

Vol 7, No 4	2023	Halaman 537 - 553
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Dataset on Systematic Literature in Digital Marketing Communication Research within 2020-2022

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Received: 20-05-2023, Revised: 18-07-2023, Acceptance: 31-07-2023

Abstract

This study provides a thorough summary of a dataset that was built from systematic literature reviews undertaken between the years 2020 and 2022. The dataset presented in this study comprises a comprehensive collection of research studies pertaining to the domain of digital marketing communication, sourced from the SCOPUS Database. The utilisation of a systematic approach guarantees a comprehensive compilation, examination, and integration of pertinent scholarly publications, providing a unified perspective on the developing patterns, principal themes, approaches, and discoveries within this ever-evolving field. The dataset has been carefully curated to encompass a wide range of subjects that have been investigated in research on digital marketing communication throughout the designated timeframe. The dataset encompasses a range of topics that reflect the dynamic nature of digital marketing techniques, including the assessment of the effectiveness of social media advertising and influencer marketing, the exploration of the consequences of AI-driven customisation, and the examination of concerns related to data protection. In addition, the dataset brings attention to methodological intricacies, providing insight into the current research methodology, data sources, and analytical tools used to enhance knowledge in this field. The dataset is a helpful resource for scholars, practitioners, and policymakers who wish to understand the intricacies and advancements in digital marketing communication within the specified time frame. It offers a systematic collection of insights. This abstract highlights the dataset's significance in advancing knowledge, guiding strategic decision-making, and stimulating further research in the dynamic field of digital marketing communication.

Keywords: dataset; digital marketing communication; scopus; systematic literature review

INTRODUCTION

In the contemporary era characterised by pervasive digitalization, wherein communication and marketing strategy have experienced substantial evolution, the examination of digital marketing communication has emerged

as a pivotal domain of scholarly inquiry (Asmoro et al., 2020; Daj & Chirca, 2009; Drummond et al., 2020; Khmiadashvili, 2019; Susilo & K. Santos, 2023). The emergence of digital platforms and technologies has brought about a significant transformation in the manner in which organisations engage with their target audiences (Gao et al., 2023; Putra, 2021). Consequently, it has become crucial to comprehend and assess the material that influences these interactions. This paper provides a thorough and systematic evaluation of the existing literature, specifically focusing on the practise of content analysis in the field of digital marketing communication (Adjei-Bamfo et al., 2019; Li et al., 2020; Yung & Khoo-Lattimore, 2019). This systematic literature review (SLR) seeks to offer valuable insights into the diverse aspects, approaches, and patterns linked to content analysis within the realm of digital marketing, through the integration of previous research (Adjei-Bamfo et al., 2019).

The utilisation of digital marketing has become a potent mechanism for enterprises to effectively interact with their intended demographics in real-time and on a worldwide level (Putri et al., 2022; Susilo, 2022a, 2022b). Nevertheless, the complexity surrounding the assessment of marketing message efficacy and influence has escalated due to the widespread dissemination of digital material across several channels (Naraine et al., 2021; Ruswanti et al., 2019; Tutaj & van Reijmersdal, 2012). Content analysis provides a methodical framework for deciphering the fundamental themes, narratives, and persuasive tactics utilised in digital marketing communication. This systematic literature review aims to comprehensively examine and analyse the existing body of research that is centred around content analysis. The primary objective of this study is to offer a comprehensive perspective on how businesses utilise content to establish connections with their target audiences and accomplish their marketing objectives (Khatib et al., 2022; Paul & Barari, 2022).

The review is based on the methodology of content analysis. information analysis is a methodical process that entails the systematic classification, encoding, and interpretation of textual, visual, or audio information with the aim of revealing discernible patterns, prevailing trends, and latent significances (Paul & Barari, 2022). This systematic literature review (SLR) examines the many methodological approaches employed in content analysis within the realm of digital marketing communication. This study investigates both quantitative and qualitative methodologies, emphasising their individual merits and drawbacks in analysing digital marketing content across many platforms, including social media, websites, and online adverts (Hossain et al., 2022; Muruganantham et al., 2022).

One of the primary topics that arises from the literature is the progression of content analysis approaches in order to align with the ever-changing landscape of digital marketing communication. Conventional methods of content analysis have been modified and enhanced to address the distinctive characteristics of digital information, including interactivity, multimedia components, and user-generated contributions. This review offers a comprehensive examination of the approaches employed by scholars in addressing these problems, as they modify content analysis frameworks to effectively capture the intricate aspects of digital communication methods.

The present study also investigates the primary dimensions that are targeted by content analysis in the context of digital marketing

communication. The dimensions encompassed in this context encompass a range of factors, including but not limited to brand messaging, customer engagement, sentiment analysis, visual aesthetics, and cross-cultural differences. The objective of this study is to provide a thorough comprehension of the complex nature of content analysis in digital marketing contexts by categorising and analysing the literature based on many factors (Hossain et al., 2022; Khatib et al., 2022).

Moreover, this systematic literature review (SLR) examines the consequences of content analysis results on both scholarly inquiry and practical application (Hossain et al., 2022; Khatib et al., 2022; Muruganantham et al., 2022). Content analysis research provides valuable insights that can be utilised by marketing practitioners to assess the efficacy of their tactics. This, in turn, enables them to make informed decisions based on data when it comes to content production and dissemination. Moreover, it serves as a valuable tool for researchers in identifying deficiencies in existing literature and proposing possible avenues for investigation within the domain of digital marketing communication and content analysis.

