MSME.

Keywords

Reog Ponorogo, E-commerce, Covid-19, Systematic Literature Review (SLR)

1. Introduction

Reog Ponorogo is one of the traditional performing arts that has become the center of public attention, both locally, nationally and internationally and is one of the traditional performing arts that has become the center of attention of the community. the center of public attention. cultural arts that have the power to become a national cultural identity.(Bahruddin, 2020)(Supriadi & Warty, 2015) The development of reog art has now become part of the world's cultural wealth and has been recognized by UNESCO as one of the world's cultural heritages,World Heritage.(Harsono et al., 2020)(Achmadi, 2014)(Sulton, 2019) This led to the emergence of many businesses. Micro, Small and Medium Enterprises (MSMEs) scattered in Ponorogo City, reog craftsmen as one of the MSMEs in Ponorogo have helped a lot to encourage economic growth and reduce unemployment. (Kristiyana & Rapini, 2017)

Coupled with the rapid development of information and communication technology, both in terms of speed and ease of accessing the internet, it has inspired the business world to use it as the main medium in marketing products and services.(Nofri & Hafifah, 2018)(Sidharta & Suzanto, 2015) One of the applications of Information and Communication Technology (ICT) and the internet in the field of business and trade is electronic commerce (e-commerce).(Jauhari, 2010) Especially in the face of the covid-19 pandemic due to limited human capital and understanding business, not a few MSMEs went bankrupt during the covid-19 pandemic.(Sugiarti et al., 2020) MSMEs that wanted to survive began to turn to online businesses to replace income obtained offline, due to restrictions on human movement during the covid-19 period due to the covid-19 pandemic. 19 does not only have an impact on the health or medical sector, but business people are also affected, it's no wonder with the covid-19 emic pandemic, many changes in activities outside the home are now limited and replaced with online activities. also resulted in changes in people's behavior in their role as consumers.(Nurfadilah, 2021)

This paper was prepared using the SLR (Systematic Literature Review) method. And the purpose of the SLR is to identify, review, evaluate, and interpret all existing research.(Triandini et al., 2019) This paper was created to provide a systematic review of articles published from 2007 to 2021. Consumer behavior of e-commerce during the covid-19 pandemic and the role of e-commerce. reog ponorogo craftsman trade.

1. Literature Review

2.1 Reog Ponorogo

Reog Ponorogo is a branch of theater art that uses humans, nature, acting, scenes, sound, and music as the medium, and uses the senses of the audience of sight, hearing, and uses three dimensions, time, and dimensions.(Hasanah, 2012) This performing art is a folk theater which is often staged in procession in places or open events.(Supariadi & Wardo, 2015) Reog ponorogo is a folk dance art originating from the city of Ponorogo, East Java, which features a convoy of dancers in the form of group leaders (warok), giant figure dancers (barongan), mask dancers (tembem), horse dancers (jathil), clan dancers, and musicians. gamelan instruments (gongs, kethuks, wooden trumpets, drums, and kempul) as well as theatrical acts of the Kingdom of Bantarangin featuring the love story of King Kelono Sewandono and Princess Dewi Songgolangit. (Achmadi, 2014)(Sulton, 2019)(Sidhartani, 2018)(Prasetyo & Hidayat, 2019) There are two types of reog ponorogo art, namely reog performance art and reog obyogan art, this reog performance art uses standards and is based on clan plays, while reog obyogan art is art that lives in the countryside although it is also staged but not staged. use standard. (Kristina, 2017)(Suyudi, 2017)

2.2 E-Commerce

E-commerce or electronic commerce is a trading process or process of buying and selling goods and services through an electronic system, in the process of transacting through e-commerce consumers will also make payments online by transferring funds.(Deni Apriadia, 2017)(Handayani, 2018) E-commerce is a routine business exchange using Electronic Data Interchange (EDI) transmissions, email, electronic bulletin boards, facsimile machines, and electronic fund transfers related to online shopping transactions.(Rakhmawati et al., 2021) Benefits and advantage of using e-commerce is for media promotion in order to increase sales volume, both for online and conventional sales.(Jauhari, 2010) E-commerce began to enter Indonesia in 1994 with the selection of IndoNet as the Internet Service Provider (ISP) in Indonesia. The presence of IndoNet as an ISP service service is a gateway for the use of telecommunications technology in all fields, one of which is the world of trade in Indonesia.(Irwansyah, 2021)

