



## Analysis of New Terms in Digital Marketing Innovation Research Themes: Bibliometric Analysis

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### ABSTRACT

The science of studying digital marketing innovation has developed rapidly in the last decade. So, it is necessary to have an in-depth study to find space by further researchers as a form of novelty. This study analyzes the Google Scholar database (last 5 years) through rigorous data selection stages. research analysis using bibliometrics through Publish or Perish and Vos Viewer to get a visual display. The results of the study show that *Network visualization* (NV) found several new terms related to digital marketing innovation. The results of *the Overlay visualization* (OV) analysis show that the research trend for digital marketing innovation keywords is still current and developing. *Density Visualization* (DV) results show that Still There is room for study more continue. The results of this study are expected can give reference in development research digital marketing.

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## **INTRODUCTION**

Digital marketing trends in Indonesia continue to grow, (Manik & Suharno, 2019) The internet as a support for technology is increasingly sophisticated so that digital marketing is also getting better and faster in Indonesia (Djakasaputra et al., 2021). Digital marketing is a type of marketing that uses the internet or digital media. Although digital marketing is not something new this year, this interesting theme is quite interesting to review and study (Ha, 2008; Pomirleanu et al., 2013). The strategies used are constantly evolving and changing. Marketers have to learn many things to achieve their goal of getting people to know the brand and increasing sales. (Bist et al., 2022; Sachdeva & Kumar, 2022). Digital marketing can be used to get new customers and keep existing customers, they will continue to find out what they like, seek brand promotions, retain customers, sell more products, and ultimately generate more sales. Digital marketing allows buyers to find out everything they need to know about a product and buy or sell it over the internet. (Suryanto, 2021).

Currently the traditional marketing industry has embraced modern marketing, traders/business actors are trying various ways of marketing products and services using digital marketing (Grabs & Cardenuto, 2021) or often known as digital marketing (Chaffey & Ellis-Chadwick, 2012; Chaffey & Smith, 2013). The widespread use of the internet and digital media is a solution to realize that digital marketing and traditional marketing must go hand in hand, as previously explained (Rosyihuddin et al., 2022) even though the two digital marketing channels are very different (Chakti, 2019) digital marketing is marketing with business techniques that are popular in the current era. Digital marketing can be used to promote products and services by utilizing digital supporting media (Tiago & Verissimo, 2014). This strategy makes it possible to reach consumers both individually, relevantly and on target according to the demands or aspirations of consumers in increasing sales (Taiminen & Karjaluo, 2015).

Marketing digital products requires considering an effective strategy (Desai & Vidyapeeth, 2019). Various previous research findings indicate that it is very important to consider online marketing strategies to increase sales (Chaffey & Ellis-Chadwick, 2012; Wirtz, 2019). So that several studies regarding multichannel and omnichannel continue to be studied (Asmare & Zewdie, 2022; Berman & Thelen, 2018; Hossain et al., 2020; Thaichon et al., 2022), so the results of these studies need to be reviewed to get an overview of research and development flexible research. In this Bibliometric study, researchers will explain how the potential for developing digital marketing research, with increasing internet users, is proof that the digital economy is growing rapidly. From conventional to electronic buying and selling models, they must realize that the trade potential in the current era is very broad, so innovation is needed for their businesses to develop their marketing. (Rizvanović et al., 2023; Saad & Alnuiami, 2023; Varadarajan et al., 2022). Innovation is very important in

running a business, by innovating, the business will develop and the potential to get new consumers will be wide open (Rialti et al., 2022).

With the opening of access to technology, digital use needs to be developed from previous studies that can make a visual contribution by looking at the conditions for the development of innovation in digital marketing. This literacy study will provide benefits for future researchers as a potential to explore new themes for developing digital marketing innovation research. Using data for the last 5 years for the 2018-2022 period, the purpose of this article is to provide information regarding the potential for exploring new themes and new terms for further study.

