



How is the Development of Integrated Marketing Communication (IMC) Research on MSMEs in Indonesia from 2017 to 2023: A Bibliometric Analysis Approach

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ABSTRACT

This study employed secondary data extracted from scholarly articles in both Indonesian and English sourced through Google Scholar. Utilizing the Publish or Perish software, the inquiry centered on the keywords "Integrated Marketing Communication" and "MSME" without initially setting a specific time frame. The preliminary search returned 125 papers spanning from 2009 to 2024. Following this, refinement criteria were applied, leading to the identification of 53 articles meeting the predefined criteria for inclusion in the analysis. Subsequently, Zotero software was utilized to augment the metadata of these articles, encompassing author names, titles, publication journals, and abstracts. The dataset underwent descriptive statistical analysis to delineate the number of publications, research methodologies, publication types spanning from 2017 to 2023, alongside the top 10 articles based on citation count.

INTRODUCTION

Integrated Marketing Communication (IMC) is vital for the success of Micro, Small, and Medium Enterprises (MSMEs). Research has indicated that the use of social media platforms such as Facebook can have a favorable impact on both the financial and nonfinancial performance of SMEs. This impact includes benefits such as improved customer interactions, decreased marketing expenses, and increased accessibility to information (Sulaiman et al., 2015). Studies have underlined the importance of IMC in MSMEs, highlighting the implementation of marketing communication methods to boost performance and consumer engagement (Chaniago & Ariyani, 2023). E-commerce technologies have been regarded as valuable tools for SMEs, assisting in numerous tasks such as order placement, payment processing, and communication with customers and suppliers, hence supporting marketing attempts (Rahayu & Day, 2016). Effective communication methods, including the integration of numerous channels, are vital for engaging MSMEs and the public in local e-marketplaces (Rohmah et al., 2021). In the digital era, employing platforms like Instagram for digital marketing has become crucial for MSMEs, giving a method to promote items and ease online transactions, which is especially vital during the pandemic (Syehabuddin et al., 2022). MSMEs can benefit from adopting a communication model that streamlines marketing communications using social media, hence boosting their outreach and engagement (Adyatma, 2022). Personalized marketing, which entails exploiting customer data, helps develop better ties between MSMEs and their customers, thereby boosting loyalty and company performance (Suryawijaya & Wardhani, 2023). Overall, the adoption of digital marketing techniques, the integration of communication channels, and the usage of consumer data are essential components of successful IMC for MSMEs, particularly in the present business landscape.

Integrated Marketing Communication (IMC) offers several benefits for Micro, Small, and Medium Enterprises (MSMEs). Research has indicated that selective assessment of marketing performance or focusing on specific dimensions of marketing performance can be useful for small enterprises, contrasting with the comprehensive approach frequently favorable for larger organizations (Frösén et al., 2016). The dynamic business climate, typified by severe rivalry among SMEs, underscores the significance of active interaction with internal and external stakeholders, with social media adoption playing a mediating role in increasing SME performance (Qalati et al., 2020). For modern SMEs, maintaining brand equity, growth, and sustainability through digital marketing tools and approaches within an integrated framework has become important for continued success (Dumitriu et al., 2019). IMC is acknowledged as a business capacity that can effectively turn a firm's resources into concrete business outcomes and brand performance, underlining its significance for MSMEs (Barrio-García et al., 2020). Leveraging consumer data for personalized experiences has been identified as a method that can greatly increase MSME business performance, emphasizing the benefits of specialized marketing approaches (Suryawijaya & Wardhani, 2023). By adopting digital marketing

techniques, utilizing customer data, and integrating communication channels effectively, MSMEs can boost their outreach, engagement, and overall business success in today's competitive world.

This study aims to determine the development of research on integrated marketing communication in MSMEs in Indonesia from 2017 to 2023 with trends in the number of publications based on year categories, publication types (journal articles, proceedings articles, theses, and book chapters), and research approaches that have been used by researchers (quantitative methods, qualitative methods, and mixed methods).