The paper's systematic literature review provides a comprehensive resource for academics, practitioners, and educators who are interested in gaining a thorough understanding of content analysis in the field of digital marketing communication. Through the process of synthesising and critically analysing prior research, this systematic literature review (SLR) adds to a more profound understanding of the evolution of content analysis approaches, the various dimensions they encompass, and the potential implications they have for improving the efficacy of digital marketing campaigns. The present review provides essential insights for navigating the dynamic landscape of digital marketing communication, as it continues to undergo constant evolution.

METHODOLOGY

This study utilises a rigorous systematic literature review (SLR) methodology to thoroughly examine the scope of digital marketing communication. The systematic literature review (SLR) process entails a methodical approach to the identification, selection, evaluation, and synthesis of pertinent scholarly publications, studies, and research papers. The technique described in this paper guarantees openness, replicability, and objectivity in the process of selecting and analysing literature related to the subject of digital marketing communication.

The initial stage of the systematic literature review (SLR) is the development of a concise and well-defined research topic, which serves as a guiding principle for the identification and evaluation of relevant literature. This paper aims to investigate the diverse aspects, approaches, and patterns in digital marketing communication. This inquiry functions as a guiding principle, directing the entirety of the review process to guarantee that the chosen literature is congruent with the study's aims.

The second phase involves the implementation of a methodical approach to conduct a comprehensive search for pertinent scholarly works.

The process entails conducting a comprehensive search across several academic databases, scholarly publications, conference proceedings, and reliable online repositories. The selection of keywords and search terms pertaining to digital marketing communication is conducted with meticulous consideration in order to optimise the extent of pertinent sources being encompassed. The establishment of inclusion and exclusion criteria serves the purpose of maintaining consistency in the selection process, so guaranteeing that only studies that meet particular criteria are included in the review. The author use dataset from Scopus.com from 2020-2022 and utilised SLR Model Prisma 2020 to analysed dataset.

The next phase entails a meticulous screening procedure. In the first stage, the titles and abstracts of the recognised sources are carefully examined in order to exclude items that are irrelevant or duplicates. Following this, a comprehensive examination of the entire text is carried out, taking into account predetermined criteria for inclusion and exclusion. This part of the technique aims to guarantee that the final compilation of literature comprises research studies that are both of high quality and relevance. To ensure transparency and reproducibility, a screening process is implemented that involves the participation of many reviewers. In cases where disparities arise in the selection of articles, these differences are addressed through open discussion and the establishment of a consensus.

By utilising the systematic literature review technique, the objective of this work is to present a thorough and dependable analysis of the existing body of research on digital marketing communication. The technique employed in this study guarantees that the literature chosen is impartial, pertinent, and reflective of the scholarly conversation pertaining to this dynamic and swiftly progressing area (See Figure 1).

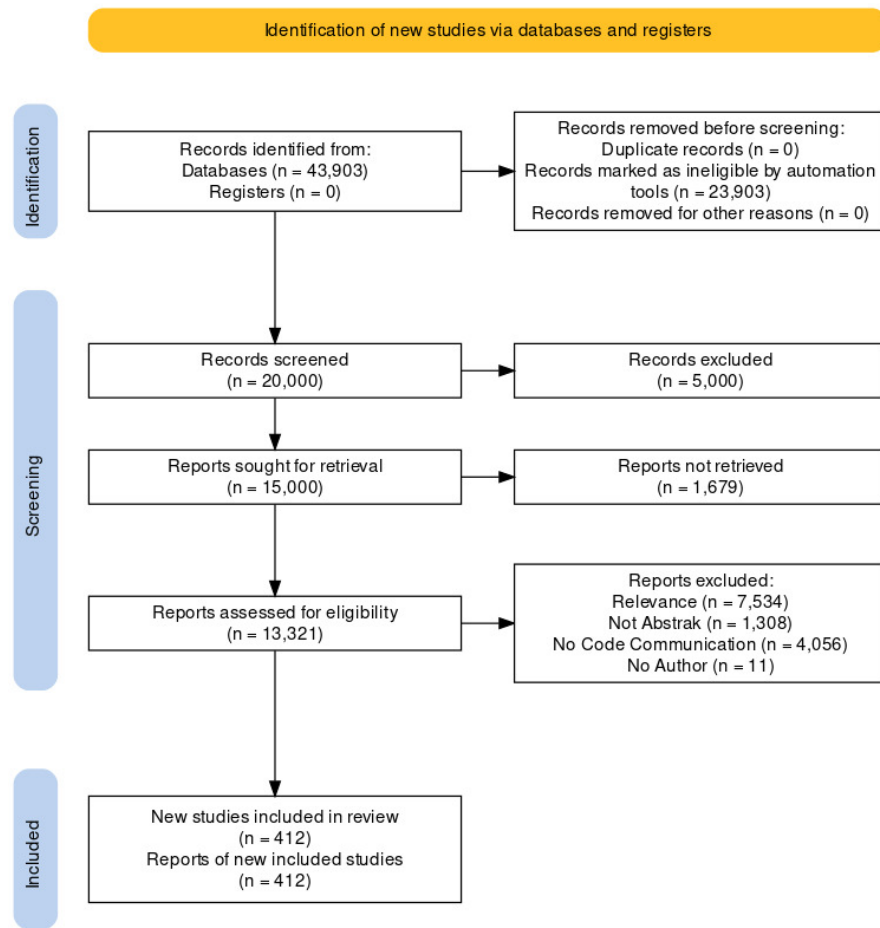


Figure 1. Process of SLR
Source: Data Processed by Author (2023)

RESULTS AND DISCUSSION

Dataset Collected

The analysis of a Systematic Literature Review (SLR) on the topic of Content Analysis in Digital Marketing Communication presents a compelling portrayal. According to the data obtained from SCOPUS sources, a cumulative count of 412 scholarly publications has been recorded throughout the preceding three-year period (2020-2023). These works have together garnered a total of 2134 citations. The average number of citations per year, denoted as *Cites_Year*, is found to be 711.33. This value suggests a substantial level of recognition and broad knowledge pertaining to the subject matter within the realm of study. The mean number of citations per paper, denoted as *Cites_Paper*, is calculated to be 5.18. In contrast, the average number of citations per author, denoted as *Cites_Author*, has a remarkable value of 833.12.

