



A Bibliometric Analysis and Systematic Review on Financial Literacy, Brand Shopee, Bisnis Online and E-Marketplace

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Article Info	Abstract
Article History Received: 2024-05-07 Revised: 2024-06-27 Published: 2024-07-03 Keywords: <i>Financial Literacy; Brands Shopee; Marketplace; Online Business.</i>	<p>This research aims to discover how Shopee compares its products to grow a new economy in the digital era. The article's writing uses a qualitative analysis method through a literature study with data collection techniques using a database cited Scopus Self-managed remote access. The "co-occurrence" data type uses the "full counting" method, which is then carried out using "bibliometrics" in "VOSviewer" software based on descriptive metadata, identifying or describing title and abstract elements with the keyword shopee for the 2015-2024 period. There are 121 articles, which are then analyzed using descriptive analysis. The research results show that publications about Shopee have increased. Indonesia, with the highest production on this subject, stands out as the country with the most publications on all the analyzed topics, followed by other countries. Most articles' primary areas of study are computer science, decision-making, business, management and accounting, social science engineering, and mathematics. In this field of study, identifying the main concepts related to it shows that Shopee's financial literacy branding has a management system that can improve strategy and competitiveness in growing the new economy in the digital era. Economic growth in electronic markets stands out due to the emergence of digital platforms that will enhance conditions for buyers and sellers, with digital marketing and sales focused on promoting and commercializing products in electronic markets.</p>
Artikel Info	Abstrak
Sejarah Artikel Diterima: 2024-05-07 Direvisi: 2024-06-27 Dipublikasi: 2024-07-03 Kata kunci: <i>Literasi Keuangan; Merek Shopee; Pasar; Bisnis Online.</i>	<p>Penelitian ini bertujuan untuk mengetahui bagaimana Shopee membandingkan produknya dengan pertumbuhan ekonomi baru di era digital. Penulisan artikel menggunakan metode analisis kualitatif melalui studi literatur dengan teknik pengumpulan data menggunakan database yang dikutip Scopus Self-managed remote access. Tipe data "co-occurrence" menggunakan metode "fullcounting" yang selanjutnya dilakukan dengan menggunakan "bibliometrics" pada software "VOSviewer" berdasarkan metadata deskriptif, mengidentifikasi atau mendeskripsikan judul dan elemen abstrak dengan kata kunci shopee tahun 2015- periode 2024. Terdapat 121 artikel yang kemudian dianalisis menggunakan analisis deskriptif. Hasil penelitian menunjukkan bahwa publikasi tentang Shopee mengalami peningkatan. Indonesia, dengan produksi tertinggi mengenai topik ini, menonjol sebagai negara dengan publikasi terbanyak mengenai semua topik yang dianalisis, disusul oleh negara-negara lain. Bidang studi utama sebagian besar artikel adalah ilmu komputer, pengambilan keputusan, bisnis, manajemen dan akuntansi, teknik ilmu sosial, dan matematika. Pada bidang kajian ini, identifikasi konsep-konsep utama yang terkait dengannya menunjukkan bahwa branding literasi keuangan Shopee memiliki sistem manajemen yang dapat meningkatkan strategi dan daya saing dalam menumbuhkan ekonomi baru di era digital. Pertumbuhan ekonomi di pasar elektronik menonjol karena munculnya platform digital yang akan meningkatkan kondisi bagi pembeli dan penjual, dengan pemasaran dan penjualan digital yang berfokus pada promosi dan komersialisasi produk di pasar elektronik.</p>

I. INTRODUCTION

Financial literacy in the trade sector contributes to economic growth in the digital era which is currently undergoing a transformation into digital/e-commerce with transactions carried out using the internet and making it easier to transact online so that the trade process

becomes easier through websites and applications (Manik, N., et al., 2019). This is based on the increase in internet users, making it easier for business people to develop their business land. Based on the Association of Indonesian Internet Service Providers (APJII) explaining internet penetration survey results from 1998 to

2023 that internet users in the 2022-2033 period reached 215.63 million people and continued to increase by 2.67% from the previous 210.03 million users. This is equivalent to 78.19% of the total population in Indonesia of 275.77 million (Generasi, B, et al., 2022)(Rizka Octavia, D., 2022).

Online transactions are an extension of modern business from producers to consumers who influence the human mindset in how to do it. Through the community as consumers, they can choose the desired goods and services for 24 hours without time limits and for potential customers who are far from the location, besides that with the help of various media smartphones or computers or laptops, the seller can spread production quickly and increase consumers and make it easier to distribute products. Online shopping is a way of shopping between producers and consumers virtually using internet communication technology by viewing the various products offered without having to meet (Fauziah, F., 2020).

E-Commerce is any form of commercial transaction or trade in goods and services using electronic media. The electronic media referred to here is internet-based electronic media. In transacting in E-Commerce, transactions are more practical without paper and do not meet directly from the parties to the transaction so that E-Commerce becomes a new economic driver in the field of technology. This commerce offers various advantages including access to potential buyers, reduced transaction costs, business and product visibility, price competition and comparison of offers and ease of international business.