LITERATURE REVIEW

Marketing communication is the strategic process of developing, delivering, and exchanging communications to target audiences, with the objective of promoting products, services, or ideas that hold value for customers, clients, partners, and society at large (Varadarajan, 2009). This approach contains a complete plan that incorporates several communication disciplines like as advertising, direct response, sales promotion, and public relations to ensure clarity, consistency, and maximum impact in transmitting messages (Kitchen & Burgmann, 2010). The evolution of marketing communication theories has shifted towards a more humanistic and relationship-based model, emphasizing the importance of ongoing dialogues and communication processes with micro-markets and individual customers rather than just communication to the market as a whole (Vargo & Lusch, 2004). Furthermore, the concept of marketing communication extends beyond simply information transmission to incorporate persuasion, behavioral change, and the establishment of long-term connections with clients through successful communication principles (Luqman, 2020). In essence, marketing communication involves a dynamic and comprehensive approach that leverages numerous platforms and techniques to engage audiences, establish brand equity, and drive desired actions in the target market.

Marketing communication is a complicated process that involves generating, delivering, and exchanging messages to target audiences with the objective of promoting products, services, or ideas that hold value for customers and society (Vargo & Lusch, 2004). This approach incorporates several communication disciplines like as advertising, direct response, sales promotion, and public relations to ensure clarity, consistency, and maximum impact in transmitting messages to the audience (Kozinets et al., 2010). The evolution of marketing communication ideas has changed towards a more humanistic and relationship-based model, stressing continuing dialogues and communication processes with micro-markets and individual customers rather than mass communication to the market as a whole (Vargo & Lusch, 2004). Furthermore, marketing communication extends beyond information transmission to encompass persuasion, behavioral modification, and the establishment of long-term connections with clients through effective communication concepts (Elrod & Fortenberry, 2020). In essence, marketing communication involves a dynamic approach that leverages numerous

platforms and techniques to engage audiences, establish brand equity, and drive desired actions in the target market (Vargo & Lusch, 2004).

METHODOLOGY

This research uses secondary data in the form of scientific articles in Indonesian and English taken from Google Scholar (GS). The literature study in this research focuses on various research results related to integrated marketing communication focusing on MSMEs. We present the presentation of the results using a descriptive statistical approach. Descriptive statistics itself is used in presenting data in the form of tables or graphs as a basis for decision making.

This research uses several stages and follows Ujang and Zulfia's steps in conducting the research process. The detailed stages are as follows:

1. Determining search keywords

We conducted a literature search on 4 May 2024 using the Publish or Perish (PoP) software using the Google Scholar database as a source of metadata search for research documents. Data search through PoP uses the title word "Integrated Marketing Communication" and the keyword entered is MSME. The following is an image that we took through the Publish or Perish screenshot results. There is no time frame setting at the beginning of the search so the year setting is not filled in.




Figure 1. Initial Process of Entering Title Word and Keywords

2. Initial search results

Initial search results through Publish or Perish show the results that there are 125 papers published from 2009 to 2024 in the form of research articles, proceedings, theses / theses and book chapters. The following is a screenshot image of the citation metric taken from the Publish or Perish software.

Citation metrics		Help
Publication years:	2009-2024	
Citation years:	15 (2009-2024)	
Papers:	125	
Citations:	319	
Cites/year:	21.27	
Cites/paper:	2.55	
Cites/author:	187.83	
Papers/author:	80.15	
Authors/paper:	2.07	
h-index:	10	
g-index:	15	
hI,norm:	8	
hI,annual:	0.53	
hA-index:	5	
Papers with ACC >= 1,2,5,10,20:	34,15,6,1,1	

Figure 2. Citation Metrics

3. Search Result Refinement

The article search in the previous stage produced documents in various forms in the form of research articles, proceedings and theses. The next step is to separate articles that do not match the criteria we have set. Some of the criteria we use in the document sorting process are

- a. Documents are available and can be downloaded
- b. The document is in full text form
- c. Research in MSMEs
- d. Published from 2017 to 2023

Based on the above criteria, we obtained 72 documents that did not comply with the provisions and 53 articles that met the provisions. The following is a table that presents information about the stages of sorting documents so that 53 documents are ready for analysis.

Table 1. Document Rejection Criteria

Criteria	Number of Documents
Documents not available	45
Documents not in full text	4
Research not in MSMEs	16
Not MSME and document not full text	2
not published in 2017-2023	5
Total	72

4. Compile Statistics

The search results after going through the article selection process totalling 53 documents were then downloaded in RIS format and exported to zotero software. The next step is to complete metadata such as author name, title, journal of publication, and abstract through Zotero Software. If the information of all documents is complete, then the next step is to compile a statistical presentation of the number of publications, research approaches and types of publications from 2017 to 2023 as well as the 10 articles with the highest number of citations.