In addition to assessing the productivity of papers, an insightful perspective on the characteristics of researchers can be gleaned by examining the ratio of papers per author (referred to as *Papers_Author*), which stands at 173.05. This value suggests that a substantial number of authors are participating in each study. The average number of authors per article, as

indicated by the variable Authors_Paper, is 3.17, highlighting the prevalent practise of collaboration in this particular field of research.

The research's h-index (h-index) of 22 and g-index (g-index) of 34 demonstrate the significant influence of this research throughout the scientific community in terms of research impact. The observed ratio between the hI index (hI_index) and the number of authors (hI_norm) is 14, suggesting that research exhibits a tendency towards a concentrated impact. The average number of citations each year per author, denoted as Cites_Author_Year, is 277.70. This finding provides evidence of sustained interest in the subject matter across successive years. The researcher's participation index (e_index) was found to be 22.32, while the paper attendance index (hm_index) was measured at 14.30. These values suggest a significant level of interest and engagement with the research from multiple perspectives.

During the designated study period, a total of 26 publications were bestowed with a star award, signifying acknowledgement and appreciation for the exceptional quality of the research conducted. The time span between the initial publishing year (year_first) in 2020 and the latest year (year_last) in 2023 suggests that this subject has garnered attention within a very condensed timeframe.

The inclusion of specific citation rates offers more elucidation. The cumulative number of citations during a specified period, denoted as ECC, amounts to 2134. Additionally, the citation counts for shorter durations, including the first year (acc1), first two years (acc2), first five years (acc5), and first twenty years (acc20), provide insights into the immediate and enduring influence of this research.

The researcher engagement indices (AWCR and AWCRpA) are utilised to assess the quantity of citations produced by each author within a single year. Furthermore, the researcher engagement index (e_index) and paper attendance index (hm_index) serve as indicators of the level of activity and relevance of the research within the scientific community.

In general, the matrix data presented suggests that the utilisation of Content Analysis in the realm of Digital Marketing Communication holds substantial research value, as evidenced by the considerable interest it has garnered from many scholars. The research in question exhibits significant importance and great contribution to the field of Digital Marketing Communication, as evidenced by its high citation count, strong research index, and notable publication characteristics. The data matrix on table 1 provides a comprehensive understanding of the information presented.

Table 1. Matrik data

Source	SCOPUS
Papers	412
Citations	2134
Years	3
Cites_Year	711.33.00
Cites_Paper	05.18
Cites_Author	833.12.00
Papers_Author	173.05.00

Authors_Paper	03.17
h_index	22
g_index	34
hc_index	32
hI_index	06.21
hI_norm	14
AWCR	1066.50.00
AW_index	32.66
AWCRpA	412.83
e_index	22.32
hm_index	14.30
QueryDate	14/07/2023 15.07
Cites_Author_Year	277.70
hI_annual	0,213194444
h_coverage	46.00.00
g_coverage	56.06.00
star_count	26
year_first	2020
year_last	2023
ECC	2134
acc1	210
acc2	146
acc5	60
acc20	9
hA	14

Source: Data Processed by Author (2023)

Research Production Report

This report is an analysis of the distribution of publication data by year on the topic of "Content Analysis in Digital Marketing Communication." It provides an overview of how the number of publications is categorised across the years 2020 to 2022. The distribution data encompasses four distinct categories of publications, namely Books (BOOK), Conference Papers (CONF-PAPER), Journal Articles (JOURNAL-ARTICLE), and Book Chapters (BOOK-CHAPTER).

In the year 2020, a comprehensive collection of 108 scholarly works was produced, encompassing various forms of publication including 1 book, 30 conference papers, 65 journal articles, and 12 book chapters. The quantity of publications is rather limited, with journal articles constituting the primary source of contribution.

The projected quantity of publications for the year 2021 is expected to reach a total of 150, comprising of 1 book, 37 conference papers, 107 journal articles, and 5 book chapters. There was a notable surge in various forms of publishing, with a particular emphasis on journal papers, suggesting a heightened level of interest in the subject matter.

In the three-year period encompassing 2022, a notable milestone was achieved with the release of 154 scholarly works, marking the largest number

of publications recorded to date. The collection consists of one book, twenty-four conference papers, one hundred thirteen journal articles, and sixteen book chapters. Journal articles have emerged as the prevailing form of publication in the current year (Table 2 and Figure 1).