## METHODOLOGY

The analysis technique uses bibliometric analysis, by analyzing literature documents collected using Publish or perish, To cover certain subjects from the literature, scoping review is a method that identifies keywords (Munn et al., 2018). The approach used in the bibliometric analysis uses five steps (Setyaningsih et al., 2018):

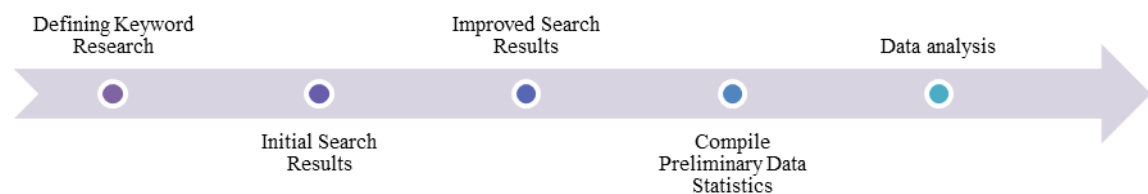


Figure 1. Five Steps of Bibliometric Analysis

Source: (Setyaningsih et al., 2018)

Literature data was collected through the Google Scholar database (Ahmi, 2021; Al Husaeni & Al Husaeni, 2022) using the Publish or Perish software (Giunti & Duberley, 2023). Writing this article using database source as comparison relevant science with theme (Abu et al., 2021). Bibliometrics is the most approach used for tracking knowledge anatomy in study (Li et al., 2017), and used to analyze topic study (Blanco-Mesa et al., 2017; Zavale & Langa, 2018). With using the Google Scholar database, author will obtain complex and actual data in literature for five years final (Goyal & Kumar, 2021; Setyaningsih et al., 2018; Sikandar et al., 2022).

Publish or destroy Device Soft, use Keywords Search, then choose Google Scholar search New: Innovation; (De Medeiros et al., 2014; Manders et al., 2016; Yin et al., 2020) Digital Marketing (Ramkumar et al., 2022; Sheremetyeva et al., 2021). Structure analysis used in this research is in line with a number of studies bibliometrics conducted on other topics (Verma & Gustafsson, 2020 ). Conclusion from results the will described by the author, based on research trend results and have citation the most (Goyal & Kumar, 2021; Setyaningsih et al., 2018). Results election the journal will then formulate conclusion objective of the literature (Cheng et al., 2018). In paper This according to (Marcucci et al., 2021), visualization network used for exemplifies results in a manner clear. In visualization network, map bibliometric containing items, links, and cluster.

**RESULTS**

***Trend Study Bibliometrics***

Results analysis bibliometrics using Publish or Perish show There is 993 scientific publications with 94232 citations in the last five years (2018 - 2022) with keywords Digital Marketing Innovation has through repair data structure. The search results are then generated be metric data with Microsoft Excel help. Then the results are described by filtering the data based on the year of publication, to get the results of research trends, (Blanco-Mesa et al., 2017; Li et al., 2017), the following are the results of calculating publication trends:

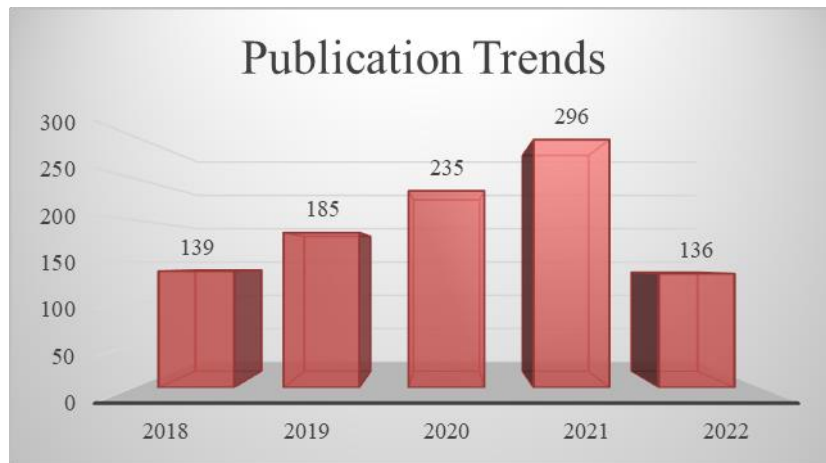


Figure 2. Number of Trending Topics

Source: Data processed in 2023

The data above shows a declining research trend on Digital Marketing; Innovation based on search results that get 991 publications. Based on the results of statistical data in 2018 there were 139 with a percentage of 14.03%, in the following years 2019 and 2020 the number of research trends increased from the previous year's trend, in 2019 there were 185 publications or 18.67% and in 2020 there were 235 publications or 23.71%, in the following year, namely 2021, the trend of this research also experienced a significant increase, namely 296 publications or 29.87%, in the last year, namely 2022, the trend with this research experienced a significant decrease, based on the results of data processing, only 136 were found publications identified by researchers, or 13.72% differ greatly from previous years.

Table 1. Research Data with Citation the most

No.	Citation	Writer	Title	Year	Publisher
1	1589	Sheth	Impact of Covid-19 on Consumer Behavior: Will Old Habits Return or Die?	2020	Elsevier
2	1582	Huang, Carat	Artificial intelligence in service	2018	journals.sagepub.com
3	1459	Verhoef, Broekhuizen, Bart	Digital transformation: Multidisciplinary reflections and research agendas	2021	Elsevier
4	1094	Wirtz, PG Patterson, WH Kunz, T Gruber	A brave new world: service robots at the forefront	2018	emerald.com
5	966	Gomber, RJ Kauffman, C	About the fintech revolution: Interpreting the power of innovation,	2018	Taylor & Francis

No.	Citation	Writer	Title	Year	Publisher
		Parker	disruption and transformation in financial services		
6	918	Dwivedi, L Hughes, E Ismagilova, G Aarts	Artificial Intelligence (AI): A multidisciplinary perspective on challenges, opportunities and emerging agendas for research, practice and policy	2021	Elsevier
7	895	Dwivedi, E Ismagilova, DL Hughes	Defining the future of digital and social media marketing research: Perspectives and research propositions	2021	Elsevier
8	802	Rachinger, R Rauter, C Müller	Digitalization and its impact on business model innovation	2018	emerald.com
9	785	Ghobakhloo	Industry 4.0, digitization and sustainability opportunities	2020	Elsevier
10	728	Li, F Su, W Zhang, JY Mao	Digital transformation by SME entrepreneurs: A capability perspective	2018	Wiley's Online Library

Source: Data processed in 2023

The data above shows the 10 authors with the most citations on themes relevant to the articles reviewed, the first article by (Sheth, 2020) entitled Impact of Covid-19 on consumer behavior: Will old habits return or die? in 2020 with a total of 1589 citations, further researchers by (Huang & Rust, 2018) with the title Artificial intelligence in service in 2018 with a total of 1582 citations, further researchers by (Verhoef et al., 2021) with the title Digital Transformation: Reflection multidisciplinary and research agenda in 2021 with a total of 1459 citations by subsequent researchers (Wirtz et al., 2018) with the title Brave new world: service robots in the frontline in 2018 with a total of 1094 citations by subsequent researchers (Gomber et al., 2018) with title On the fintech revolution: Interpreting the power of innovation, disruption and transformation in financial services in 2018 with a total of 966 citations followed by (Dwivedi, Hughes, et al., 2021) with the title Artificial Intelligence (AI): Multidisciplinary perspectives on challenges, opportunities, and emerging agendas for research, practice and policy in 2021 with a total of 918 further research citations by (Dwivedi, (Dwivedi, Ismagilova, et al., 2021) with the title Setting the future of digital and social media marketing research: Perspectives and propositions study in 2021 with a total of 895 citations, researchers then by (Rachinger et al., 2018) with Digitalization titles and their effects to business model innovation in 2018 with a total of 802 citations For researcher next by (Ghobakhloo, 2020) with title Industry 4.0, digitization and opportunities continuity 2020 with a total of 785 citations For researcher then by (Li et al., 2018) with title Digital transformation by SME entrepreneurs: Perspectives capability in 2018 with a total of 728 citations.