5. Data Analysis

The analysis applied in this research is related to the findings obtained from the literature review related to the topic of integrated Marketing Communication.

RESULT AND DISCUSSION

Number of publications per year

This section describes the number of publications of research documents from 2017 to 2023. There are a total of 58 documents whose research is related to integrated marketing communication. The following is a table showing the number of document publications from 2017 to 2024.

Table 2 Number Of Publications Per Year

Year	Number of Publication
2017	5
2018	2
2019	5
2020	2
2021	6
2022	13
2023	20
Total	53

Source: Data processing results in 2024

Table 2 shows that the most publications were in 2023, namely 20 documents. From 2021 to 2023 there was an increasing trend in the number of publications. In 2021 the number of publications was 6 documents and increased in 2022 with a total publication of 13 documents and continued to increase in 2023, namely 20 documents. This information shows that the topic of integrated marketing communication is starting to be in great demand by researchers. The results showed that in various business fields such as the financial sector, franchise business, higher education institutions to tourism really need IMC activities (Arifin & Kodrat, 2021; Edmiston, 2008; Noveriyanto & Adawiyah, 2021; Sawmong, 2018) and the literature on IMC is increasing (Wu et al., 2022) and there is a continuous increase in the field of IMC (Pahlevi & Nurcahyo, 2022).

Publication Type by Year

Table 3. Publication Type

Year of Publication	Publication Type			
	Journal Article	Proceedings Article	Thesis	book
2017	4	0	1	0
2018	1	0	1	0
2019	4	0	1	0
2020	2	0	0	0
2021	5	1	0	0

2022	9	1	2	1
2023	17	1	2	0
Total	42	3	7	1

Source: Data processing results in 2024

Table 3 shows that from 2017 to 2023 there are always document publications indexed in Google Scholar. The most common type of publication is journal articles with the acquisition of 42 journals. The highest article publication was in 2023, namely 17 journals. Other documents in the form of consecutive proceedings articles published from 2021 to 2023 are 1 article each. Several articles related to IMC are related to the implementation or application of Integrated Marketing Communication. Two of the three articles that have been published are written in English. One of the English-language proceedings articles entitled "Implementation of Customer-based Brand Equity Strategy and Integrated Marketing Communication in Micro, Small and Medium Enterprises" written by (Setiawan, 2021) discusses how to implement brand equity strategies and IMC to improve the MSME sector. As for the Indonesian-language proceedings article written by (Maulana & Asra, 2022) with the title of the article " Efektivitas Digital Marketing Sebagai Integrated Marketing Communication Pada Umkm Binaan Pt. Pertamina Hulu Rokan" which was published in 2022.

The next type of publication is thesis. Thesis documents in full text format can be found on Google Scholar as many as 7 documents published in 2017 (1 document), 2018 (1 document), 2019 (1 document), 2022 (2 documents), and 2023 (2 documents). The theses were written by researchers from various study programmes ranging from communication science, business administration, Islamic economics, management, to communication science and Islamic broadcasting.

Research Approach for Each Article

The research approach consists of three types of approaches, including quantitative approaches, qualitative approaches and mixed approaches (Sugiyono, 2013). The following is a table that categorises the publication results of the researchers based on the research approach used.

Table 4. Research Approach

Year of Publication	Quantitative	Qualitative	mix method	Total
2017	1	4	0	5
2018	0	2	0	2
2019	0	5	0	5
2020	0	2	0	2
2021	0	6	0	6
2022	2	11	0	13
2023	5	15	0	20

Source: Data processing results in 2024

Table 4 shows that the most widely used approach is a qualitative approach, namely 45 documents. Of the 45 documents, the majority came from journal articles (36 documents) then the rest came from theses (6 documents),

proceedings articles (2 documents), and book chapters (1 document). Documents using quantitative research were found as many as 8 documents, consisting of six journal articles, one journal proceedings and one thesis document. No research was found using a mixed method approach from 2017 to 2023.

The following is a table that groups each publication title according to the research approach used.

