

Applying *E-Commerce* in the Marketing Information System as a Tool to Increase *Ludruk* Art Income

Case Study at *Irama Budaya* Group, Surabaya

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Abstract: *Ludruk*, which comes from East Java province, is one of the non-agrarian art forms in Indonesia that still exists. *Irama budaya* is known as a famous *Ludruk* group that is still actively performing several live shows and has an official website, which can be easily accessed by all people. The current income of this group is obtained from the number of shows produced. Based on this, the amount of income received between March 2016 and May 2016 had increased by 40.63%. This escalation rate was not comparable with the regional minimum wage standard (UMR) of Surabaya city. This research used a qualitative approach with ethnography method to analyze the current marketing information system. As the result, there were some weaknesses in this system due to the low amount of marketing media and the lack of product mix. Therefore, *Irama Budaya* need to design an e-commerce facility in the marketing information system to increase its amount of income, such as by giving extracurricular activities in national junior high school in order to expand the range of audiences and players, producing education materials about *Ludruk* through YouTube programs, etc. Further research about budgeting in the operational system should be done to fulfill the comparability and timing in accounting principles.

1 INTRODUCTION

Ludruk is a traditional drama art form originating from East Java province. This art form showed the real everyday lives of people (*wong cilik, abangan*) like pedicab drivers, village patrols, drivers, stories of struggles, etc. Besides that, the performance of this art form was usually interpolated with jokes and accompanied by the music of the *gamelan* (Azali, 2012; Sutarto, 2009). Sutarto (2009) also told that *Ludruk* in ancient times was used as a tool to raise the spirit for war and an entertainment media for Indonesian society under the occupation of the Dutch and Japanese. On the other hand, the current function of *Ludruk* has shifted into a form of moral and character education for its viewers (Azali, 2012).

Irama Budaya is one of the *Ludruk* groups that still survive, based on data obtained from the Department of Culture and Tourism of Surabaya City, and it is actively performing every Saturday night. Deden Irawan as the leader of this group

illustrated the current condition of this art as “Hidup Segan Mati Tak Mau”. Furthermore, the size of audience and the total of income in every performance during the period from April to May 2016 can be seen in table 1 (based on internal data).

Table 1: The size of audience and revenue of *Irama Budaya* based on type of story performed, 2016.

Type of Story	Size of Audience	Revenue (in Rupiah)
Tragedi Bumi Rungkut	7 persons	Rp. 70.000
Gerhono	14 persons	Rp. 140.000
Sarip Tambak Oso	11 persons	Rp. 110.000
Sawunggaling	12 persons	Rp. 120.000
Petruk	19 persons	Rp. 190.000
Sogol	14 persons	Rp. 140.000

Based on the previous data, we can review that the total amount of revenue was lower than the current standard of regional minimum wages in Surabaya city. This situation was caused by the lack

of marketing media and product mix given by the *Irama Budaya* group, reflecting from a non-updated website and the last activity on YouTube as a marketing media in the form of video. As additional information, the last update on that website was January 18 2016 and the last updated activity on YouTube was the end of January 2016.

Besides that, the current marketing process (selling system) of *Irama Budaya* in every show performance can be seen in figure 1.

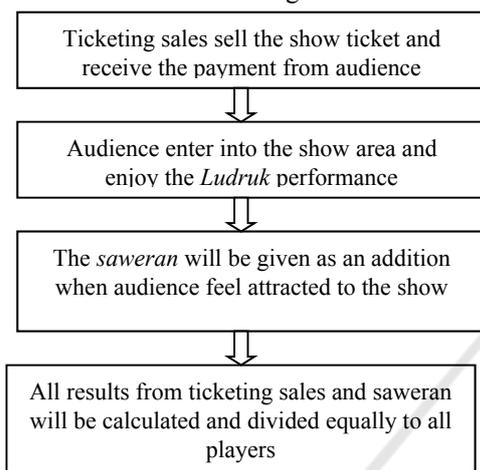


Figure 1: The current marketing system of *Irama Budaya*, 2017.

