Scientific Publiction Trends Regarding Personal Branding and Social Media Based on Scopus Database

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ABSTRACT

The Ministry of Communication and Information Technology, Indonesia, identified as many as 425 hoax issues circulating on digital platforms in 2023. The rise of personal branding on social media often causes communication distortion, because this platform allows someone to manipulate fake identities. So far, there has been no research that analyzes the mapping related to personal branding and social media. Therefore, this study intends to examine research trends related to personal branding and social media produced by previous researchers. The method used is bibliometric. The data source comes from Scopus, and the tool used to process and display the data is VosViewer. The results of the study show that the development of scientific publications related to personal branding and social media has experienced fluctuating developments. Ulrika Hedman has published 2 documents with an average publication time in 2014. Wioleta Kurcharska is in the top position as a researcher with the highest productivity of 6 articles. Marwick a.e (2011) has the highest contribution as an author with 2329 citations. The most widely cited reference source is the Journal of Interactive Marketing entitled Online personal branding: processes, challenges, and implications by Labrecque (2011). Keywords "career", "social media marketing", "instagram", and so on are some new research fields on the topic of personal branding and social media. The field of social sciences is the discipline with the highest number of documents, with 44 publications. The most widely published type of publication document is in the form of articles, reaching 72 publications. Through this research, the researcher hopes that it can further become a research map to provide direction for future development, especially in the theme of personal branding and social media research.

INTRODUCTION

Technology's increasingly rapid and sophisticated development can facilitate human activities, especially communication. The internet provides many conveniences to its users by sharing various information and entertainment from all corners of the world, which can be easily obtained regardless of distance, space, and time so that anyone can access it anywhere and anytime.

With technological developments that have created increased communication on the Internet and various social media platforms, many people have personal branding that needs to be managed in the virtual era (Gioia *et al*., 2014). One example of the development of technology that is present is the social media platform which makes it easier to obtain information and interact without having to meet face to face. The use of social media gives birth to new forms of interaction and brings new ways of communication in society.

Research conducted by We Are Social, a media company that provides data and trends needed to understand internet, social media and e-commerce behavior every year. This data shows that currently the number of active social media users worldwide is 4.76 billion users in January 2023. This number is equivalent to 59.4% of the world's total population of 8.01 billion people. As for trends, the number of social media users in the world has continued to increase in the last 10 years (We Are Social, 2023).

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Facebook still occupies the main position of the most popular social media in the world with 2.95 billion actifve users until early 2023. These findings also show that the number of users on this platform is the largest among other social media. Currently, the average person in the world spends 2 hours and 27 minutes on social media every day. The surge in popularity of social media with the widespread use of mobile phones as nearly 4.08 billion users use mobile phones to access their favorite social media platforms. Likewise in Indonesia, the latest data released by Statista shows that the average person uses social media for 3 hours 18 minutes every day (Statista, 2023). Social media users most often use WhatsApp (92.1 percent), Instagram (86.5 percent), Facebook (83.8 percent), TikTok (70.8 percent), Telegram (64.3 percent), and Twitter (60.2 percent) (We Are Social, 2023). If we calculate the usage time for each month, Indonesian people use WhatsApp for 29 hours 6 minutes, open YouTube for 26 hours 48 minutes, use TikTok for 29 hours, open Instagram for 15 hours 24 minutes, and open Facebook for 14 hours 36 minutes.

Social media is a platform with an internet network, which allows people to connect with other people or groups, to share information and communicate about certain topics (Kaati *et al.*, 2016). This technology allows several people to communicate, share information and opinions, and depict certain expressions through a globally interconnected community or network (Abbas *et al.*, 2022). It is also a site for expressing various opinions about an event, information, product, etc (Tran & Tran, 2018)This definition highlights the diverse functions of social media (Xu *et al.*, 2018), which enable people to stay connected despite geographic distance (Royo-Vela & McBee, 2020).

These social media users are actors who play roles according to the expected impression (Nurfalah *et al.*, 2023). In social media, a person's personality can be assessed through what users upload in the form of photos or videos, which ultimately makes these users manage their social media profiles as best as possible to get positive perceptions from other users who see them or even their followers. Apart from being a medium for communication and sharing information, social media is also used by its users to market a brand. Not only companies carry out these activities, but now people can create their own brand by carrying out personal branding activities via social media.