Shopee is one of the youngest e-commerce sites that is growing rapidly in the online buying and selling market and officially entered Indonesia in 2015 with the advantage of returning goods or funds if the goods are not received not in accordance with the wishes of the buyer and providing free shipping features to send goods. In the e-commerce search category, the Top 4 e-commerce users are most interested in, totalling 34,510,800 every month (Doucet, 2008). Shopee's strategy to be able to compete and build branding awareness by conducting cyberbranding activities in building brand awareness to make a difference through delivering information, and creating interactivity according to user needs (Utaminingsih, S.L. & Sudrajat, R.H., 2021). The success of shopee branding financial literacy in the marketplace business model depends on its sustainability, for this reason, the purpose of this study is how

shopee branding its products so as to foster a new economy in the digital era using bibliometric software and conducting a systematic review including the number, type and subject area of documents published from 2015 to 2023 by identifying topics related to the shopee brand.

II. METHOD

The data collection technique in this study is a literature study using a database cited through Scopus Self-managed remote access with co-occurrence data type using the full counting method, then bibliometric analysis based on descriptive metadata, namely identifying or describing title and abstract elements with keywords ((TITLE-ABS-KEY(shopee) AND TITLE-ABS-KEY(business) AND TITLE-ABS-KEY(online)))) OR ((TITLE-ABS-KEY(shopee) AND TITLE-ABS-KEY(brand) AND TITLE-ABS-KEY(image)))) OR ((TITLE-ABS-KEY(shopee) AND TITLE-ABS-KEY(economic) AND TITLE-ABS-KEY(growth)))) OR ((TITLE-ABS-KEY(shopee) AND TITLE-ABS-KEY(e-commerce)))) OR ((TITLE-ABS-KEY(shopee) AND TITLE-ABS-KEY(financial) AND TITLE-ABS-KEY(literacy)))).

The search was for the period 2015-2024 using VOSviewer software to ensure the most relevant articles in discussing financial literacy, shopee brand, online business and marketplace that have an impact on economic growth. This research method is using qualitative method. This study uses a qualitative approach method that emphasises the analysis of inductive thinking processes related to the dynamics of relationships between observed phenomena, and always uses scientific logic to identify changes in research trends in selected topics including growth in the number of publications, main subject areas, articles by country.

The literature used during the research period 2015 to 2024 (Figure 1) recorded 121 research articles on shopee and there was an increase or decrease, in 2015 and 2016 there was no research on shopee published in scopus indexed journals, articles published starting in 2017 were 1 article, the highest number of articles in 2023 was 32 articles.

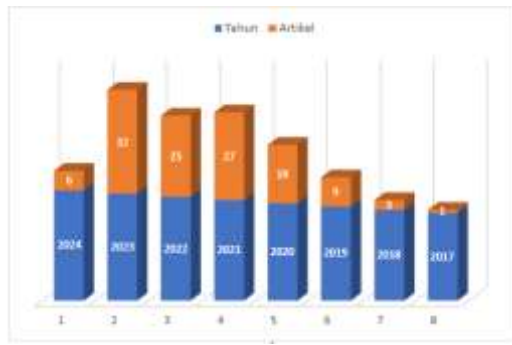


Figure 1. Number of Articles

III. RESULTS AND DISCUSSIONS

The articles as shown in Table 1, mostly belonged to computer science at 26.97%, decision making 17.43%, business, management and accounting 12.50%, engineering 12.50% and those in the least position were chemical engineering, multidisciplinary, chemistry, dentistry, neuroscience, toxicology and pharmacy, psychology. The study approach in the fields of business, management and accounting is a field that directly examines financial literacy, shopee brands, online businesses and marketplaces related to economic growth.

Table 1. Subject Area

Subjek area	Artikel	%	Total %
Computer Science	82	26,97	26,97
Decision Sciences	53	17,43	44,41
Business, Management and Accounting	38	12,50	56,91
Engineering	38	12,50	69,41
Social Sciences	26	8,55	77,96
Mathematics	20	6,58	84,54
Economics, Econometrics and Finance	8	2,63	87,17
Medicine	6	1,97	89,14
Physics and Astronomy	6	1,97	91,12
Energy	4	1,32	92,43
Environmental Science	4	1,32	93,75
Earth and Planetary Sciences	3	0,99	94,74
Agricultural and Biological Sciences	2	0,66	95,39
Arts and Humanities	2	0,66	96,05
Biochemistry, Genetics and Molecular Biology	2	0,66	96,71
Materials Science	2	0,66	97,37
Multidisciplinary	2	0,66	98,03
Chemical Engineering	1	0,33	98,36
Chemistry	1	0,33	98,68
Dentistry	1	0,33	99,01
Neuroscience	1	0,33	99,34
Pharmacology, Toxicology and Pharmaceutics	1	0,33	99,67
Psychology	1	0,33	100,00

Table 2. shows the number of publications whose articles are disclosed the most, namely the

Institute of Electrical and Electronics Engineers Inc. This journal contributed 47 articles (38.84%) in the period 2015 to 2024 with the document type of articles disseminated. Other journals IEOM Society 7 articles, Association for Computing Machinery 6 articles, Little Lion Scientific 6 articles, Growing Science 5 articles, MDPI, Success Culture Press, American Institute of Physics Inc. 3 articles each, Elsevier B.V., Inderscience Publishers, Institute of Physics, IOP Publishing Ltd, LLC CPC Business Perspectives, Springer Science and Business Media Deutschland GmbH 2 articles each and other journals contributed 1 article each.