### ***Bibliographic Data Results***

In bibliographical analysis using the VOS Viewer, the selected Publish or Perish search results are then stored in the RIS/RefManager form which are then analyzed using the VOS Viewer, a minimum of 5 keywords are used per keyword, so that the minimum threshold is found 323 out of 4991 keywords meet the criteria This. Analyzing the map, the presence of some keywords attracts attention. Following are the results of the analysis with the VOS Viewer:

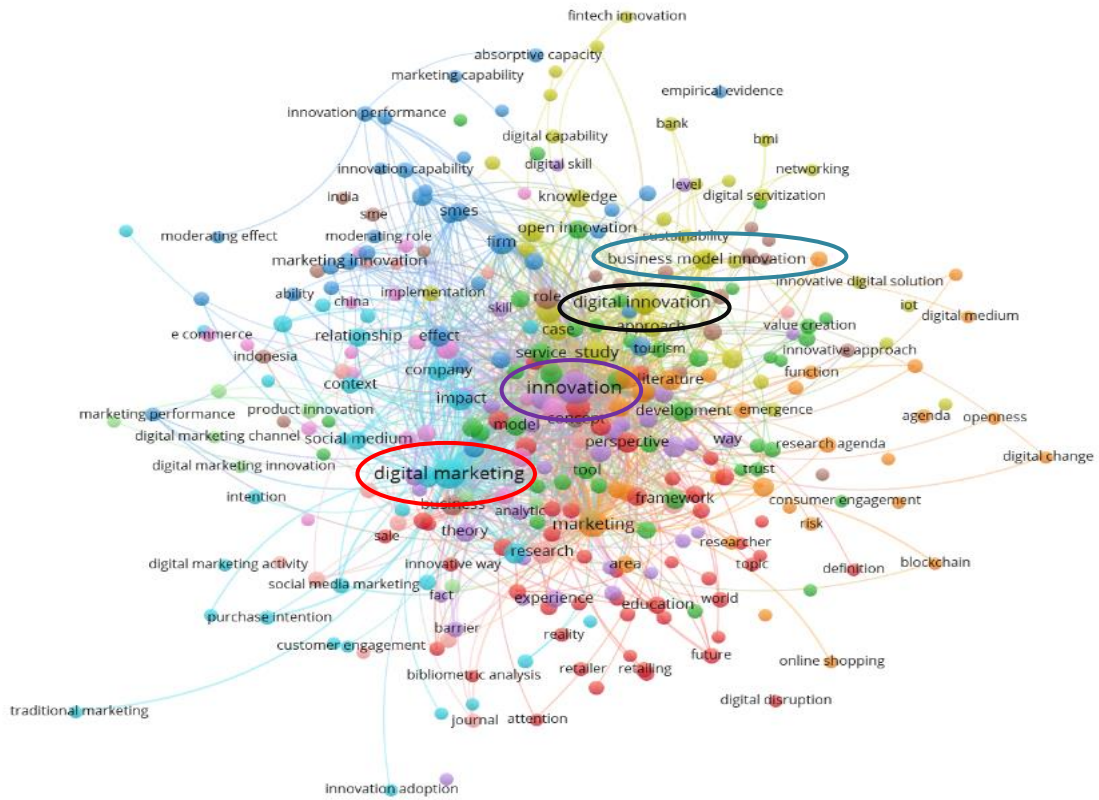


Figure 3. Visualization Network related to Digital Marketing and Innovation  
Source: Vos Viewer 2023

Visualizing Networks (VN) above, there are 11 related clusters with researched theme researchers, especially Digital Marketing (circle red), innovation (circle purple), Digital marketing (circle black), and Business model innovation (circle blue), on each cluster there is potential variables become form novelty in research furthermore with the core theme of Innovation in Digital Marketing, follows summary of data words that have been identified and have edited by researcher:

Table 2. Results Keyword Analysis

Id	Term	Occurrences	Relevance Score	Id	Term	Occurrences	Relevance Score
53	Consumer Behavior	7	0.9326	182	Innovative Technology	9	11.175
54	Consumer Engagement	7	15.098	183	Innovative Tool	6	0.9853
55	Content	23	0.8074	184	Innovative Way	9	1.521
56	Content Marketing	7	22.095	186	Intention	12	13.365
57	Context	32	0.3022	187	Interaction	18	0.623
64	Customer Engagement	8	14.991	188	Internet	21	0.4003
65	Customer Experience	8	17.888	189	Interplay	5	17.959
66	Customer Satisfaction	7	17.869	193	Knowledge	37	0.4459
71	Development	69	0.1397	194	Knowledge Management	8	25.288
72	Diffusion	15	0.6311	195	Level	9	0.868
73	Digital	15	0.4613	198	Management	68	0.132
74	Digital Age	19	0.6032	199	Manager	23	0.5378
75	Digital Banking	5	25.159	200	Market	37	0.3608
76	Digital Capability	11	14.051	201	Market Innovation	10	11.112
77	Digital Change	5	12.904	202	Market Orientation	6	16.387
78	Digital Content Marketing	5	24.669	203	Marketer	29	0.6065
79	Digital Device	7	0.7396	204	Marketing	242	0.1998
80	Digital Disruption	7	13.013	205	Marketing Activity	9	0.5523
81	Digital Economy	22	11.756	206	Marketing Capability	6	1.539
82	Digital Entrepreneur	6	13.785	207	Marketing Communication	6	14.552
83	Digital Entrepreneurship	16	1.061	208	Marketing Innovation	32	0.5787
84	Digital Environment	9	0.8649	209	Marketing Performance	13	0.8749
85	Digital Era	18	0.5343	210	Marketing Perspective	7	32.909
86	Digital Innovation	126	0.2915	211	Marketing Research	11	14.096
87	Digital Marketing	365	0.2313	212	Marketing Strategy	26	0.2961
88	Digital Marketing Activity	7	21.808	213	Marketplace	11	11.494
89	Digital Marketing Application	5	13.626	214	Mediating Role	12	13.869
90	Digital Marketing Capability	5	13.425	215	Medium Enterprise	10	12.309