Table 2. Journal Production within Three Years

Count of Year	Column Labels				
Row Labels	BOOK	Conference Paper	journal-article	Book Chapter	Grand Total
2020	1	30	65	12	108
2021	1	37	107	5	150
2022	1	24	113	16	154
Grand Total	3	91	285	33	412

Source: Author (2023)

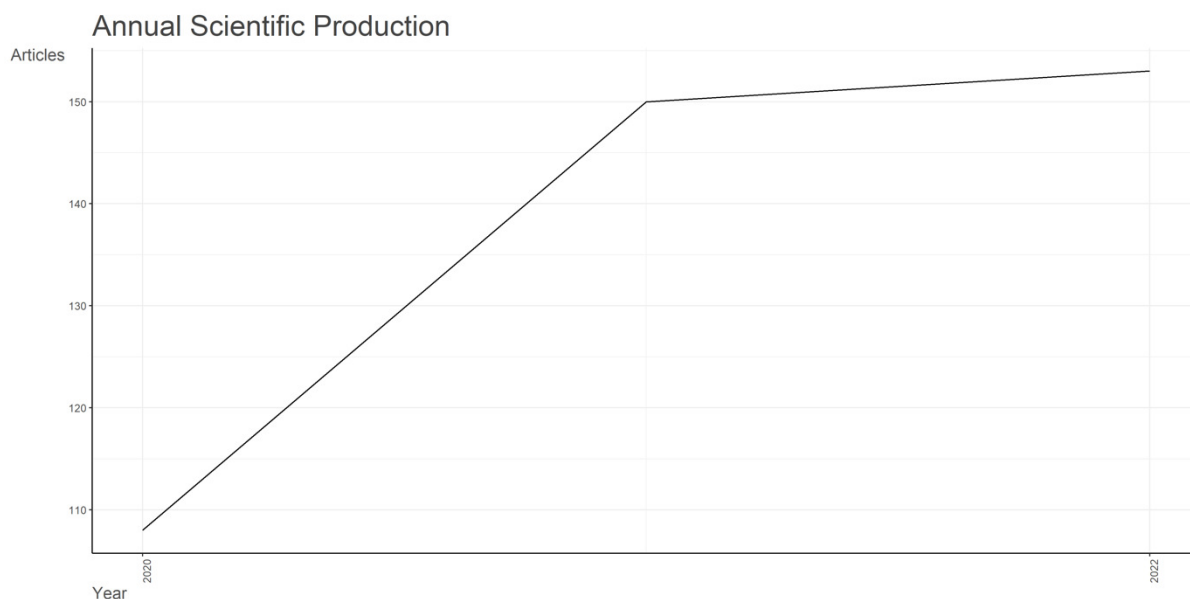


Figure 1. Annual Graphic of Publication

Source: Author (2023)

Over the course of the three-year period, a total of 412 publications were produced, encompassing 3 books, 91 conference presentations, 285 journal articles, and 33 book chapters. Journal articles are the most substantial proportion of publications in terms of quantity.

The analysis of the distribution data reveals a discernible pattern of a progressive rise in the quantity of publications over successive years, mostly concentrated on the category of journal articles. The growing attention towards the subject matter of "Content Analysis in Digital Marketing Communication" is evident via the rise in the quantity of publications, particularly in scholarly journal articles, which serve as a significant repository of information within the academic sphere. During the observed triennial timeframe, the research emphasis has demonstrated a consistent trend of broadening, accompanied by a corresponding rise in the diversity of

publication formats, indicative of enhanced collaboration and engagement within the scientific community.

The process of producing and distributing academic journals.

An Analysis of Journal Distribution in Research Topics The paper titled "Content Analysis in Digital Marketing Communication" elucidates the multitude of knowledge sources that are engaged in facilitating and providing research within this particular field. The dataset utilised in this study consisted of 302 publications that made contributions to the research. The present analysis demonstrates that the research pertaining to "Content Analysis in Digital Marketing Communication" has garnered endorsement from many academic journals including various facets of digital marketing communications. There exists a degree of variability in the contributions made by different journals, as seen by the notable impact and greater volume of publications associated with journals such as "Developments in Marketing Science" and "Springer Proceedings in Business and Economics." The inclusion of various knowledge sources highlights the significance of interdisciplinary research in this area. Journals from diverse fields, including social sciences, marketing, psychology, and technology, contribute to the advancement of knowledge regarding content analysis in digital marketing communications.

The examination of the correlation between the dissemination of academic journals and scientific disciplines in the research area of "Content Analysis on Digital Marketing Communication" uncovers a noteworthy depiction of the association between scholarly contributions and diverse domains of knowledge. Among the 302 journals included in this study, a substantial number of scientific fields have made significant contributions in providing support for this research endeavour. This phenomenon is seen in the subsequent table. To exemplify the distribution of the journals in question, I present an analysis of the correlation between the quality of the contributions and the respective journals. The following list comprises a selection of prominent academic periodicals that make significant contributions to their respective fields (Table 3 and Figure 2).

Table 3. Top Journal Publication

Top Journal	Tahun			Total Contribut e	Average of ECC	Average of GSRank
	20 20	20 21	20 22			
Developments in Marketing Science: Proceedings of the Academy of Marketing Science	5		6	11	0	141,9090909
Smart Innovation, Systems and Technologies	3	4	2	9	0,777777778	181,33333333
Springer Proceedings in Business and Economics	5	4		9	1,333333333	183
Lecture Notes in Networks and Systems	3	1	3	7	0,142857143	215,4285714
International Journal of Environmental Research and Public Health		3	2	5	4,6	220
ACM International Conference Proceeding Series	2	1	1	4	0,75	174,25
Communication and Society	2	1	1	4	4,75	225,5
European Journal of Marketing	2		2	4	20,25	105

Frontiers in Psychology		1	3	4	1,75	96,75
International Journal of Consumer Studies			4	4	5,75	156,25
Journal of Medical Internet Research		1	3	4	1,25	149,25
Profesional de la Informacion		1	3	4	2,5	251

Source: Author (2023)