Personal branding is about building a reputation with the people around you that will enable you to promote and improve relationships that open up opportunities in life (Efrida & Diniati, 2020). Underlying the concept of personal branding is self-presentation (Goffman, 2021). Goffman discusses how each person can try to influence how others see themselves. Self-presentation is a mechanism that allows individuals to convey information to the world to influence perception (Chen, 2013).

Personal branding on social media is the process of controlling the impression a person makes in cyberspace (Schau & Gilly, 2003). Everyone has an online reputation nowadays, therefore it is important to be able to control it (Butar Butar & Fithrah Ali, 2018). The term "personal brand" originates from an article entitled "The Brand Called You" by Tom Peters (Peters, 1997). which emphasizes that personal brands can be detected as brands of ourselves as if we were an organization.

The negative impacts of social media are also emphasized despite the positive features displayed (Caton & Landman, 2022). During the first quarter of 2023, the Ministry of Communication and Information in Indonesia has identified 425 hoax issues circulating on websites and digital platforms. This number is higher than in the first quarter of 2022 which reached 393 hoax issues (Kementerian Komunikasi dan Informatika, 2023).

The rise of personal branding on social media often leads to communication corruption. This is because the digital world provides a platform that allows someone to manipulate easily (Susser *et al.*, 2019). Cyber culture also makes users free to express themselves and also create false identities (Azevedo *et al.*, 2016). Various forms of communication corruption carried out by students in personal branding via social media occur in almost all dimensions: message, media, context and behavior (Wijaya & Nasution, 2022).

Meanwhile, there is corruption in the communication context in digital personal branding when displaying photos with celebrities and manipulating settings and activities (Wijaya & Nasution, 2022). In a different situation, research by Fauziah (2016) found manipulation strategies, this context was also used by students to create the impression of diligently writing their thesis by posing with books, laptops and glasses in coffee shops. Therefore, Warren advises not to easily believe the images people show on social media because they are not accurate. "Remind yourself that it is just a snapshot of their life and what they want you to see." (Warren S, 2018).

Personal branding is not a quick tactic to impress people in an authentic way, but a way to express oneself (Cooper, 2013). Understanding the importance of one's personal brand has become a topic of discussion (Brooks & Anumudu, 2016).

Basically, science develops in a process that takes place in stages and changes slowly. Systematically and consistently, science is structured on previously existing foundations and forms a scientific framework that is cumulative. New knowledge depends on and develops based on existing knowledge. New knowledge is assimilated by previously existing knowledge through a process of diffusion and learning among researchers.

The most important problem in analyzing science is how to define and describe a particular field of science and technology. The study of a field of science can be seen by visualizing knowledge such as making a knowledge map. Mapping is the process of identifying an element of knowledge as well as various concrete forms, movements and relationships that are

interrelated and influence each other between one document and another.

There is a large amount of research related to the topic of personal branding and social media. There are 133 documents in Scopus with the keywords "Personal Branding" and "Social Media". Scopus is a reputable international journal indexing tool that contains library data containing abstracts and academic journals. Researchers use the Scopus database because Scopus provides more global content than its closest competitors. Scientific works that have been indexed by Scopus have gone through very strict selection. The quality and credibility of a journal will be seen and reviewed before being indexed into the Scopus database. Each database cannot be said to be better than the other, but there are differences, such as in database features, functionality, interface features, nature of published material.

Despite the large number of studies, researchers have not found specific studies on trends in the topic of personal branding and social media. Limited comprehensive understanding of personal branding and social media is observed, especially its scientific trends and structure. Therefore, to see the development of studies on personal branding and social media, mapping of research results is needed to summarize the results of previous research and provide direction for further research.

Starting from the negative impact of social media, and the perception that personal branding is a hoax and image. This indicates a misunderstanding regarding personal branding itself. Therefore, as an effort to fill the gaps in existing studies, this study aims to analyze trends in scientific publications produced by researchers on personal branding and social media, using the Scopus database through bibliometric analysis from 2011 to 2022. This research aim to analyzing scientific production per year, most authors, affiliations, number of citations, most citations, keyword clusters, subject areas, and document types. It is hoped that the results of this research will provide an overview of studies related to personal branding and social media that should be utilized by researchers interested in this field.

RESEARCH METHODS

The research method used in the research entitled research trends on personal branding and social media using the bibliometric method is a descriptive quantitative research method with a bibliometric approach. Quantitative research is defined as a research method based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, quantitative or statistical data analysis, with the aim of testing predetermined hypotheses (Sugiyono, 2007).

