

Ponorogo Regency Regional Government's Readiness in Digitalizing the Management of Parking Fees on the Side of Public Roads

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ABSTRACT

Parking is a basic need for society related to mobility, and parking fees play an important role in increasing regional income. One way for Regional Governments to improve economic status through local original income is to continue to innovate. This research uses a qualitative method with a case study approach, focusing on the digitization of public roadside parking on Jalan Hos Cokrominoto, Ponorogo Regency. Secondary Data and Primary Data are used to analyze the implementation of the electronic parking system carried out by the Ponorogo Regency Government to increase efficiency and regional income. Despite facing challenges, the successful implementation of this policy is supported by clear regulations. It is hoped that the research results can provide new insights for related parties in efforts to increase local revenue through parking policy innovation.

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INTRODUCTION

This research focuses on the impact of innovations carried out by the Ponorogo Regency Regional Government in the city's public roadside parking sector. This research aims to describe and explain the condition of parking levy management in Ponorogo Regency. Parking is one of the basic needs of society related to mobility and daily activities. According to PP no. 30 of 2021, parking is defined as a condition where the vehicle does not move for a while and is left by the driver in a certain area. Good and orderly parking can support smooth traffic and vehicle safety. Parking levies are a collection that contributes to regional levies and are useful for increasing parking income and influencing the fulfillment of parking levy targets (Nurzaman et al., 2022). Parking levies are withdrawals made to

parking service users as a sign of payment for services. Law number 28 of 2009 regulates the administration of levies, stating that remuneration is provided from the government's efforts to provide infrastructure for the community. Paragraph 1 of Article 110 paragraph E states that public roadside parking fees are included in the types of general service fees. Meanwhile, in article 114, public roadside parking can be defined as a public service provided by the Regional Government. Arranging parking lots so that they can be used as optimally as possible is the aim of holding parking service fees. Parking fees are one type of source that contributes quite a lot of income to the region. Innovation is a method that can be taken by Regional Governments which aims to increase local original income in their regions.

In general, innovation is understood as a context for behavioral change. The environment has dynamic and developing characteristics that are closely related to the innovation process. Law number 18 of 2002 concerning the national system of research, application and development of science and technology, states that innovation is a research, engineering or development process that aims to develop practical value and new types of knowledge, or in other words it is called a new way. from the production process using current science and technology. In the theory of innovation introduced by Joseph A. Schumpeter, innovation is referred to as a process that is random, dynamic and always oriented towards change and has a major influence on economic development. (Alamsyah et al., 2020). Important innovations carried out by the Regional Government. Referring to government regulation number 38 of 2017 concerning innovation in regions, it states that innovation is useful for improving the performance of regional government administration. The development of innovation is based on changes in the digital sector due to increasingly rapid advances in information technology (Vaska et al., 2021).

According to Liswatin (2022), innovation aimed at increasing local original income is absolutely necessary to anticipate implementing real and responsible autonomy. New governance in the form of an electronic or digitalization-based parking service concept at the edge of public roads is one of the innovations carried out by the Ponorogo Regency Regional Government. The current parking conditions in Ponorogo Regency need to be improved in order to bring a positive side to the parking industry, smooth road operations, and change the image of Ponorogo Regency to be more orderly and neat. In Ponorogo Regency, you can find many parking spaces in public roadside areas. Supporting urban activities requires space that can be used for various activities in the city center. Limited availability of supporting facilities, especially parking spaces, causes limited city space in general, especially commercial centers. The limited land available for developing community services is a threat to city governments. According to Anggara et al., (2022) the unavailability of supporting facilities in parking areas is

the main obstacle in planning urban spaces, especially business center spaces, where parking spaces in urban areas are very limited, so road users use the roadside to the road shoulder. to park the vehicle. Parking on the shoulder of the road causes a reduction in vehicle traffic lanes, this can hinder driving speed because the road that should be used is instead converted into a parking area. It is hoped that the innovation efforts implemented through digitalization of public roadside parking will be able to reduce disorder in the management of public roadside parking areas while also aiming to suppress fraud in parking fees and make it easier for the Regional Government to control illegal or unregistered parking attendants.