In conclusion, e-commerce can be implemented as a new marketing media through using the new product lines in order to decrease the ineffective days of the *Irama Budaya* group. Therefore, this current research will explain the applying of e-commerce in the marketing system as a tool to increase the *Ludruk* art form's income. Further research about budgeting through using cost and benefit analysis can be created to help that group in projecting future revenue.

2 LITERATURE REVIEW

2.1 Previous Research

In supporting this current research, we used five previous international journal articles. First, Ashmarina et al. (2014) stated that a marketing information system is a primary aspect in a management system. Second, this system was also important in the marketing process of an organization as an effort to increase customer satisfaction (Farshad et al., 2013). Third, Hassan et al. (2015) agreed that the increasing of customer

satisfaction was supported by the development of technology. Fourth, e-commerce is one of the development technologies that can help to progress business development and environmental aspects in the future (Ramadhani, 2011). Fifth, Bal and Bicen (2017) suggested that using websites and social media are essential tools adopted nowadays for business aims.

2.2 Accounting Information System in Marketing

Krismiaji (2010) said that the accounting information system in marketing is a part of repeat business activities and information process activities (income cycle) that has a relationship with the delivery of goods and services to customers and the receipt of payment. Besides that, there is a structure in the marketing process that described the interaction between humans, tools, methods, and controls designed for reaching specific purposes (Gelinis and Dull, 2012).

2.3 Marketing Information System

The marketing information system is recognized as a branch of the management information system and used as a tool to process and distribute information in order to make the correct and quick decision (McLeod and Schell, 2007). MacLeod and Shell also stated that the system can help the company to identify customer needs and to develop products or services in order to fulfill the customer's needs, to maintain and to increase the quality, and to sell the products or services. Besides that, a system draws from any subsystems that consist of input, database, and output. Furthermore, a marketing information system has input subsystems such as a transaction processing system, marketing intelligent subsystem, and marketing research subsystem. This subsystem will be stored and processed to be an output subsystem such as products, promotions, prices, places, integration mixes, etc.

2.4 E-Commerce System

Laudon (2007) stated that e-commerce is a part of e-business relating to marketing and purchasing through the internet. It allows commercial transactions between many individuals and organizations. The benefits of e-commerce are available everywhere, with global reach, universal standard, and rich benefits, and being interactive and full of information. He also classified e-commerce

into three types: business to customer (B2C); customer to customer (C2C); and business to business (B2B). Besides that, social media is up-to-date in the development of web technology that can help people easily communicate, highly participate, mutually share, and make an online channel.

3 RESEARCH METHODOLOGY

This current research used a qualitative approach by applying an ethnography method to gain descriptive information about the marketing system in the *Irama Budaya* group. The design of the current research is adopted from the ethnography steps explained by Cresswell (2012). The components of this current research consist of twelve steps as follows:

1. Determining the informants by using five minimum requirements in choosing them, i.e. 1) full enculturation, 2) direct involvement, 3) unknown cultural situation, 4) sufficient time, and 5) non-analytically.
2. Interviewing the informants through paying attention to three elements as follows: 1) explicit purpose; 2) ethnography explanation; and 3) ethnography questions.
3. Making ethnography notes that include field notes, image recording devices, artefacts, and other things in order to describe the cultural situation. Besides that, the ethnography notes contain a short report, an expanded report, field research journals, and analysis and interpretations.
4. Asking descriptive questions that can be chosen from five types as follows: grand tour question, mini tour questions, example questions, experience questions, and original language questions.
5. Analyzing the ethnography interview by applying the sequences as detailed: 1) problem choosing; 2) collecting cultural data; 3) analyzing cultural data; 4) formulating an ethnography hypothesis; and 5) writing ethnography.
6. Making the domain analysis consisting of some elements such as cover term, semantic relationship, included terms, and boundary.
7. Asking structural questions that adopt some principles like concurrence, explanation, repetition, context, and cultural framework.
8. Making the taxonomic analysis by applying some steps: 1) choosing the domain; 2) identifying the substitute framework; 3)

searching the subset; 4) looking for the large domain; and 5) making temporary taxonomy.

9. Asking the right questions in order to find the different symbols.
10. Making the component analysis that is related to cultural symbols.
11. Finding the cultural theme.
12. Writing an ethnography.