Bibliometric research methods use metadata from scientific database searches. A bibliographic database can be defined as a collection of articles, books and reports that are capable of providing data to answer research questions and databases are usually accessed online. These methods

have the potential to introduce a systematic, transparent, and reproducible literature review process, thereby improving its quality. Apart from observing certain topics through bibliometric analysis, some researchers also evaluate the performance of certain journals in certain periods to determine the development or performance of that journal (Abdi *et al.*, 2018).

This method is valuable for analyzing broad and open topics with large data (Chaudhari & Pawar, 2021). This shows that the application of the method often involves large data and more than 100 documents (Kalantari *et al.*, 2017), which are often obtained from the Web of Science (WoS) and Scopus databases (Gaikwad *et al.*, 2021). In addition, the use of bibliometric analysis methods can help various scholars analyze the latest developments on certain topics (Vujković *et al.*, 2022).

Bibliometric analysis techniques are realized in two categories: (1) performance analysis and (2) science mapping. In essence, performance analysis takes into account the contributions of research constituents, whereas science mapping focuses on the relationships between research constituents.

Based on the image above, researchers used bibliometric analysis using science mapping techniques using network analysis via Vosviewer.

Citation Analysis

Citation analysis is a basic science mapping technique that operates on the assumption that citations reflect the intellectual linkages between publications that are formed when one publication cites another publication (Appio *et al.*, 2014)

In this analysis, the impact of a publication is determined by the number of citations it receives. This analysis allows the most influential publications in the research field to be ascertained. Although there are various methods (e.g., network metrics) for determining the importance of a publication in a research field, the most objective and direct measure of its impact is its citations (Pieters & Baumgartner, 2002).
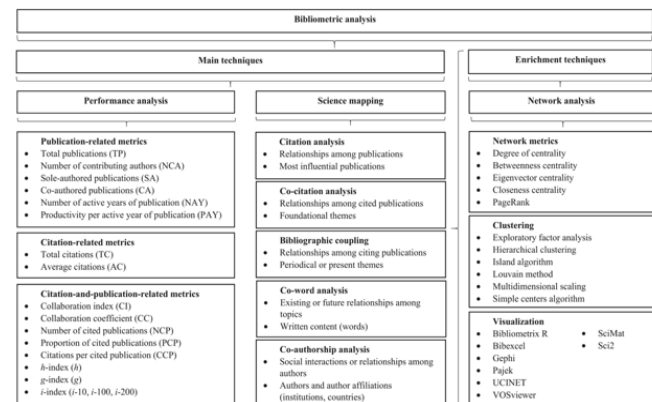
Source: (Donthu *et al.*, 2021)
Figure 1: Bibliometric analysis tools

Therefore, using citations, one can analyze the most influential publications in a research field to gain an understanding of the intellectual dynamics of that field.

Co-citation Analysis

Co-citation analysis is a science mapping technique that assumes frequently cited publications have similar themes (Hjørland, 2013). Such analysis can be used to reveal the intellectual structure of a research field (Rossetto *et al.*, 2018), such as its underlying themes (Liu *et al.*, 2015).

In a co-citation network, two publications are linked when they appear together in the reference list of another publication. The benefit of using co-cite analysis is to find the most influential publications, business experts can also find thematic clusters. Here, thematic groups are derived based on the publications cited.

However, co-citation analysis concentrates only on highly cited publications, and leaves out recent or specialized publications outside its thematic group. In this case, co-citation analysis is suitable for business experts who want to uncover important publications and knowledge bases.

Bibliographic Coupling

Bibliographic merging is a science mapping technique that operates on the assumption that two publications that share the same references also have similar content (Kessler, 1963)

The analysis concentrates on dividing publications into thematic groups based on shared references, and is best used within a certain time period (Zupic & Čater, 2015). Here, thematic groups are formed based on citing publications, and thus, recent and specialized publications can gain visibility through bibliographic aggregation (unlike co-citation analysis).

In this case, the incorporation of a bibliography is suitable for business experts who wish to uncover a broad spectrum of themes and recent developments. Therefore, this analysis can provide an overview of the current conditions of the research field.

Co-word/Co-occurrence Analysis

Although the previous three science mapping techniques focus on publications, the unit of analysis for co-word analysis is the "word." In other words, unlike citation analysis, co-citation analysis, and bibliographic coupling, which use cited or cited publications as focal points or proxies, co-citation analysis is a technique that examines the actual content of those publications self.