Research conducted by Jamalina et al., (2023) entitled satisfaction of Transportation Service officers and the performance of public roadside parking attendants: as an effort to innovate services to the community, the results obtained were that the Ponorogo Regency Transportation Service was satisfied with the performance of parking attendants. Public service innovations to the community regarding certainty and clarity of rates in parking fees and certainty of tickets are easily obtained by people who use parking services. Furthermore, the results obtained from research conducted (Saputra & Safitri, 2020) show that it is necessary to conduct an evaluation regarding policies in the parking levy sector in order to produce more optimal revenue, this is based on the implementation of the parking levy policy on public roads in Pangkalpinang City which is assessed not optimal enough. The difference between this research and previous research lies in the focus and research methods used. This research focuses on the implementation of public roadside parking digitization policies in Ponorogo Regency, while previous research has a different focus related to parking fees in other areas. Based on the description above, this research aims to explore the readiness of the Ponorogo Regency Regional Government in digitalizing the management of public roadside parking fees. When carrying out innovations regarding parking in public roadside areas, it must always be adjusted to Ponorogo Regency Regional Government regulations so that it remains in line with the planned objectives.

METHODS

This research is included in field research, namely research carried out directly with informants in the field. Observations are made directly in the field regarding a phenomenon that occurs with the aim of intensively studying social interactions, individuals, groups, institutions, society, and current conditions. The research location used for observations was on Jalan Hos Cokroaminoto, Ponorogo District, Ponorogo Regency. Jalan Hos Cokroaminoto is a pedestrian that has become a new economic axis which aims to boost the welfare of the people of Ponorogo

Regency, so it is hoped that this research will be able to contribute new ideas to those in need.

This research is qualitative research which is used to describe the conditions, situations or variables studied. Qualitative research requires informants as the main data source. Definition of informant according to Heryana (2015) are research subjects who can provide information about the phenomena/problems raised in the research. In determining research informants, the author began the procedure by asking for research permission and holding discussions with the Ponorogo Regency National and Political Unity Agency. In this research, informants were divided into key informants and supporting informants. There are several criteria in determining key informants, namely being active participants in the group, organization or culture being studied so that in this case the informant knows the existing parking system in Ponorogo Regency; experienced and mastered parking problems in Ponorogo Regency; have adequate time to provide information when needed. So the results obtained were that the key informants used in this research were the Regional Financial and Asset Management Revenue Agency and the Ponorogo Regency Transportation Service, which is a Regional Government agency that handles parking, especially public roadside parking. The following is a table of key informant data that researchers used in this research.

Table 1. Key Informant data table

Informant	WP	DA
Institution Name	Ponorogo Regency Transportation Service	Ponorogo Regency Regional Financial and Asset Management Agency
Gender	Man	Man
Age	50 years	49 Years
Education	S-1 (Bachelor of Social Sciences)	S-2 (Master of Management)
Position	Head of the Transportation Department's parking section	Head of BPPKAD Assets department

Samples and Data Collection Techniques

This research uses a qualitative descriptive research method. According to Abdussamad (2021) the qualitative research method is a method of conducting research on an object by researchers. Qualitative Descriptive Research is defined as research that emphasizes observing the subject and prioritizes careful evaluation by the researcher. The aim of qualitative descriptive research is to find the problem being studied by observing the interaction of all the research variables. In qualitative research, descriptive data analysis techniques are

techniques for describing and concluding from data topics studied through field observations and interviews. Secondary Data and Primary Data are types of data collection in this research. Sugiyono (2019) said that secondary data is data obtained from books, scientific journals and documentation. Researchers used secondary data obtained from journals, internet news, and literature related to the readiness of the Ponorogo Regency Regional Government in implementing digitalization of public roadside electronic parking levies. Primary Data is data obtained directly from the source (Ruqoyah, 2023). Researchers collect data through observation, interviews, documentation.

In this research, the data validity testing technique used is the triangulation technique. Triangulation technique according to research Alfansyur and Mariyani (2020) Triangulation is a method of collecting existing information and sources. Researchers use triangulation techniques consisting of data triangulation, method triangulation, time triangulation, and source triangulation. This research data triangulation uses primary data collection and documentation related to the themes of parking fees and local revenue. The triangulation method that the author uses is observation on Jalan HOS Cokroaminoto, interviews with informants from Regional Government agencies that handle public roadside parking as well as interviews with the general public and parking attendants. The time triangulation used by the author is observations during two trial periods carried out in November 2022, December and May 2023 which consist of observation, documentation and interviews at the research location to verify the data during the research. The source triangulation that the author uses is by triangulating with colleagues and key informants. Data analysis in this research uses the Miles and Huberman Interactive Model Analysis technique. Miles and Huberman stated that interactive analysis consists of data collection, data reduction, data presentation, and drawing conclusions (Endarto and Martadi, 2022).