Id	Term	Occurrences	Relevance Score	Id	Term	Occurrences	Relevance Score
91	Digital Marketing Channel	6	10.901	216	Metaverse	9	22.016
92	Digital Marketing Communication	12	0.928	217	Methodology	6	22.059
93	Digital Marketing Innovation	5	35.836	218	Mobile App	5	29.627
94	Digital Marketing Platform	5	20.914	220	Moderating Effect	7	22.148
95	Digital Marketing Practice	6	0.9816	221	Moderating Role	9	12.101
96	Digital Marketing Strategy	33	0.5159	222	Msmes	8	22.447
97	Digital Marketing Tool	10	0.5749	223	Need	20	0.5803
99	Digital Platform	36	0.6493	224	Networking	6	48.226
100	Digital Service Innovation	12	11.171	225	New Technology	10	0.5704
101	Digital Servitization	11	2.858	227	Online Shopping	5	21.511
102	Digital Skill	7	10.535	228	Open Innovation	43	0.5073
103	Digital Technology	84	0.1369	229	Openness	5	12.868
104	Digital Tool	6	1.861	230	Opportunity	42	0.3062
105	Digital Transformation	123	0.2802	232	Organisational Innovation	5	15.273
106	Digital Twin	5	4.223	233	Organization	37	0.3509
107	Digital World	6	0.8263	234	Outcome	14	14.378
108	Digitalization	30	0.3816	235	Overview	7	15.789
109	Digitization	9	0.8482	236	Pandemic	31	0.9262
114	Dynamic Capability	7	12.741	239	Performance	64	0.4853
115	E Commerce	11	0.9633	241	Perspective	66	0.1714
116	Eco Innovation	8	15.936	242	Place	8	28.733
117	Economy	31	0.2961	243	Platform	35	0.2883
118	Ecosystem	35	0.7091	244	Point	11	0.4622
120	Effect	77	0.3362	245	Practice	40	0.1798
121	Effectiveness	14	0.5856	246	Process	67	0.2152
122	Efficiency	8	13.138	247	Process Innovation	17	13.212
123	Emergence	11	0.7365	248	Product	60	0.2196
124	Empirical Evidence	5	17.701	249	Product Innovation	19	0.8827
125	Empirical Study	6	0.6677	250	Product Service Innovation	6	14.508
126	Enterprise	23	0.557	251	Purchase Intention	12	1.711
127	Entrepreneur	11	0.954	252	Quality	17	10.837
128	Entrepreneurship	27	0.3989	254	Radical Innovation	7	13.222
129	Environment	23	0.4657	255	Reality	9	0.8337
131	Evaluation	8	0.8567	256	Recent Year	5	1.196
132	Evidence	20	0.6767	257	Relationship	36	0.3672
133	Evolution	18	0.8791	264	Retailer	12	11.064
134	Example	11	0.5676	265	Retailing	15	0.8505
135	Experience	24	0.6937	266	Review	36	0.5919
136	Exploration	9	0.9613	267	Rise	9	11.037
139	Fashion	9	13.158	268	Risk	10	0.7265
141	Financial Service	12	17.336	269	Role	107	0.142
142	Fintech Innovation	6	47.876	270	Sale	14	0.5327
144	Firm Performance	6	15.383	271	Scope	10	0.6427
145	Focus	19	0.3793	272	Section	8	16.691
146	Form	17	0.4003	273	Service	69	0.219
147	Framework	46	0.3715	274	Service Innovation	51	0.4398
148	Function	11	0.4869	275	Service Provider	9	0.9575
149	Future	19	0.377	276	Skill	18	0.492
150	Future Research	11	1.069	277	Small Business	8	0.729
152	Growth	21	0.5647	278	Sme	14	0.9485
154	Higher Education	5	44.393	279	Smes	50	0.3747
155	Impact	82	0.1782	280	Social Media Marketing	20	10.072
156	Implementation	17	0.5622	281	Social Medium	46	0.363
157	Implication	31	0.3749	282	Society	8	0.7245
158	Importance	12	10.299	283	Stage	14	0.5764
159	India	7	13.835	284	Stakeholder Engagement	5	22.571
160	Indonesia	11	15.279	285	Strategy	74	0.1502
161	Industry	85	0.162	289	Supply Chain Management	6	18.686
163	Influencer Marketing	7	13.763	290	Sustainability	9	16.761
164	Information	24	0.4049	291	Sustainable Development	6	0.9744
165	Innovation	628	0.0714	292	Synthesis	6	11.949
166	Innovation Adoption	6	0.7258	293	Systematic Literature Review	8	11.868
167	Innovation Capability	21	13.245	294	Systematic Review	10	0.9263
168	Innovation Ecosystem	16	16.249	295	Technique	11	0.8158
169	Innovation Management	17	12.133	296	Technological Innovation	35	0.3437
170	Innovation Performance	19	19.158	297	Technology	85	0.1524
171	Innovation Process	26	0.7534	298	Technology Innovation	12	0.7471
172	Innovation Resistance	5	25.336	305	Tourism	19	0.3787
173	Innovation Strategy	14	10.486	306	Traditional Marketing	5	2.154
174	Innovative Approach	13	12.151	307	Transformation	23	0.6973
175	Innovative Business Model	8	0.8467	308	Trend	20	0.5894
176	Innovative Development	6	25.398	309	Trust	12	15.415
177	Innovative Digital Solution	5	16.262	314	User Innovation	6	20.184
178	Innovative Digital Technology	11	0.7006	315	Value	37	0.2354
179	Innovative Idea	5	1.26	316	Value Co Creation	8	0.9337
180	Innovative Marketing	8	0.9115	317	Value Creation	18	0.757
181	Innovative Product	10	12.413	319	Virtual Reality	6	10.785

Source: Data processed in 2023

Appearance Min Count: 5 scores Relevance Max: 44,393

Data above are the words that often appear in article Which analysed, provisions in analysis text above is If appearance worth small and score its relevance high, then possibility word renewal bigger. If appearance big and score its relevance tall then said which used is the word often appear or viral.