The words in a co-word analysis often come from "author keywords", and if there are none, important words can also be taken from "article title", "abstract", and "full text" for analysis (Baker *et al.*, 2021). Similar to co-citation analysis, co-word analysis assumes that words that frequently appear together have a thematic relationship to each other.

Co-authorship Analysis

Co-authorship analysis examines interactions between scholars in a research field. Since co-authorship is a formal way of intellectual collaboration among scholars (Cisneros *et al.*, 2018), therefore important to understand how scholars interact among themselves (including associated author attributes such as affiliated institutions and countries).

With increasing methodological and theoretical complexity in research, collaboration between scientists has become commonplace (Acedo *et al.*, 2006). In fact, collaboration between scientists can lead to improvements in research for example, contributions from various scientists can contribute to clarity and richer insights (Tahamtan *et al.*, 2016).

For example, this analysis can shed light on research that is clustered among researchers from a particular region, and the insights can be used to justify and stimulate new research among scientists in underrepresented regions. This analysis also allows collaboration to be mapped over different time periods, allowing researchers to review the intellectual development trajectory of collaboration networks.

RESULT AND DISCUSSIONS

Research Trends on Personal Branding and Social media by year

Scientific publications on personal branding and social media in 2011-2022 have a total of 120 documents. This is the result of a data search via Scopus with the keywords "Personal Branding" "Social Media".

The graph above shows that documents in Scopus experienced an increase in 2017-2019. The lowest publication in personal branding and social media was in 2014 with 2 publications and the highest development reached 22 publications in 2021.

Research productivity is a description of the contribution of institutions or individuals to research activities. Research productivity is measured from
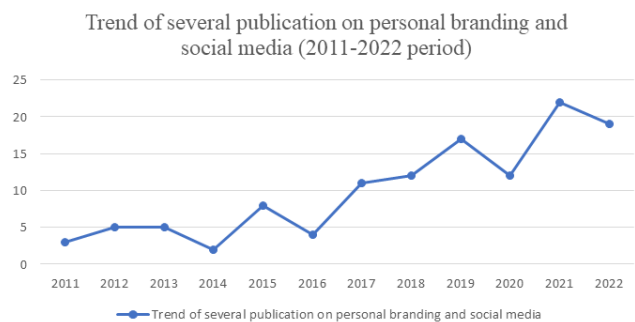
Source: Data processed by the authors, 2023

Figure 2: The trend of several research publications on disabilities (2011-2019 period)

research output. One of the research outputs is publications (Istiana, 2022).Reviewing publication years in bibliometric studies is intended to determine trends in research development related to certain topics from year to year.

Based on analysis using "Analyze Search Results" in Scopus, a consistent increase was observed in each related document that occurred in 2021, reaching 22 publications. However, the decline in publications found in these documents occurred in 2014, reaching only 2 publications.

The trend of scientific publications on the topic of personal branding and social media began in 2011 with only 3 documents published. These documents emphasize issues related to online personal brand management in the context of Web 2.0 (Labrecque *et al.*, 2011). In 2012 and 2013, these documents increased to 5 publications each. Different from previous years, this publication emphasizes the function and exploration of the use of social media in building personal branding.

However, in 2014 it decreased to only 2 publications. In Indonesia, social media at that time should be considered important because it has an influence on the implementation of elections. Quoting from Kompas, based on social media observer, Nukman Luthfie, he underestimated the influence of social media on political conditions in Indonesia, including the 2014 election. According to him, this was due to the concentration of social media users, especially the Twitter application which is more widely used in Jakarta (Fiansyah, 2013).

In international coverage, this publication still describes social media which is becoming increasingly popular and the importance of personal branding with the support of self-actualization based on 7 habits (Kawano & Obu, 2013) Moreover, (Sarah & Muntinga, 2014) began to explore this study with the characteristics of a candidate with a beard on Linkedin with the prospect of the candidate being invited to a job interview.

This shows that the number of published documents increased in 2015, starting to increase to 8 scientific publications. It fell to 4 publications in 2016. After that, from 2017 to 2019 scientific publications tended to increase compared to previous years. These documents explain the discovery of personal branding as a new phenomenon in Indonesia that can promote oneself as a celebrity on YouTube (Karenina & A, 2019). As Attai (2017) combines the risks and benefits of Twitter use by oncologists. Sutherland (2019) added about unprofessional social media behavior and its impact on employability.

There has been a decline again with a total of 12 documents in 2020. The Covid-19 pandemic could influence the decline in this number. During the pandemic where physical distancing was enforced, many researchers found it difficult to carry out field research using data collection, interviews and observation techniques. Although in the end, these obstacles can be resolved with various technological tools.