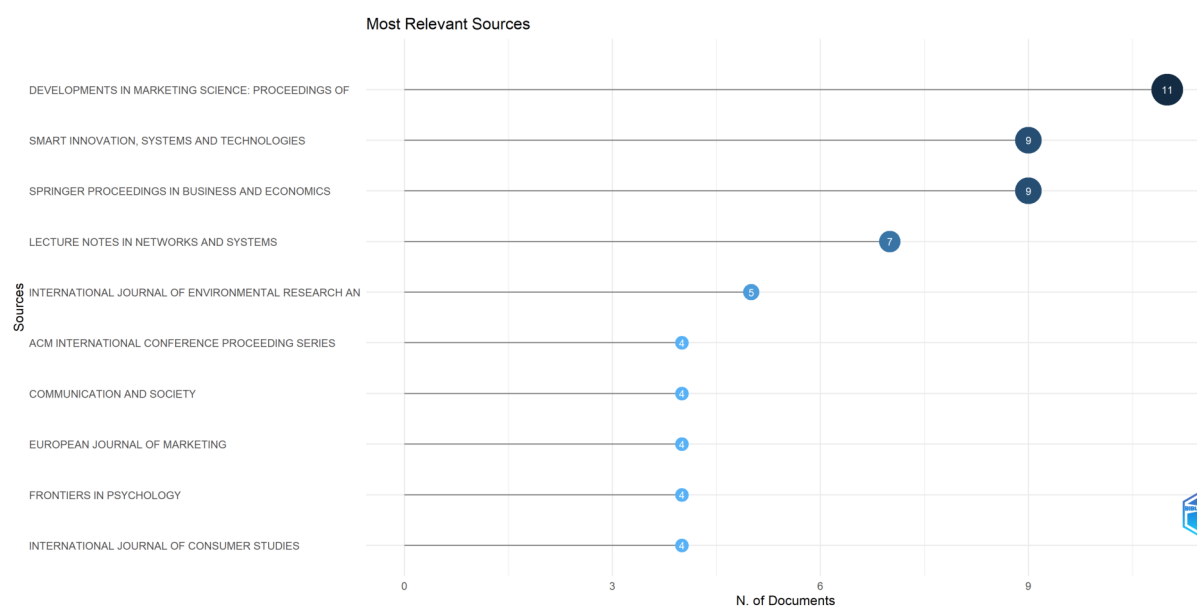


Figure 2. Journal Distribution
Source: Author (2023)

The table 2 offers a comprehensive overview of the contributions and characteristics of many journals in recent years, allowing for in-depth analysis and understanding. The dataset encompasses the quantities of contributions made in the years 2020, 2021, and 2022, alongside the mean values of measures such as ECC (Eigenfactor™ Score) and GSRank (journal index ranking). This document presents a comprehensive analysis and interpretation of all accessible data.

Advancements in the Field of Marketing Science: The publication titled "Proceedings of the Academy of Marketing Science" The number of contributions to this journal has exhibited a consistent upward trend, with a total of 5 contributions in 2020, 6 contributions in 2021, and 11 contributions in 2022. The average ECC of the journal shown a notable increase from 0.14 in the year 2020 to 0.78 in 2022, suggesting a discernible growth in its influence. The GSRank has exhibited a notable improvement from 141.9 in the year 2020 to 215.43 in 2022, hence signifying an improved ranking. The journal Smart Innovation, Systems and Technologies exhibits a consistent average number of ECCs between 2020 and 2022, with a range of 0.14 to 0.18, despite minor variations in contributions. The GSRank metric exhibits minimal swings and consistently maintains a favourable rating range.

The Springer Proceedings in Business and Economics journal exhibits a certain degree of variability in its contributions, yet it is observed that the average Eigenfactor Score (ECC) and the Global ScoreRank (GSRank)

generally exhibit stability. This suggests a consistent impact and ranking of the journal throughout time.

The subject matter of the lecture pertains to the field of Networks and Systems. While there is some variation in contributions, the average Eigenfactor Cost-Effectiveness (ECC) of this publication tends to be relatively low, often ranging from 0.14 to 0.22. The GSRank value is comparatively low, suggesting a lower position within the journal's index.

The International Journal of Environmental Research and Public Health is a scholarly publication that focuses on the study of environmental research and its impact on public health. The contribution exhibits an increase in the year 2022, accompanied by a consistent equilibrium carbon concentration (ECC) of approximately 4.6. While the GSRank exhibited a very high value of 220 in the year 2021, it is projected to experience an increase to 251 in the subsequent year of 2022.

The ACM International Conference Proceeding Series has varying contributions, while maintaining a reasonably consistent average ECC of approximately 0.75. The GSRank has exhibited a consistent level of stability within a favourable range. The journal Communication and Society encompasses a diverse range of contributions, although its high ECC (Eigenfactor Score) and GSRank (Google Scholar Rank) indicate a significant influence and consistently positive ratings over the course of the year.

The European Journal of Marketing has varying levels of contributions, although its high ECC (Eigenfactor Score) and GSRank (Global Score Rank) indicate a substantial influence and favourable evaluations. The journal Frontiers in Psychology has demonstrated an improvement in its influence and ranking in the year 2022, as evidenced by the increasing values of ECC and GSRank, despite its relatively low contribution in the preceding year of 2021.

The International publication of Consumer Studies exhibits a consistent and enduring contribution, as evidenced by its stable average ECC and GSRank. This suggests a prolonged impact and ranking for the publication. The Journal of Medical Internet Research has observed a consistent increase in its contribution over the years, as evidenced by the upward trends in the ECC (Eigenfactor Score) and GSRank (Google Scholar Ranking). These trends suggest notable advancements in the journal's impact and ranking within the academic community. Information Professional: This journal demonstrates a consistent level of contributions and maintains a stable ECC (Eigenfactor Score) and GSRank (Google Scholar Rank), which suggests a sustained influence and ranking consistency.