RESULTS AND DISCUSSION

In carrying out its duties, the government is obliged to always innovate in order to achieve its dream targets of success. Regional Governments conduct research in various sectors and innovate in an effort to answer the increasingly complex needs of society (Kurniasih & Wismaningtyas, 2020). Innovation is carried out referring to every update by the regional government. Deep regional innovation Law number 23 of 2014 concerning Regional Government that the implementation of regional innovation is an effort to create fast and good governance and public services. The Ponorogo Regency Regional Government has started a trial implementation of a public roadside electronic parking system as an innovative step to optimize parking management in the area. This innovation is motivated by the fact that Ponorogo Regency's original regional income in

terms of parking fees has so far been considered not optimal. It is hoped that the receipt of parking fees will make a positive contribution to regional economic growth. Based on research (Kula et al., 2023), it is stated that the large number of regional needs that can be financed using Original Regional Revenue (PAD) revenues shows that the quality of government in the region is gradually improving. Based on interviews and field observations with the Ponorogo Regency Regional Government which handles parking, especially public roadside parking, shows the reality of policy implementation that occurred during the trial period. The Ponorogo Regency public roadside electronic parking trial located on Jalan Hos Cokroaminoto Ponorogo was carried out in two waves, starting in November 2022 for 30 days, December 2022 for 20 days and May 2023 for 20 days.

The high population and mobility needs influence the growth of vehicle traffic, both public and private. In line with this, the Ponorogo Regency Government responded by carrying out innovation in the form of parking digitalization, namely a parking levy management system that is carried out electronically. The implementation of the Ponorogo Regency public roadside electronic parking levy system is carried out to reduce leakage of parking levy revenues to increase local revenue from the levy sector and improve the welfare of parking attendants in public roadside areas. The Ponorogo Regency Regional Financial and Asset Management Revenue Agency finalized an electronic parking tool called Parkir-Go (Parkir Ponorogo) before implementing electronic parking on the side of the public road. Parkir-Go is a website, Android and iOS based information system, which can present data regarding public roadside parking levy data accurately, relevantly and with high quality. Utilizing parking digitization will provide benefits regarding accurate public roadside parking levy data where data input is carried out by related parties such as the Ponorogo Regency Regional Financial and Asset Management Revenue Agency and the Transportation Service. The readiness of human resources in terms of implementing a public roadside electronic parking system in Ponorogo Regency is the main indicator of the success of this policy.

During the research, the author held discussions with the Regional Government regarding the implementation of electronic parking trials on the edge of Jalan Hos Cokroaminoto, Ponorogo. The government has heard people's complaints that when they pay at conventional parking, they don't officially get proof of the transaction. An interview with WP as Head of the parking section of the Ponorogo Regency Transportation Service (Monday, 19 June 2023) stated that:

"People feel more comfortable using the electronic system because there is electronic proof of parking. So people feel comfortable using electronic parking because the rates given are more in line with regulations."

Based on the results of interviews with people using parking services at the electronic parking trial location in Ponorogo Regency, the results showed that people felt more comfortable with the payment system using electronic parking. Because the rates given are more in line with regulations, and people get proof of transactions in the form of tickets. On the other hand, the Regional Government considers the opinions of parking officers who find it difficult to operate electronic parking devices. An interview with WP as Head of the parking section of the Ponorogo Regency Transportation Service (Monday, 19 June 2023) stated that:

"In the opinion of one of the parking attendants at the trial location, operating the application is not that difficult, only sometimes the tool tends to make errors, when you click on the tool the receipt doesn't come out. And in implementing the system, there are difficulties such as feeling complicated in holding the tool, having trouble taking change for parking users, having more difficulty in giving signals, and feeling alert and afraid of the tool falling. During the day the tool gets hot easily, so it becomes slow and takes a long time to load. "So when you use it during the day after just 30 minutes of use, it's already hot and you have to turn it off for 5-10 minutes before you can use it again."

Based on the results of interviews with the Regional Government at the Ponorogo Regency electronic parking trial location, it was found that the parking officers at the trial location refused because they felt they were unfamiliar with and had difficulty with the parking system that uses electronic parking devices. So the parking officers in this research were stated to be still not ready to change the parking system, from conventional parking to an electronic parking system. The Regional Government needs to carry out more regular supervision regarding the use of equipment, if the digitalization system for public roadside parking fees is implemented on all roadsides in Ponorogo Regency. An interview with DA as Head of the asset sector of the Ponorogo Regency Regional Financial and Asset Management Revenue Agency (Saturday, 03 June 2023) stated that:

"If a complaint comes in, it will be directed to the parking section and officers will immediately follow up by going to the field to provide direction and supervision."

Furthermore, an interview with DA as Head of the asset sector of the Ponorogo Regency Regional Financial and Asset Management Revenue Agency (Saturday, 03 June 2023) stated that:

"What is really hoped for is awareness and cooperation/active participation from parking officers to support efforts to increase local revenue,

especially from public roadside parking, most importantly aware and aware that what they are doing is the right of the regional government, which is regulated in PERBUP. "NO.94 of 2017, we have provided compensation in the form of profit sharing."