Table 5. Research Title Based on Research Approach

Research Approach	Reserach Title
Quantitative	<ul style="list-style-type: none"> • Analisis Afektivitas Strategi Integrated Marketing Communication guna Meningkatkan Kepuasan Konsumen. (Ismail & Murnisari, 2017) • Kinerja Pasar Melalui Integrated Marketing Communication Dan Keunggulan Image Product (Maulana & Asra, 2022) • Model Integrated Marketing Communication Dalam Meningkatkan Keputusan Pembelian Produk (Faddila & Sumarni, 2023) • Pengaruh Integrated Marketing Communication Terhadap Keputusan Pembelian (Magdalena, 2023) • Pengaruh Integrated Marketing Communication (IMC) Dan Brand Image Terhadap Keputusan Pembelian (Wardani et al., 2023)
Qualitative	<ul style="list-style-type: none"> • Strategi Integrated Marketing Communication Dinas Kebudayaan Dan Pariwisata Dalam Meningkatkan Pariwisata Kota Palu (Ramadhani, 2017) • Implementasi Integrated Marketing Communication (IMC) Pada Perancangan Media Komunikasi Visual Kue Kamir Ibu Khalimah Pemalang (Arieffian & Nugrahani, 2017) • Integrated Marketing Communication Sebagai Pengembangan One Village One Product (Ovop) Studi Kasus: Kalua Di Ciwidey (Nurunnisha, 2017) • Strategi Integrated Marketing Communication (IMC) Usaha Kedai Susu Mom Milk Untuk Menarik Minat Konsumen (Kurniawan et al., 2018) • Analisis Strategi Integrated Marketing Communication IKEA Indonesia Dalam Menghadapi Persaingan Bisnis Di Bidang Furniture Dan Home Furnishings (Brata, 2018) • Digital Marketing As An Integrated Marketing Communication Strategy In Badan Usaha Milik Desa (Bumdesa) In East Jawa (Pambudi & Suyono, 2019) • Penerapan Integrated Marketing Communication (IMC) Berbasis Teknologi Media Online Untuk Meningkatkan Daya Saing Potensi Wisata Di Bukit Mojo Gumelem (Lestari & Andryani, 2019) • Studi Deskriptif Pada Kegiatan Integrated Marketing