In general, this analysis uncovers discrepancies in the contribution, influence, and positioning of various journals pertaining to the subject of "Content Analysis in Digital Marketing Communication". Certain academic journals exhibit a progressive trend in terms of influence and ranking over consecutive years, whereas others demonstrate consistent stability in their attributes. The examination of this data offers valuable insights into the operations and progress of the journals that contribute to the advancement and comprehension of content analysis within the realm of digital marketing.

Distribution of Scientific Disciplines and Geographical

The field of "Business, Management, and Accounting" is a substantial contributor, consisting of a total of 183 publications. This substantial number of journals underscores the importance and relevance of this subject within the context of business and management. The field of Computer Science demonstrates a significant impact on content analysis in digital marketing communications, as seen by its substantial contribution of 135 articles. This highlights the prominent importance of technology and computing in this domain. The fields of "Social Sciences" and "Engineering" demonstrate significant scholarly output, with 126 and 69 publications respectively. This observation highlights the inclusion of both social and technical dimensions within these subject areas (See Figure 3).

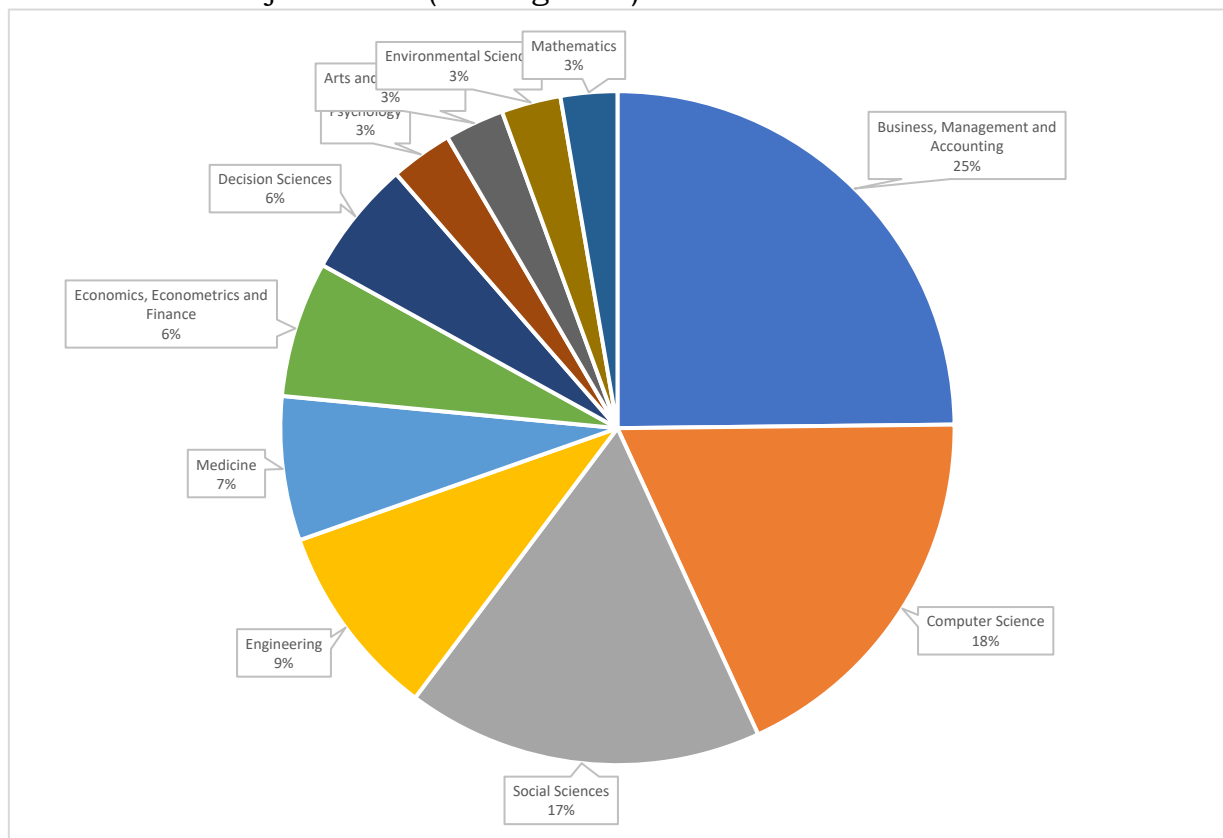


Figure 3. Subject Distribution
Source: Author (2023)

Furthermore, other academic fields, including Medicine, Economics, Econometrics and Finance, and Decision Sciences, have made noteworthy contributions that represent the consequences of digital marketing communications in terms of healthcare, economic factors, and decision-making processes. Additional fields such as Psychology, Arts & Humanities, and Environmental Science also contribute to the discourse surrounding content analysis, offering a range of unique perspectives.

The provided data visually represents the interconnectedness of several disciplines within the study titled "Content Analysis on Digital Marketing Communication". The inclusion of diverse scientific disciplines underscores the intricate nature of this subject matter, encompassing dimensions of business, technology, social dynamics, and human aspects. The extensive

engagement of different fields indicates that this subject holds significance not just within the realm of academia, but also in practical applications within the domain of digital marketing.