2.3 Corona Virus Disease (Covid-19)

Corona virus or commonly referred to as covid-19 is a disease outbreak that very dangerous, covid-19 is one part of the family of viruses that cause disease in animals or humans.(Permadi & Sudirga, 2020)(Kusumadewi et al., 2020)(Fauziyah, 2020) Corona virus is a group of viruses that come from sub families Orthocoronavirinae in the

family Coronaviridae and the order Nidovirales. (Saidah, 2020) Coronavirus is an infectious disease caused respiratory syndrome coronavirus 2 (Sars-CoV-2).(Yenti Sumarni, 2020)(Fitria & Ifdil, 2020) This virus spreads quickly, a person can get covid-19 in various ways, namely by accidentally inhaling splashes of saliva from a Covid-19 patient sneezing or coughing, holding the mouth or nose without washing hands first after touching an object that has been splashed with saliva from a Covid-19 patient.(Nuzul et al., 2021)(Yamali & Putri, 2020)

2.4 Consumer Behavior

Consumer behavior is a process carried out by a person in finding, buying, using, evaluating and acting after consuming products, services or ideas that are expected to meet their needs.(Rohmah, 2020)(Situmorang, 2021) Consumer behavior is related to a series of processes in which each individual tries to fulfill his or her needs to benefit from products and services. (Ridaryanthi, 2014) There are two types of consumer behavior, namely rational and irrational, rational nature prioritizes the mind and logic of consumers while irrational nature is driven by mere lust, such as seeing items that are on discount and will immediately buy them without thinking (Rohmah, 2020)

3. Methodology

The research method used in this study is Systematic Literature review which is a research method that examines a particular topic that emphasizes single questions that have been systematically identified, assessed, selected and concluded in accordance with what has been stated previously determined evidence based criteria of quality research relevant to the research question.(Latifah & Ritonga, 2020) This study uses a Systematic Literature Review (SLR) approach with data sources coming from indexed journal literature that has an electronic ISSN (International Standard Serial Number) which has been published via the internet with the code E-ISSN.

Search and Selection

Search and research of relevant articles is carried out sequentially to find new articles so that there are no duplicate articles with keywords used by E-commerce and Reog Ponorogo. Relevant sources are then stored in the Mendeley software for reference management to facilitate article selection. The specified inclusion criteria are a). Literature published from 2007 to 2021, b). Literature is included in the category of journals, c). Literature can be accessed in its entirety. From the inclusion screening process, there were 42 literatures that are relevant to the research top

4. Results and Discussion

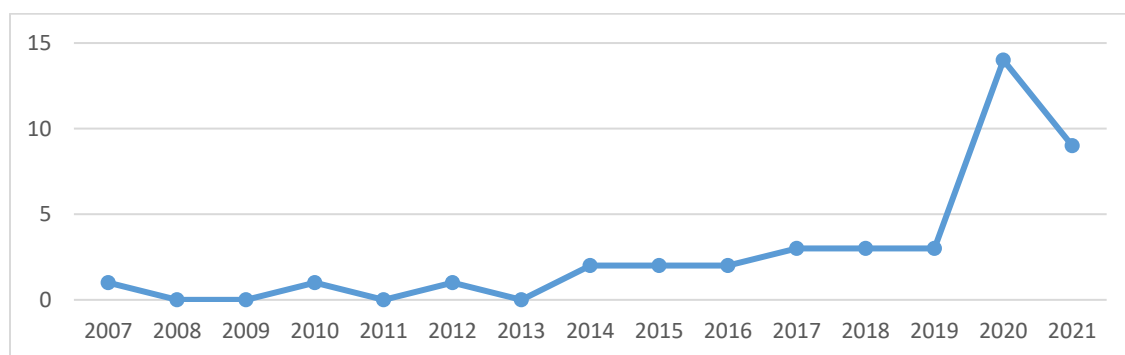


Figure 1 Publication of Articles by Year of Publishing
Source: Journal Collection, processed by the author (2021)