Table 2. Journal Publishers

Publisher	Amount	%	Type dokumen
American Institute of Physics Inc.	3	2,48	Conference paper
Asociacion Internacional de Economia Aplicada	1	0,83	Article
Asian E F L Journal Press	1	0,83	Article
Association for Computing Machinery	6	4,96	Conference paper
Australian Society of Orthodontists	1	0,83	Article
Bina Nusantara University	1	0,83	Article
Bright Publisher	1	0,83	Article
EDP Sciences	1	0,83	Conference paper
Elsevier B.V.	2	1,65	Conference paper
Emerald Publishing	1	0,83	Article
Eskisehir Osmangazi University	1	0,83	Article
Growing Science	5	4,13	Article
IEEE Computer Society	1	0,83	Conference paper
IEOM Society	7	5,79	Conference paper
IGI Global	1	0,83	Article
Inderscience Publishers	2	1,65	Article
Institute of Advanced Science Extension (IASE)	1	0,83	Article
Institute of Electrical and Electronics Engineers Inc.	47	38,84	Conference paper
Institute of Physics	2	1,65	Conference paper
International Journal of Scientific and Technology Research	1	0,83	Article
IOP Publishing Ltd	2	1,65	Conference paper
Korea Distribution Science Association (KODISA)	1	0,83	Article
Korean Institute of Industrial Engineers	1	0,83	Article
Little Lion Scientific	6	4,96	Article
LLC CPC Business Perspectives	2	1,65	Article
MDPI	3	2,48	Article
Penerbit Universiti	1	0,83	Article

Kebangsaan Malaysia			
Penerbit UTM Press	1	0,83	Article
Routledge	1	0,83	Article
Science and Engineering Research Support Society	1	0,83	Article
SciTePress	1	0,83	Conference paper
Semarak Ilmu Publishing	1	0,83	Article
Society of History and Cultural Studies	1	0,83	Article
Springer	1	0,83	Article
Springer Science and Business Media Deutschland GmbH	2	1,65	Conference paper
Springer Science and Business Media Deutschland GmbH	1	0,83	Book chapter
SRAC - Romanian Society for Quality	1	0,83	Article
Success Culture Press	3	2,48	Article
UIKTEN - Association for Information Communication Technology Education and Science	1	0,83	Article
Universitas Pesantren Tinggi Darul Ulum	1	0,83	Article
Universiti Malaysia Sarawak	1	0,83	Article
VLDB Endowment	1	0,83	Conference paper
World Scientific and Engineering Academy and Society	1	0,83	Article

The relationship between these concepts can be seen in detail in Figure 3, which identifies 21 groups of 3 on the main themes. The main themes were identified using the item filter and by zooming in on the Vosviewer software to associate node colours with each theme. The centre of each topic was identified by its size and number of connections

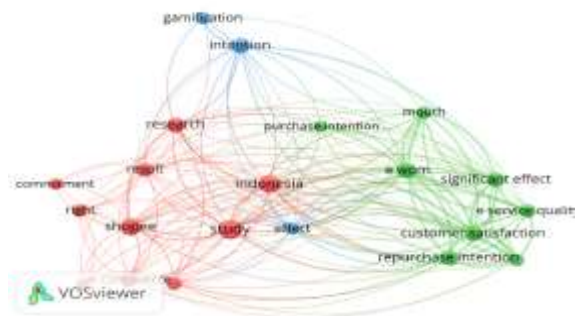


Figure 2. Result Bibliometric

IV. CONCLUSION AND SUGGESTION

A. Conclusion

Shopee as a successful digital platform in Southeast Asia today is dedicated to the sale, marketing of goods and services in the era of business digitalisation, through open innovation enabling new economic growth

opportunities. Publications about shopee are on the rise. The country with the highest production on the subject is mainly Indonesia which stands out as the country with the most publications on all analysed topics, followed by the rest of the countries. The main fields of study of most of the articles are computer science, decision-making, business, management and accounting, social science engineering, mathematics. In these fields of study, identifying that the main related concepts show that financial literacy branding shopee has a management system that is able to improve strategy and competitiveness in growing a new economy in the digital era. Economic growth in electronic marketplaces stands out due to the emergence of digital platforms that improve conditions for buyers and sellers, with digital marketing and sales focused on the promotion and commercialisation of products in electronic marketplaces.

B. Suggestion

The discussion regarding this research is still very limited and requires a lot of input. The suggestion for future authors is to study it more deeply and comprehensively about A Bibliometric Analysis and Systematic Review on Financial Literacy, Brand Shopee, Bisnis Online and E-Marketplace.

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