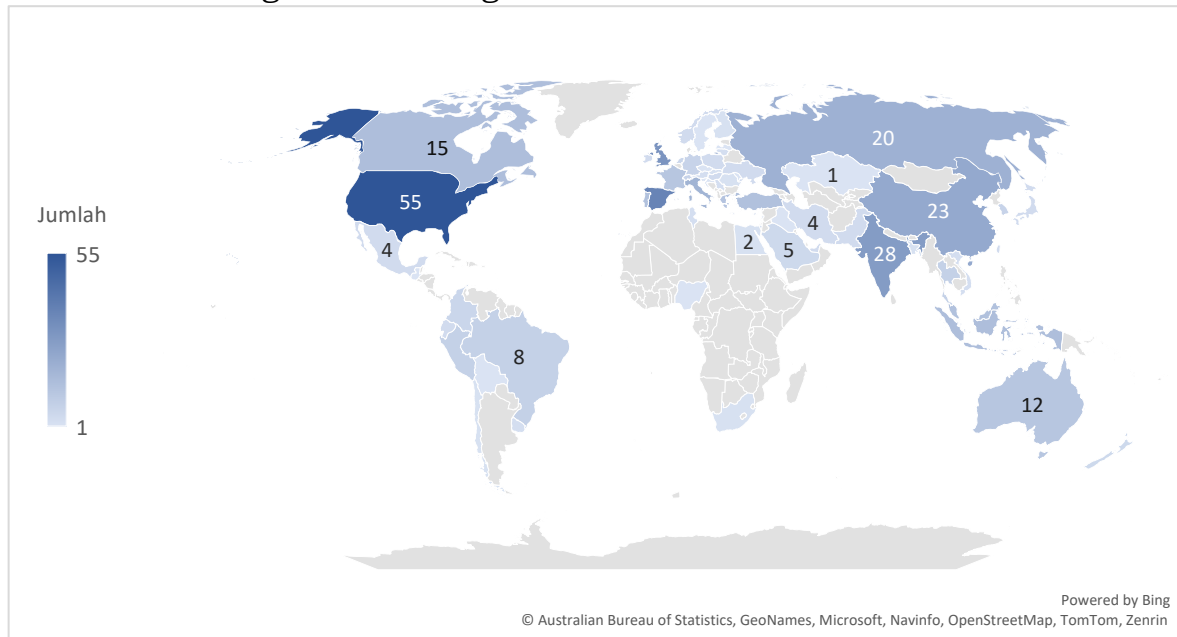


Figure 4. Geographical Distribution
Source: Author (2023)

Geographic Distribution Analysis in the Research "Content Analysis on Digital Marketing Communication" describes the distribution of contributions from various countries in supporting and participating in this topic. The dataset encompasses contributions from a total of 70 distinct countries (Figure 4).

The nation that made the most substantial contribution to this study was the United States, with a total of 55 contributions. Spain followed closely behind with 37 contributions, while the United Kingdom made 31 contributions. India and China made notable contributions with 28 and 23 contributions, respectively. The aforementioned list demonstrates the active involvement of countries with sophisticated economies and diverse areas of expertise in providing assistance for this research endeavour.

Nevertheless, it is imperative to acknowledge that several nations with comparatively smaller levels of contribution still wield a substantial influence on this study. As an illustration, nations such as Indonesia, Malaysia, and Portugal each sent 14 contributions, indicating their keen interest and active involvement in this subject matter. Similarly, nations such as Turkey, Greece, Australia, and France made significant contributions.

The aforementioned data indicates that the research conducted on "Content Analysis in Digital Marketing Communication" has a significant worldwide influence, attracting widespread participation from diverse regions. The significance of this subject in the rapidly expanding realm of global digital marketing communications is underscored by the participation of several countries with diverse cultural and economic backgrounds.

Keyword Relevance Analysis

This study employs keyword co-occurrence analysis to discern research trends within the field of "Digital Marketing Communication" through an examination of published papers. Furthermore, this research incorporates a metric of overall link strength to ascertain the frequency of co-occurrence of two terms inside published papers. The co-occurrence analysis findings were visualised using the VOSviewer software. In this visualisation, the size of each circle representing a keyword corresponds to the frequency of its mention in the articles within the analysed dataset. There is a positive correlation between the size of a circle and the frequency of a keyword inside the analysis data set.

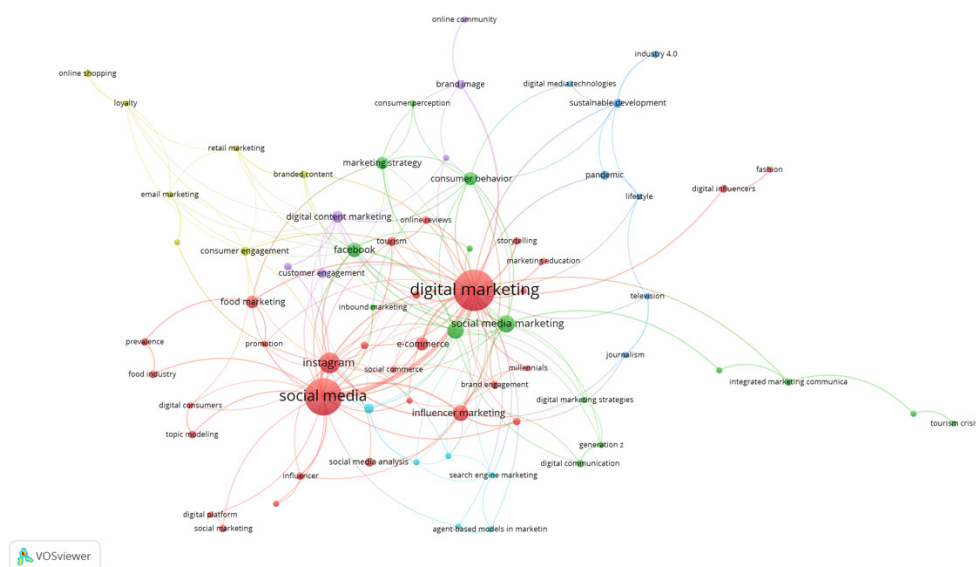


Figure 5. Keyword Dataset Map
Source: Author (2023)