And if appearance small and score its relevance small, hence the word potentially error.

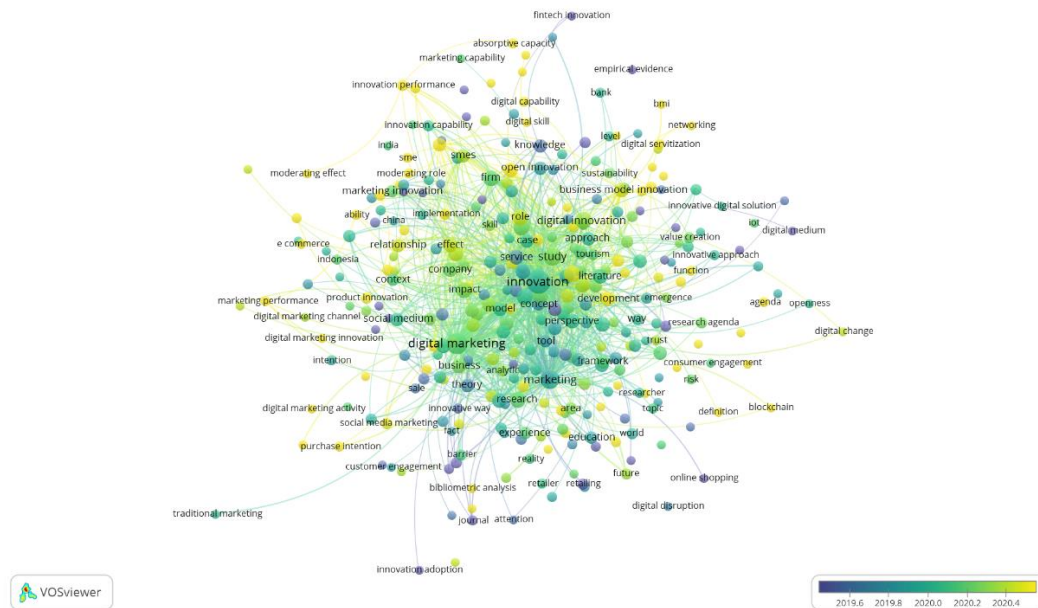


Figure 4. Overlay Visualization related to Digital Marketing and Innovation  
Source: Vos viewer 2023

Image Overlay Visualizing (OV) shows timeline visualization as trend study in five years last. Based on visualization above research trend with keywords digital marketing innovation still belong now, in 5 years last (2018-2022) colors green young and yellow bright dominate picture above especially in years 2020. Figure 5 below will show trend based on how much often use of related keywords with term rare new reviewed:

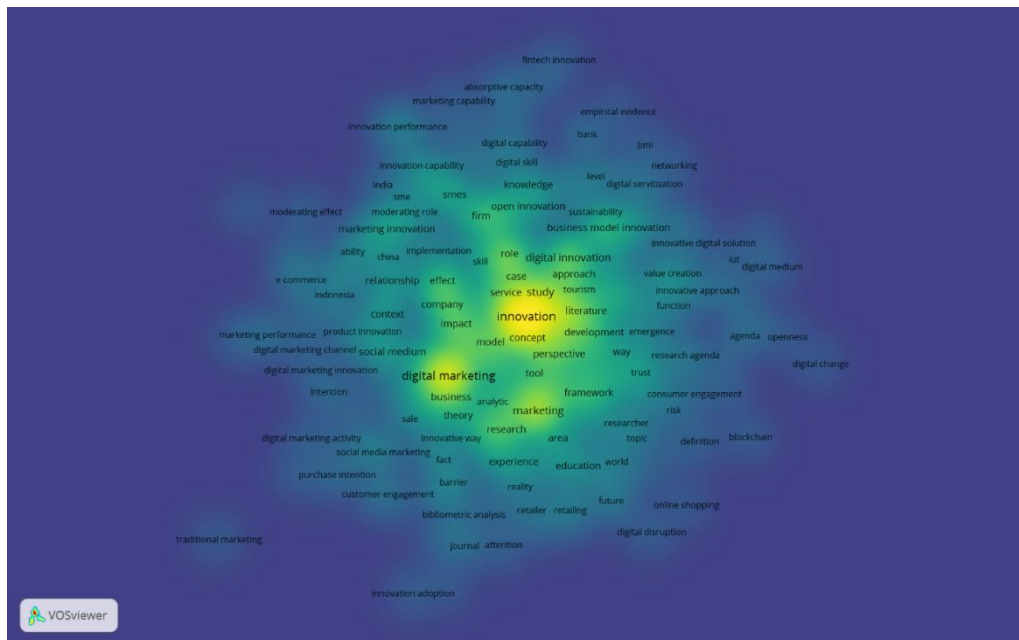


Figure 5. Density Visualization related to Digital Marketing and Innovation  
Source: Vos viewer 2023

Topic study rare related discussed can seen in Figure 5 Density

Visualization (DV). The more it fading the color shown in the picture means topic the Still A little discussed or in other words still Not yet many do study about topic the. From pictures seen that Innovation, Digital Marketing and Marketing is topic raised dominance in publication article, and seen in the picture that color faded can seen that these colors include keywords and terms new.

## **DISCUSSION**

This research and research review results in reviewing the bibliometric literature on Innovation in digital marketing, an in-depth search process keywords "Innovation and Digital Marketing" based keywords, and generate abstract search by 993 relevant articles. The mapping procedure was then completed using Microsoft Excel and VOSviewer. The search yielded 10 papers with the most citations. Based on the results of analysis and mapping with VOSviewer, Innovation research in digital marketing with identified term studies is most widely studied in the 2020 period in the range 2018 to 2022 (5 years). Meanwhile, VOSviewer analysis identified there are keywords related to the research topic Innovation in digital marketing. Each cluster contains related main terms important terms so that the novelty of the core theme in this article is formed. There are keywords or terms that are rarely researched, in consumer behavior there are terms consumer engagement, content marketing, customer experience, customer satisfaction. For digital marketing keywords, there are terms digital banking, digital capability, digital change, digital content, marketing, digital device, digital disruption, digital entrepreneur, digital environment, digital marketing activity, digital marketing application, digital marketing capability, digital marketing channel, innovation digital marketing, digital marketing platform, practice digital marketing, tools digital marketing, digital services, digital skills, digital tools, digital twin, digital world, digitization, capabilities dynamic. And keywords Innovation own rare term reviewed i.e., influencer marketing, adoption innovation, resistance innovation, business model innovative, development innovative, innovative digital solutions, innovative ideas, marketing innovative, product innovative, technology innovative, tool innovative, way innovative, interaction, knowledge, level management, market innovation. While keywords related in a manner not immediately identify market orientation, activity marketing, capabilities marketing, communication marketing, perspective marketing, metaverse, apps mobile, openness, innovation organization, place, innovation service product, innovation radical, provider service, business small, community, involvement stakeholders' interests, management chain supply, sustainability, development sustainability, marketing tradition, innovation user, creation mark together.

## **CONCLUSIONS AND RECOMMENDATIONS**

With the findings of this researcher, new roots or terms have been identified as the development of the main keywords for digital marketing innovation, so

that further research that will explore relevant research themes (Digital Marketing Innovation) can develop and be more flexible (not monotonous). The results of this study are expected to contribute to practitioners in developing business by creating new strategies to increase marketing revenues, and in particular researchers (academicians) through the results of this study are expected to be able to create novelty research in the future through new roots and terms from these findings.

### ADVANCED RESEARCH

The limitation of this research is that the data studied is only through Google Scholar. It is hoped that future researchers can analyze data that is more specific for EBSCO, DOAJ, COPERNICUS. In future research, it is expected to be able to study Associate Digital Market with several keywords such as Trust, Customer Value, Marketplace.

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