However, in 2020, the research topics published by researchers still have interesting variations based on branding aspects of political microcelebrities who have begun to spread the practice of Finnish anti-immigration videos on YouTube (Laaksonen *et al.*, 2020).

Document publications increased moderately at 22 in 2021, focusing on the value of social media based on an athlete, company owner, (Kunkel *et al.*, 2021) However, the publication rate decreases in 2022 by a difference of 3 publications. Most prioritize personal branding on social media whether it is a choice or a necessity (Shyle, 2022) and examines the reputation crisis affecting personal brands.

Research Trends on Personal Branding and Social Media based on Researcher Affiliation

Based on 120 documents, it was found that there were 215 organizations. Then the data was processed through Vosviewer with a minimum of 2 documents in the organization, it was found that there were 6 organizations that had published documents on the topic of personal branding and social media on Scopus. Each university published 2 scientific documents. This data indicates that there are not many scientific publications on the topic of personal branding and social media from each organization that examine more than 2 documents.

The 6 highest ranking institutions are the most productive and active in publishing scientific publications on personal branding and social media. Each of them has 2 most published documents, namely, Department of Communication, University of Utah, US; then the second by the Department of Informatics, Tokyo University of Information Sciences, Chiba, Japan; third by the Department of Journalism, Media and Communication, University of Gothenburg, Sweden; fourth by Erasmus University Rotterdam, Rotterdam, Netherlands; fifth by the School of Sport, Tourism and Hospitality Management,

Source: Vosviewer Output, 2023

Figure 3: Visualization of Researcher Affiliations by Year

Temple University, Philadelphia, United States; and most recently by the University of Amsterdam, Netherlands. This distribution of researcher affiliations provides an overview of the extent to which an institution has conducted research, as well as which parties have been connected through research and writing collaborations.

Ulrika Hedman from the Department of Journalism, Media and Communication, University of Gothenburg, Sweden is the researcher or writer who has the most publications, namely 2 documents with an average publication time in 2014. Her research is entitled "J-Tweeters: Pointing towards a new set of professional practices and norms in journalism" and "The social journalist: Embracing the social media life or creating a new digital divide?" became the research with the highest number of citations, namely 243 citations.

Other researchers in second place are Logan Molyneux and Robet W. Gehl from the Department of Communication, University of Utah, United State with articles on personal branding and social media totaling 2 documents with an average publication time of 2013, entitled "Branding (Health) Journalism: Perceptions, practices, and emerging norms" and "Ladders, samurai, and blue collars: Personal branding in Web 2.0" with the second highest number of citations at 113 citations.

Research trends regarding personal branding and social media based on the author

Author on the topic of personal branding and social media is an analysis of the number of documents owned by each author. One way in which researcher productivity is measured is the number of works published. It is hoped that the author's research results will not stop at a research report but can be published. Disseminating ideas or ideas through reputable international publications is an effort to ensure that research results are read or utilized by more people globally.

Based on the results, 15 authors were identified with documents on the topic of personal branding and social media, as depicted in Figure 4, this shows that Wioleta Kurcharska has the highest number of document publications with six articles, while other authors only have three or two publications each. Wioleta Kurcharska is a researcher from Gdansk University of Technology, Faculty of Management and Economics, Management, Poland, who specializes in the study of knowledge management, company culture, organizational learning, and her work includes personal branding and social media.

Wioleta Kurcharska had the highest documents in 2018 with 3 documents entitled, "Personal brand value and social media, the top football players' case", then "Celebrities' personal brand authenticity in social media: An application in the context of top football-players. the Robert Lewandowski case", and "Personal brand authenticity and social media: The top 5 football players' cases".
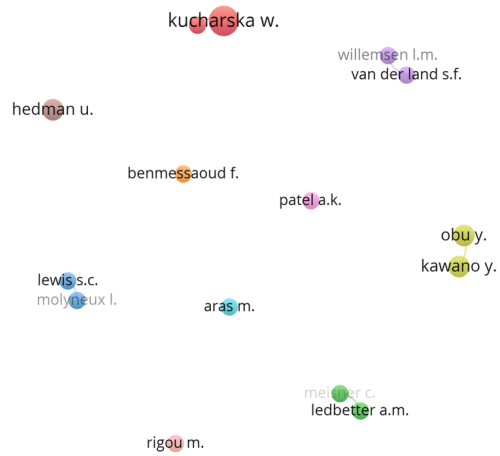
Source: Vosviewer Output, 2023
Figure 4: Visualization of Documents Owned by the Author

Furthermore, in 2017 it published 2 documents entitled, "Personal branding and brand loyalty, social network users brand identification: Polish-French model", and "Consumer social network brand identification and personal branding. How do social network users choose among brand sites?".