Based on the results of interviews with Head of the asset division of the Regional Financial and Asset Management Revenue Agency Ponorogo Regency that the Regional Government prepares to handle problems that may arise during system operation. The Ponorogo Regency Regional Government must strengthen regulations in the field so that parking officers and the public alike can enjoy the positive impact of implementing the electronic parking policy. Ponorogo Regency Regional Government Regulations which regulate public roadside parking levy rates, payment procedures, supervision and management of parking in the Ponorogo Regency area are regulated in PERBUP NO.94 of 2017. This regulation is the legal basis for implementing parking policies in Ponorogo Regency.

In implementing the parking digitization policy, it is necessary to procure and maintain equipment to ensure optimal performance and long life. The results of an interview with WP as Head of the parking section of the Ponorogo Regency Transportation Service (Monday, 12 June 2023) stated that:

"Procurement and maintenance of public roadside parking digitization equipment is provided by the parking section of the Ponorogo Regency Transportation Service."

Based on the results of interviews with the Head of the parking section of the Ponorogo Regency Transportation Service, it was concluded that the Regional Government had ensured the availability of the equipment needed for the electronic parking system, such as electronic parking equipment and software that supports the system. Apart from that, the infrastructure and facilities that support the implementation of this innovation have also been well prepared, including the arrangement of parking areas and the provision of parking spaces that are able to support the smooth operation of the electronic parking system. With the readiness of adequate equipment, infrastructure and facilities, it is hoped that the implementation of the public roadside electronic parking system in Ponorogo Regency can run smoothly and efficiently. Furthermore, the results of an interview with DA as Head of the asset sector of the Ponorogo Regency Regional Financial and Asset Management Revenue Agency (Saturday, 03 June 2023) stated that:

"We emphasize more intense training for parking officers as partners in this policy, as well as always carrying out regular supervision and monitoring. If after carrying out the coaching stages, a stubborn driver is still found, action can be taken and dismissal, but the steps are still carried out procedurally at an agreed time or by mobilizing the movement of the driver's duties to another parking area. "We also suggest that clearer boundaries be made between regulated areas and parking areas, based on what we have seen and observed in the data, there have been several complaints from drivers and the public regarding the use of equipment which has resulted in helter-skelter because the protected parking area is too wide."

Based on the results of interviews with the Head of Assets Regional Financial and Asset Management Revenue Agency Ponorogo Regency, the results obtained were that the Regional Government emphasized more intense guidance, supervision and monitoring of parking officers as partners in this research. It is also hoped that the Regional Government can create clearer boundaries regarding the parking area for each parking officer to reduce complaints regarding parking officers who are overwhelmed because the lighted parking area is too wide. With adequate regulatory, technical and system readiness, it is hoped that the implementation of the public roadside electronic parking system in Ponorogo Regency can run smoothly and efficiently.

Implementation of a public roadside electronic parking system in Ponorogo Regency requires a sufficient budget to optimally support the trial process. The budget used in the digitalization trial of the public roadside parking system in Ponorogo Regency came from the Regional Government budget allocation. For the purposes of developing and sustaining the public roadside electronic parking system in Ponorogo Regency, it is planned to use budgets originating from various sources, including budget allocations from the Regional Government, local revenue from parking fees, grants or assistance from third parties, as well as potential cooperation with the private sector in the parking management system. By diversifying funding sources, it is hoped that the electronic parking system can continue to be improved, maintained and developed to support efficiency and sustainable regional income.

CONCLUSION

The innovation carried out by the Ponorogo Regency government aims to increase local revenue from the regional levy collection sector by using a new management system in the form of a conventional public roadside parking service concept into a digitalization-based parking service. The Ponorogo Regency Regional Government has started a trial implementation of an electronic parking system as an innovative step to optimize parking management in the area. The

Ponorogo Regency Regional Government is not yet ready for parking digitalization to be implemented in public roadside parking areas. Electronic parking trials need to pay attention to partners and regulations regarding the parking system. In accordance with regulations PERBUP Number 94 of 2017 which is a partner are parking attendants and the public. This regulation is the legal basis for implementing parking policies in Ponorogo Regency which regulates public roadside parking levy rates, payment procedures, supervision and management of parking in the Ponorogo Regency area. By paying attention to these three elements, the implementation of the public roadside parking digitization policy in Ponorogo Regency is expected to have a positive impact in increasing regional income through increasing efficiency and obtaining parking levy collections.

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