	<p>Communication Umkm Se-Bandung Raya (Soleh, 2019)</p> <ul style="list-style-type: none">• Integrated Marketing Communication Sekolah Tinggi Desain Interstudi Sebagai Strategi Keluar Dari Krisis (Isharyadi et al., 2019)• Komunikasi Pemasaran Terpadu Dalam Mengembangkan Kapasitas Petani Padi Di Provinsi Banten Integrated Marketing Communication (Wetik et al., n.d.)• Customer Based Brand Equity Strategy Dan Integrated Marketing Communication Pada Usaha Mikro, Kecil Dan Menengah (Setiawan, 2020)• Kegiatan Integrated Marketing Communication Umkm Se-Bandung Raya Dalam Program Sinergitas Abcgm (Soleh, 2019)• Strategi Bertahan Cafe Melalui Pendekatan Integrated Marketing Communication Di Masa Pandemi Covid-19 (Sari & Susilo, 2021)• Implementasi Strategi Integrated Marketing Communication Gerai Kopi Di Masa Pandemi Covid-19 (Ilmy, 2021)• Penerapan Integrated Marketing Communication Dalam Strategi Pemasaran Manisan Carica Di Masa Pandemi Covid-19 (Studi Kasus Di Cv Gemilang. (Fikri et al., 2021)• Analisis Peran Integrated Marketing Communication (IMC) Terhadap Loyalitas Pelanggan Di Industri Furnitur (Oktafiani & Sunardiansyah, 2021)• Implementation Of Customer-Based Brand Equity Strategy And Integrated Marketing Communication In Micro, Small And Medium Enterprises (Setiawan, 2021)• Integrated Marketing Communication Strategy For SME (Small And Medium Enterprises) Of Traditional Herbal And Beverages (Suteja et al., n.d.)• What Experts Tell About Integrated Marketing Communication For Effective Business Promotion And Sale Strategy (Widjaja, 2022)• Digitalisasi Proses Pemasaran Peternakan Dengan Implementasi Integrated Marketing Communication Di 786 Ns Farm (Barus et al., 2022)• Pendampingan Dan Pengembangan Umkm Di Kelurahan Kepanjenlor Kota Blitar Melalui Re-Branding Dan Integrated Marketing Communication (IMC) (Billah et al., n.d.)• Integrated Marketing Communication Naruna Keramik Dalam Membangun Brand Awareness Pada Masa Pandemi (Soetristiyono, 2022)• Implementation Of Centralized Networking System And Integrated Marketing Communication For Msmes In Buah Batu Bandung (Wulandari et al., 2022)
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	<ul style="list-style-type: none">• Analysis Of Integrated Marketing Communication Strategies In Building Brand Awareness During Pandemic (Case Study: Rajutan Nyonya Sme, Semarang) (Dara & Wijaya, 2022)• Analisis Strategi Integrated Marketing Communication (IMC) Melalui Event Dalam Upaya Mempertahankan Kesadaran Merek Radio. (KATARINA, n.d.)• Penerapan Integrated Marketing Communication (IMC) Dalam Meningkatkan Target Penjualan Pada Brand Toko Online Jakjek Store Di Jakarta Timur (Cahyarani & Santoso, 2022)• Strategi Integrated Marketing Communication (IMC) Pada Digital Agency Syariah Syafaat Marcom Di Yogyakarta Tahun 2021 (ULHUSNA, 2022)• Integrated Marketing Communication Strategy In Small Medium Enterprises (SMES) Fashion Painted Surabaya (Prastiwi & Wijayanti, n.d.)• Analysis Of The Effectiveness Of Integrated Digital Marketing Communication Strategies In Building Msmes Brand Awareness Through Social Media. (Utomo et al., 2023)• Strategi Integrated Marketing Communication Diskominfo Dalam Membangun Citra Kota Salatiga (Linata & Vanel, 2023)• Strategi Marketing Umkm “Etes” Melalui Digital Marketing Terhadap Penerapan Integrated Marketing Communication (IMC) (Sintakarini et al., 2023)• Integrated Marketing Communication Dalam Upaya Memperluas Pemasaran Dan Membangun Citra Bisnis Umkm Di Jatiarjo. (Suryo & Yuwita, 2023)• Implementation Of Digital Inbound Marketing As An Integrated Marketing Communication Strategy In Maintaining Customer Loyalty During The Covid-19 (Triani & Siregar, 2023)• Prototipe Model Komunikasi Digital Pariwisata Berbasis Integrated Marketing Communication (IMC) (Aziz, 2023)• Brand Image Bakmi Djowo Koeno Mbah Mangoen (Ma’ruf et al., 2023)• Integrated Marketing Communication (IMC) Dalam Promosi Kopi Tuli (Koptul) (Prasetyo, n.d.)• Analisis Strategi E-Commerce Tokopedia Dengan Pendekatan Pest Untuk Penerapan Integrated Marketing Communication (Nurhayati et al., 2023)• Integrated Marketing Communication Of Batik Jambi Berkah To Sustain The New Normal Era (Nurizal et al., 2023)• Strategi Integrated Marketing Communication Dalam Mendukung Reputasi Merek Indogrosir (Permana et al.,
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	<p>2023)</p> <ul style="list-style-type: none"> • Strategi Integrated Marketing Communication (IMC) Usaha Kecil Galleraj Bandung Dalam Meningkatkan Daya Saing Usaha Kecil (Tresnawati & Iskandar, 2023) • Integrated Marketing Communication For Tong Tji Tea House Semarang Indonesia (Teguh et al., 2023) • Integrated Marketing Communication: Implementasi Portofolio Dan Giveaway Dalam Pemasaran Produk Icloth Di Instagram (Umulisa & Kurniadi, 2023) • Penerapan Integrated Marketing Communication Kampong Batik Laweyan (Wardhani, 2011) • Analisis Implementasi Integrated Marketing Communication Legalku Melalui Media Sosial Instagram (Wijaya, 2023)
Mix Method	-

Source: Data processing results in 2024

Table 5 shows that the majority of article titles that use a qualitative approach use a descriptive qualitative approach. Research using descriptive design is research aimed at exploring holistically the phenomena experienced by research subjects, including behaviour, motivation and action in a more specific context (Vemuri et al., 2020). As for the quantitative research, all articles use survey research.

Based on our search of 53 research documents that discuss integrated marketing communication that takes place in MSMEs, we get 10 research results with the most citations (sorted by rank) which are presented in the following table.