4 ANALYSIS

4.1 Determining the Informants

In this current research, we chose a purposive sampling method to determine the informants. The informants are:

1. Deden Irawan, the leader and the treasurer of *Irama Budaya* group, who has the responsibility in coordinating all players, determining the show title and schedule, and marketing with external parties about their *Ludruk* service.
2. Cak Eko, a *Ludruk* humanist, who has a role as a facilitator to develop the marketing media. Besides that, he is a freelance player.
3. The students of 45 National Junior High School in Surabaya who followed an extracurricular activity of *Ludruk* as a media to accommodate the demand of current young generations.

4.2 Interviewing the Informants

In this phase of this current research, we selected three related parties who have been actively involved in *Irama Budaya* for the past five years. The interview process can be explained as follows:

1. The first informant is Deden Irawan, who has been interviewed three times: April 24 2016; August 17 2016; and October 9 2016. The interviews took place in the building of the *Irama Budaya* group at Taman Hiburan Rakyat, Surabaya to obtain information such as the revenue information system, the accounting information system, and the distribution process of revenue to the players.
2. The second informant is Cak Eko, whose interview process took place on November 28 2016 at *pendopo* of Taman Hiburan Rakyat, Surabaya to get more information related to the marketing media and products.
3. The third informant source is a group of students of 45 Junior High School in Surabaya who followed the extracurricular activity of *Ludruk* from November 7 to November 8 2016 at

pendopo of Taman Hiburan Rakyat, Surabaya, to get any recommendations to develop the art of *Ludruk* in the future.

4.3 Making Ethnography Notes

The third step of this current research is writing ethnography notes to provide a descriptive explanation about the current marketing system of the *Irama Budaya* group. This research was done from March 2016 until January 2017. At the beginning, we did an initial survey about the *Ludruk* art form and the active *Ludruk* groups in Surabaya. Then, we chose the *Irama Budaya* group, which is still active in performing and which has some problems related to its business activity, especially in its marketing system. Next, we continued to the preliminary survey to get more information from the leader and treasurer of the *Irama Budaya* group related to the business process, organizational structure, vision and missions, etc. At the end, we selected the students of 45 Junior High School in Surabaya who followed the *Ludruk* extracurricular activity as the last informants, who can provide any suggestions in connection with the development of future *Ludruk*, and one of the *Ludruk* humanists who can explain more in terms of marketing information about the *Irama Budaya* group.

4.4 Asking the Descriptive Questions

The descriptive question asked in this current research has been asked in an attempt to address the marketing system (figure 1) of *Irama Budaya* group. In addition, there was no recording process of income accepted at every show.

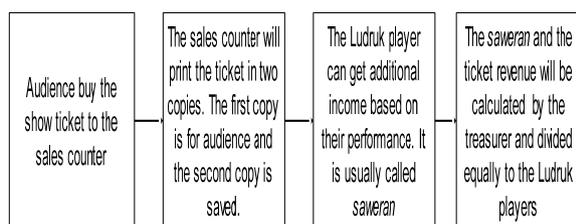


Figure 2: The marketing system of *Irama Budaya*, 2016.

This question is also used to know more about the activity inside of that group and the culture implemented in that group.

4.5 Analyzing the Ethnography Interview

All directions that have been given by all informants must be followed in order to describe the business process and environmental management of the *Irama Budaya* group in the marketing system.

4.6 Making the Domain Analysis

The domain of this current research encompassed the overall components in the marketing system, consisting of:

1. The recording system of revenue.
2. Marketing information subsystem (price, product, and place).

4.7 Asking the Structural Questions

The structural question will help to get all knowledge from the informants to sharpen the information about the current marketing system, covering the recording process and the output system relating to price, product, and place.

4.8 Making the Taxonomic Analysis

The process of taxonomic analysis consisted of two steps that can be explained in more detail as follows:

1. The first step is to determine the domain of current research, which is the marketing information system, especially the recording system.
2. The second step is to identify the proper substitution framework in analyzing. This current research used an accounting information system in an attempt to analyze the current marketing system.