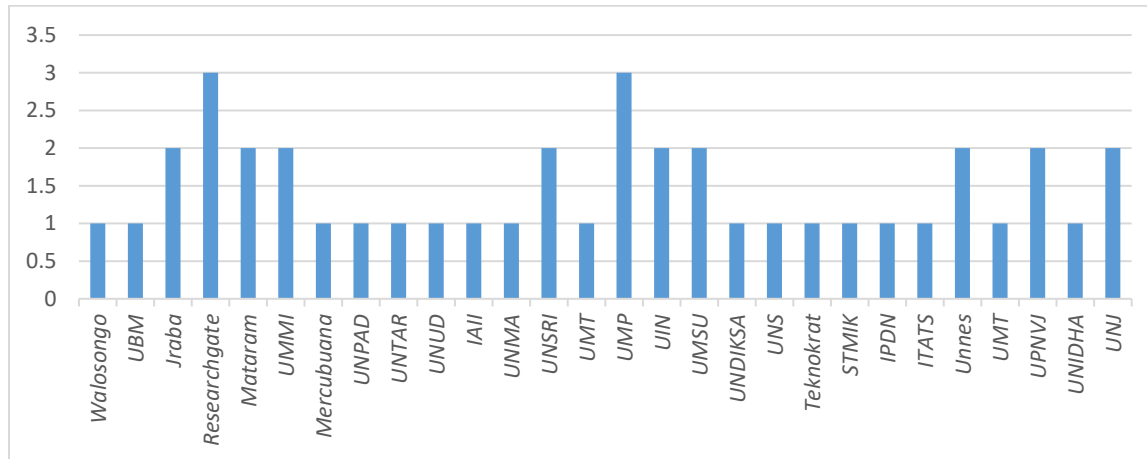


Figure 2 Descriptive analysis of literature by publisher
 Source: Journal Collection, processed by the author (2021)

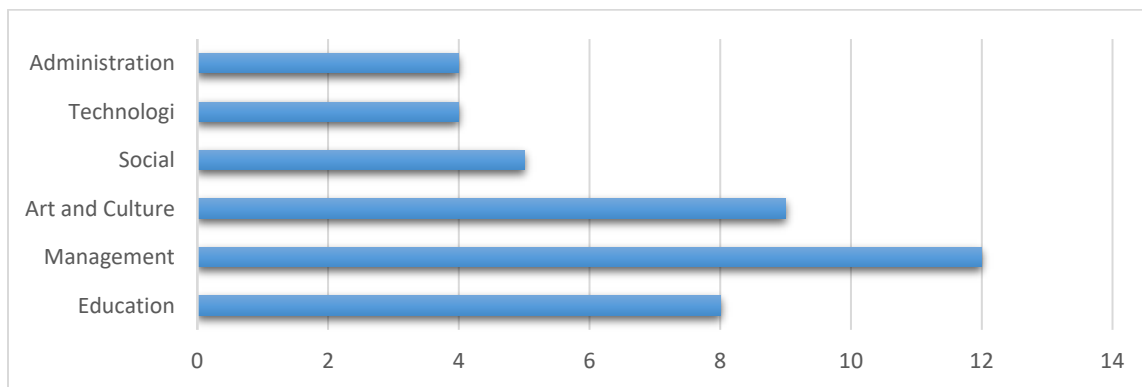


Figure 3. Analysis of Literature Descriptive Based on the Scientific Background of the Researcher (Author)
 Source: Journal Collection, processed by the author (2021)

Based on the search results of 42 articles. The author found 10 articles that discuss consumer behavior towards e-commerce during the covid-19 pandemic

| Author & Year | Research result |
|--------------------|--|
| (Irwansyah, 2021) | The emergence of e-commerce platform in the middle of the Indonesian society into a new alternative that allows the behavior patterns of public spending during the period the covid-19 pandemic |
| (Chaniago, 2021) | Resulted in a change in Shopee consumer behavior in the city of Bandung during the covid-19 pandemic. Based on Shopee consumer data, this increased during this pandemic because consumers feel worried or afraid if they shop directly at the seller's place, activities outside the home are also limited. |
| (Situmorang, 2021) | Results that have an influence on consumer behavior on the use of electronic money (digital wallets) as a means of payment during the Covid-19 pandemic in the city of Medan |