Table 6. Research with the Most Citations

Author	Year	Research Title	Journal	Citation
(Kurniawan et al., 2018)	2018	Strategi integrated marketing communication (imc) usaha kedai susu mom milk untuk menarik minat konsumen	SEPA: Jurnal Sosial Ekonomi Pertanian dan Agribisnis	29
(Sari & Susilo, 2021)	2021	Strategi Bertahan Cafe Melalui Pendekatan Integrated Marketing Communication di Masa Pandemi Covid-19	Jurnal Pustaka Komunikasi	25
(Utomo et al., 2023)	2023	Analysis of The Effectiveness of Integrated Digital Marketing Communication Strategies in Building MSMEs Brand Awareness Through Social	Jurnal Sistim Informasi dan teknologi	20

		Media		
(Pambudi & Suyono, 2019)	2019	Digital Marketing As An Integrated Marketing Communication Strategy In Badan Usaha Milik Desa (BUMdesa) In East Java	Competence: Journal of Management Studies	18
(Ismail & Murnisari, 2017)	2017	Analisis Afektivitas Strategi Integrated Marketing Communication guna Meningkatkan Kepuasan Konsumen CV Barisan Nyawiji Meubel Malang	Jurnal Penelitian Manajemen Terapan (Penataran)	15
(Widjaja, 2022)	2022	What experts tell about integrated marketing communication for effective business promotion and sale strategy	<u>Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)</u>	12
(Ilmy, 2021)	2021	Implementasi Strategi Integrated Marketing Communication Gerai Kopi Di Masa Pandemi Covid-19	The Commercium-e Journal UNESA	7
(Fikri et al., 2021)	2021	Penerapan Integrated Marketing Communication dalam Strategi Pemasaran Manisan Carica di Masa Pandemi Covid-19 (Studi Kasus di CV Gemilang ...	Surya Agritama: Jurnal Ilmu Pertanian dan peternakan	5
(Barus et al., 2022)	2022	Digitalisasi Proses Pemasaran Peternakan Dengan Implementasi Integrated Marketing Communication di 786 NS Farm	Jurnal Pengabdian kepada Masyarakat Nusantara	3
(Billah et al., n.d.)	2022	Pendampingan Dan Pengembangan Umkm Di Kelurahan Kepanjenlor Kota Blitar Melalui Re-Branding Dan Integrated Marketing Communication (IMC)	Literasi : Jurnal Bahasa dan Sastra Indonesia	3

Source: Data processing results in 2024

Based on the information obtained through table 6, it is known that the article with the highest number of citations was obtained by (Kurniawan et al., 2018) by obtaining 29 citations. The results of his research entitled "Strategi integrated marketing communication (imc) usaha kedai susu mom milk untuk menarik minat konsumen" were published in the SEPA journal (Journal of Socio-Economic Agriculture and Agribusiness). This study aims to identify IMC activities at the Mom Milk shop in managing its marketing activities. The results of his research show that the integrated marketing communication activities carried out at the Mom Milk shop are interconnected in order to communicate Mom Milk products to their target market (Kurniawan et al., 2018). The second sequence is a journal article entitled "Strategi Bertahan Café Melalui Pendekatan Integrated Marketing Communication di Masa Pandemi Covid-19" written by (Sari & Susilo, 2021) and published by the Journal of Economic Library. The results showed that the café can still maintain its business well during the covid 19 pandemic through the implementation of Integrated Marketing communication by combining advertising, social media, personal selling, publicity, sales promotion and word of mouth activities.

There are several findings related to the results of this study. From 53 journals related to Integrated Marketing Communication (IMC), the following results were found:

- a. Documents about integrated Marketing Communication began to be found on google scholar in 2011, but only began to increase the number of publications in 2021. The highest increase for now is in 2023 with 20 documents.
- b. The majority of research on integrated marketing communication is carried out using a qualitative approach, so it is an opportunity for other researchers to conduct quantitative research.
- c. Research using a descriptive qualitative approach is still very dominant for the qualitative research category, so it is an opportunity for future researchers to utilise other qualitative approaches.

CONCLUSION AND RECOMMENDATION

This study aims to determine the development of research on Integrated Marketing Communication in MSMEs using the Google Scholar database. Based on a search through Publish or Perish, 53 research metadata were obtained from journal articles, journal proceedings, book chapters, and theses/theses. The results showed that the topic of integrated marketing communication (IMC) began to increase its research trend in 2021 with six published papers. The peak was in 2023, with a total of 20 publications. Most publications are journal articles, with 42 articles, while the research approach is dominated by qualitative research (45 papers).

FURTHER RESEARCH

This research uses the Google Scholar database through the Publish or Perish software to obtain research metadata on Integrated Marketing Communication (UMKM). For future researchers, we suggest using a more

complete database, such as Scopus, Web of Science, and Dimension, so that they can get better research metadata and provide a broader perspective on the development of Integrated Marketing Communication Research.

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