4.9 Asking the Contrary Questions

The contrary questions based on this current research have been asked to the leader of the *Irama Budaya* group, who played a primary role in the marketing system. These questions covered the current marketing systems and procedures, the using of documents, the implemented technologies, the aims and values of the current system, the related staff members, the sources used, and the contingency.

4.10 Making the Component Analysis

The component analysis used in this current research implemented all theories, which has been explained in the Theories section, and gathered all data obtained from the field research.

4.11 Finding the Cultural Theme

The current cultural theme of the marketing system in the *Irama Budaya* group is adopted from the values of Javanese culture.

4.12 Writing an Ethnography

Ludruk was derived from two areas: land area and sand areas. In sand areas, there were some *waria* players in the *Ludruk* performance. It happened because the sands people consisted of sand searchers in the Brantas River located in Jombang. Therefore, the female roles were played by male players through using women's attributes. It caused the current *Ludruk* to have some *waria* players. On the other hand, the players of *Ludruk* from land areas also used *waria* as players because of the Islamic *syiar*, which prohibited any women to be involved in the performance. This culture was like the *Sandur* culture in Madura.

Based on the historical story, *Ludruk* was used as a struggle tool to deliver any messages for society. In current times, this art form has been considered outdated and has started to be abandoned by society because this art cannot follow the era of development. Therefore, *Ludruk* must be expanded as a learning media and not only as a story. The *Ludruk* performance that was given by the *Irama Budaya* group has almost no audience at every show.

According to the current situation of *Ludruk*, a new innovation in the marketing system is very much needed by the *Irama Budaya* group to distribute all the messages based on the performance aim. That innovation can be started by introducing the art of *Ludruk* to the students in all schools through extracurricular activities. The sample of this current research used students of 45 Junior High School in Surabaya because many students followed this activity as a media for self-development and this developed their love of local culture, especially *Ludruk*.

5 CONCLUSIONS & RECOMMENDATION

5.1 Conclusion

Based on the result of the analysis and the implemented theory of this current research, there are some conclusions, which can be summarized as follows:

1. The accounting information system of the *Irama Budaya* group still has some deficiencies, such as:
 - a. No recording and reporting system of income received at every performance, which can lead to corruption.
 - b. The absence of a revenue-sharing system to the players based on income received.
 - c. Costs such as training costs, rent costs, and warehouse costs never being recorded.
2. Based on the marketing research subsystem, there were some weaknesses, such as:
 - a. The lack of a product mix of *Ludruk* that can be used as a learning media for the young generation and a way to attract people to love this art form.
 - b. The place of performance never being considered in the strategy to increase the size of audiences.
 - c. The price of show tickets has stayed the same as the market price but this was not supported with the number of audience members. The greatest amount of income was derived from *saweran*.

5.2 Recommendation

Based on the conclusion of this current research, we try to give some recommendations for the management of the *Irama Budaya* group based on two aspects, as follows:

1. Management Aspects:
 - a. *Ludruk* can be used as a learning media for current students in every education level in order to increase their sense of love and pride toward traditional and local art.
 - b. The *Irama Budaya* group should use our suggestion of completing a business process diagram with internal controls and accounting (see figure 3).

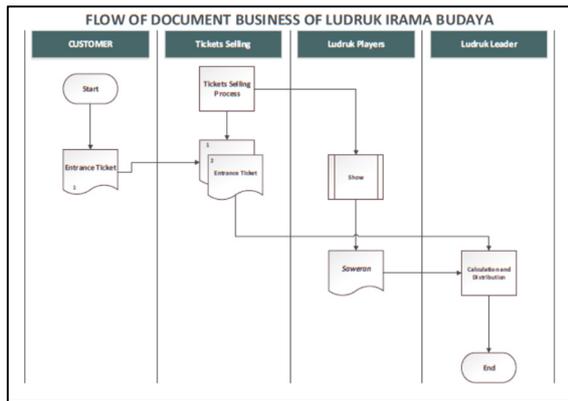


Figure 3: Business process diagram (BPD), 2016.