| | |
|-----------------------|---|
| (Aulia, 2020) | Results that Covid-19 Pandemic has increased the use of digital wallets towards consumerism tendencies consumers to use electronic transactions that are more appropriate and efficient for use during the pandemic. |
| (Rohmah, 2020) | Produces that financial literacy can be a preventive measure against disasters such as the COVID-19 pandemic and consumers in Indonesia at the beginning of the pandemic took panic buying actions and experienced changes in the way they shop. |
| (Dewi & Kusuma, 2021) | The results show that online marketing has a significant effect on buying interest. Moderation testing results in consumer behavior variables weakening the relationship between online marketing variables and buying interest. |
| (Alfin, 2021) | The results of this study provide various strategies that can be carried out by business actors, including selling e-commerce, doing digital marketing, improving product and service quality, and establishing good relationships with consumers or establishing customer marketing relationships. |
| (Rachmadi, 2021) | The results of this study indicate that the pandemic has not reduced consumers to shop for products online during the pandemic. |
| (Nurfadilah, 2021) | The results show that changes in consumer behavior can be influenced by 4 factors, namely: lifestyle factors, motivational factors, social factors, and learning factors. |
| (Eri Mardiani, 2020) | Produces that people are very enthusiastic to make purchases using e-commerce transactions significantly because it makes it easier for people as buyers and as sellers to get information about what is needed and make transactions and provide satisfaction to their consumers. service. |

From the table above, it is known that the role of e-commerce during a pandemic can affect consumer behavior in shopping, they prefer to shop online, consumers can shop more easily without the hassle of leaving the house. Perceived benefits and psychological factors have a positive and significant effect on online buying behavior. In addition, the world is currently being hit by the covid-19 pandemic, one of which has an impact on meeting needs, this led to a positive response from the public who switche to buying and selling transactions through e-commerce.

Based on search results of 42 articles. The author found 4 articles discussing the role of e-commerce in the art of Reog Ponorogo.

| Author & Year | Title | Research result |
|------------------------|---|---|
| (Fauzan Masykur, 2016) | I'm Smart E-Commerce UMKM Reog Ponorogo | Produce Smart E-Commerce application system can promote SMEs handcraft products and increase production productivity of SMEs reog ponorogo |
| (Masykur et al., 2016) | Rancang Bangun Samrt E-Commerce Pada Program Ipteks Bagi Masyarakat (IbM) Untuk Meningkatkan Pemasaran Produk | Generating the need for technology transfer to SMEs partners handcraft reog Ponorogo, it is necessary to create a Smart E-Commerce application system that is able to |

| | | |
|-----------------------------|--|---|
| | Handicraft Reog Pada UMKM di Kabupaten Ponorogo | promote and market SMEs handcraft reog products that lead to the use of information technology. |
| (Maryono, 2007) | Reog Kemasan Sebag Aiaset Pariwisata Unggulan Kabupaten Ponorogo | Producing reog undergoes changes by packaging it so that it can better meet people's tastes, one of the attractions of art tourism in an effort to preserve culture and as a support for the development of the tourism sector |
| (Kristiyana & Rapini, 2017) | Dinamika Usaha Pengrajin Reog Ponorogo | Research shows that reog craftsmen as one of the SMEs in Ponorogo which has its own uniqueness that produces a set of reog with all its attributes have also helped a lot to encourage economic growth and reduce unemployment. |

From the table above, it is known that the reog craftsman as one of the SMEs in Ponorogo has helped a lot to encourage economic growth and reduce unemployment.(Kristiyana & Rapini, 2017) In addition, reog craftsmen also play a very important role in the art of reog ponorogo which carries the name Ponorogo so that it is known by the Indonesia and abroad. (Masykur et al., 2016) With the reog there was a national reog festival, new hotels began to appear in Ponorogo, entrepreneurs ranging from restaurants, clothing, housing, services to banking financial institutions also opened business branches in Ponorogo, so that economic growth Ponorogo is increasing, the contribution of the reog art is very strategic in building the economic growth of the Ponorogo area.(Kristiyana & Rapini, 2017) The existence of e-commerce is a platform that can support online trade and business as well as provide a sense of security in transactions for both sellers and buyers.(Masykur et al., 2016) Market the business carried out by reog craft SMEs can be more effective and efficient with the support of an online network that reaches global marketing.(Fauzan Masykur, 2016)

5. Conclusion

In Indonesia, e-commerce has a significant effect on society as a means of fulfilling needs. E-commerce has a positive impact on the economic sector, especially for reog ponorogo craftsmen, e-commerce can promote reog ponorogo SMEs products and can increase the productivity of reog ponorogo SMEs production. By implementing an e-commerce system for MSMEs, namely being able to do marketing with a wider reach without distance and time limits, communication between SMEs managers and consumers can be done via the internet so that it is faster and cheaper. information technology products that can be utilized in the management of small businesses, both in terms of the interests of business actors and related parties in empowering small businesses.

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