According to the keyword network map (Figure 5), it is evident that a total of 194 events have been identified, with the involvement of 71 distinct keywords. Two primary keywords emerge from the analysis, specifically "Digital Marketing" and "Social Media". Moreover, the keywords are grouped into six distinct clusters, with each cluster being denoted by a specific colour code. The association between all the terms within the cluster is characterised by its strength, which is attributed to the uniform distance separating them. Furthermore, it is evident that the majority of the terms mentioned exhibit minimal correlation, as indicated by the significant gaps separating them. The cluster labelled as red is mostly associated with the keyword "Digital Marketing," serving as a central point of connection both inside the cluster and among its constituent components. Clusters that are coded in a light blue colour are headed by the keyword "Marketing Communication". The cluster characterised by green coding is headed by the keyword "social media marketing". The clusters that have been assigned the colour yellow are under the leadership of the keyword "Consumer Engagement". On the other hand, the clusters that have been assigned the colour dark blue are led by the keyword "sustainable development". Lastly, the clusters that have been assigned the colour purple are led by the keyword "digital content marketing".

Additionally, the process of keyword analysis is conducted by considering the specific keywords that most accurately represent the content of the document, rather than focusing on the selection of writers. The application of VOSviewer facilitated the process of conducting a keyword analysis, leading to the identification of a total of 10 keywords. Subsequently, the most pertinent keywords were carefully chosen for further examination in relation to the research at hand. Based on the emerging data, some keywords were found to be pertinent within the framework of data collecting.

This research reveals numerous intriguing patterns. The terms "advertising" and "marketing" are closely interconnected, suggesting that marketing activities frequently use advertising tactics. Moreover, the correlation between "content marketing" and "digital marketing" demonstrates the significance of content within the framework of digital marketing strategy. Furthermore, the terms "social media" and "social media marketing" underscore the significance of social platforms in the realm of marketing strategies. There exists a noteworthy correlation between the phenomenon of "influencer marketing" and the popular social media site "Instagram", which signifies the utilisation of influencers in marketing initiatives conducted on platforms like Instagram. The utilisation of big data analysis within the context of digital marketing strategy is evidenced by the interconnection between the concepts of "big data" and "digital marketing". Furthermore, despite lacking a direct correlation to marketing, the presence of co-occurrence between "covid-19" and "marketing" can potentially elucidate the influence of the pandemic on marketing strategies. In general, this study offers a more comprehensive understanding of the correlation and emphasis of keywords throughout the process of data collecting. The aforementioned data demonstrate the transformation of marketing practises in response to the advent of digital technology, the emergence of social media platforms, and the repercussions of the global pandemic. The interconnections among these key terms offer significant insights for researchers and marketing professionals in discerning pertinent trends and tactics within a dynamic context (Figure 6).

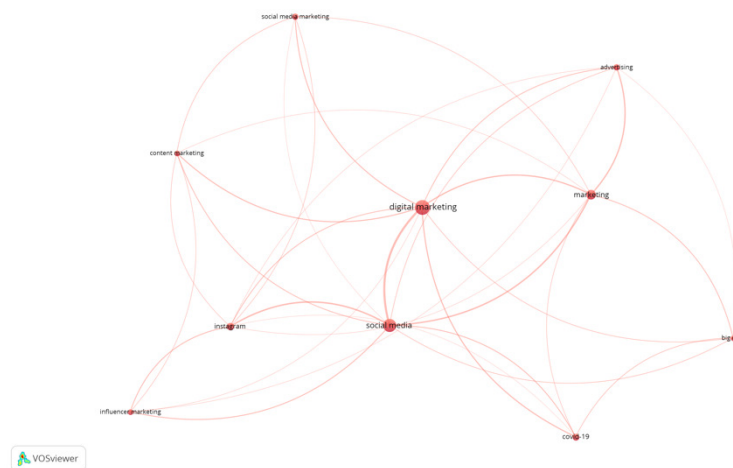


Figure 6. Top Keyword Dataset Map
Source: Author (2023)

CONCLUSION

In summary, this paper offers a thorough and relevant compilation that encompasses the diverse terrain of research on digital marketing communication throughout the provided timeframe. The dataset, which has been carefully assembled through rigorous literature assessments, provides a comprehensive overview of the growing trends, approaches, and focal points within this rapidly evolving discipline. The dataset exhibits a comprehensive scope, including diverse subjects such as the efficacy of different digital marketing tactics and the ethical considerations surrounding data use. This breadth of coverage contributes to a holistic comprehension of the progress and obstacles encountered by researchers, professionals, and decision-makers. The dataset enables the examination of digital marketing communication practises and their implications for firms, customers, and society by gathering research articles that cover a wide range of settings and approaches.

The dataset presented here provides a valuable foundation for researchers, facilitating the expansion of current knowledge, identification of areas for future investigation, and contribution to the continuous development of theories and practises in the field of digital marketing communication. Moreover, it provides practitioners with a well-informed viewpoint of the tactics that have undergone thorough examination and validation inside the academic sphere. The dataset serves as a crucial link between academics and industry, facilitating a mutually beneficial partnership that promotes innovation and enables well-informed decision-making in the ever-changing digital context. The dataset possesses significant potential to inform the direction of digital marketing strategies, shed light on areas for additional exploration, and eventually contribute to the advancement and enhancement of the digital marketing communication field in its whole.

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