2. Marketing Information System Aspect:

- a. Creating an entity relationship diagram (ERD), which can be seen in figure 4 and figure 5, for ticket sales and audience appreciation (*saweran*) as an internal marketing record.

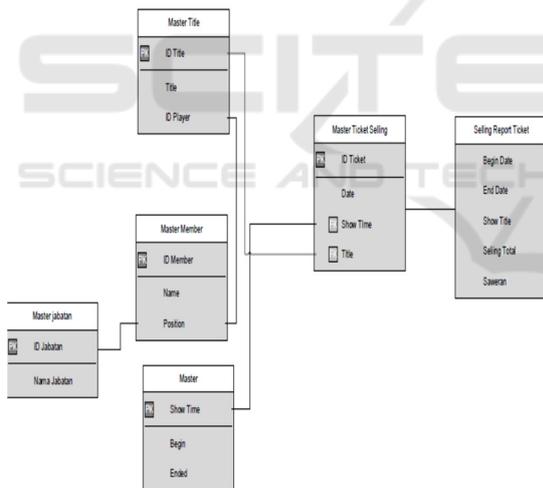


Figure 4: ERD of ticket sales, 2016.

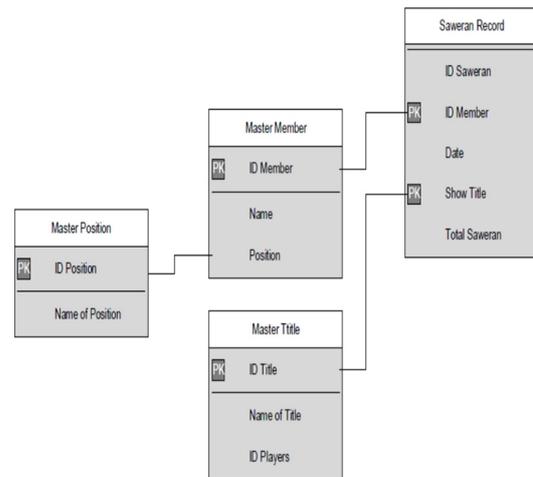


Figure 5: ERD of audience appreciation (*saweran*), 2016.

- b. Analysis of similar competitors as a basis to take a decision and to determine the marketing strategy.
- c. Gathering all data relating to the problems that can be used as a basis to analyze and solve the problems.
- d. Market observation should be done in order to make it easier for people to get the desired values of the *Ludruk* performance.
- e. Place of performance can be used as one of the factors to increase the profit received by the *Irama Budaya* group.
- f. The price of *Ludruk* performance must be recalculated as a strategy to increase the income. An entity relationship diagram (ERD) of customer desire (figure 6) can be applied to measure the price determination.

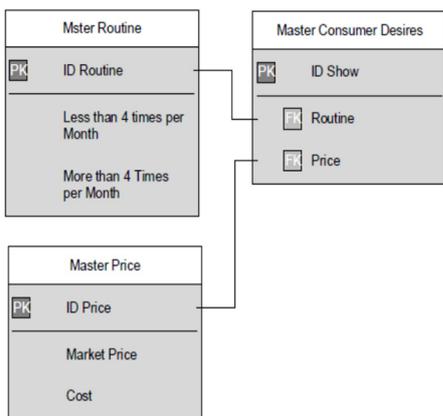


Figure 6: ERD of customer desire, 2016.

g. The marketing decision should be implemented through using the ERD of the marketing decision subsystem (figure 7) in maximizing the income source from competitor analysis, company ability analysis, and market needs analysis.

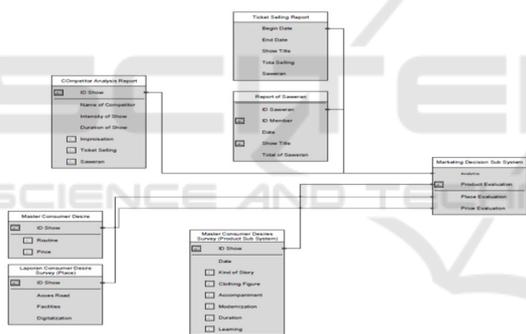


Figure 7: ERD of marketing decision subsystem, 2016.

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