In 2019 and 2020, Wioleta Kurcharska did not have documents on the topic of personal branding and social media. However, in 2021 there is only 1 document entitled "Company versus consumer performance: does brand community identification foster brand loyalty and the consumer's personal brand?", this document is also the lowest document in the number owned by Wioleta Kurcharska on the topic of personal branding and social media.

Research Trends on Personal Branding and Social Media based on the Number of Citations

When analyzing a research topic, it is necessary to discuss the analysis of author productivity and the number of citations (Septiyanto *et al.*, 2023). Researchers can easily search documents to learn more about a research topic if they already know which authors have had the most influence on the topic.

Citation analysis is a branch of bibliometrics that examines citations in publications such as journal articles and books based on certain patterns. How citation analysis works is by recording, listing and detailing the list of references in a journal to be researched. After the data is collected, it is grouped based on type, frequency, age, ownership, etc.

Furthermore, the citation number shows how much the author has contributed to the academic world and scientific field. The more frequently a scientific journal article is cited, the greater the citation rate, which means the more often the work is used as a reference, the greater the benefits of the publication written about (Dwi & Nashihuddin, 2020)

Table 1: Number of Citations of Scientific Documents Personal Branding and Social Media

No	Document	Citations	Links
1	Marwick a.e (2011)	2329	2
2	Labrecque l.i. (2011)	218	19
3	Hedman u. (2013)	175	3
4	Brems c. (2017)	149	7
5	Molyneux l. (2015)	91	5

Source: Data processed by the authors, 2023

In 120 scientific publications on the topic of personal branding and social media, based on data processing using Vosviewer, the results showed that there were 70 documents with a minimum of 2 citations. Based on Table 1, the document Marwick a.e (2011) occupies the highest position with 2329 citations. Followed by Labrecque l.i (2011) with 218 citations. Hedman u. (2013) received 175 citations, Brems c. (2017) with 149 citations, and 66 other documents received less than 100 citations.

Research Trends on Personal Branding and Social Media based on Widely Cited References

The most influential citations in bibliometric studies serve as reference points for evaluating the impact of other sources in the field. It provides a benchmark for measuring the citationfrequency and influence of individual publications, as well as the authors and journals that produce them.

By examining the most influential citations, researchers can gain insight into the historical development and current trends of a particular discipline, as well as identify emerging areas for further study and investigation. Ultimately, the most influential function of citations is to advance understanding and dissemination of knowledge in a particular field.

The analysis carried out is useful for understanding the frequency of citations in articles and showing how significant they are in this field of research (Mishra *et al.*, 2018). The greater the frequency of citations, it shows that the article has a relatively more important influence.

Citation analysis can also be used to identify key research streams (Mishra *et al.*, 2018).

Research Trends Regarding Personal Branding and Social Media based on Keywords

Author keyword analysis is one of the most important analyzes in bibliometric research because it identifies prominent research topics (Zhan *et al.*, 2022).In this subsection, researchers examine the research process for scientific publications related to personal branding and social media.

Based on 120 documents related to the topic of personal branding and social media obtained via Scopus, 553 keywords were found. Next, the data was processed through the Vosviewer application, with a minimum of 2 occurrences in each keyword found to meet the threshold. The data processing results included 8 clusters and 82 items in the research topic keywords personal branding and social media.

Based on data visualization, specific keywords, such as social media, personal branding, social networking (online), and Twitter, are frequently used in published documents oriented to Scopus with a total of 160 relationship occurrences. From these keywords, if Figure 6 is enlarged (zoom in), the keyword "social media" in focus has the most prominent data visualization.

The results can be seen in Figure 6, obtaining information that "social media" is related to "personal branding", "social networking (online), "Instagram", "Impression Management", "content analysis", "personal brand strategy", "Brand ", and so on. for the keyword "personal branding" related to "social media", "social networking (online)", "self-branding", "Instagram", "e-recruitment", "human", "employment", "marketing", and so on.

Understanding and utilizing keywords in bibliometric studies is very important. Bibliometrics is a valuable tool for analyzing and evaluating the impact of scientific publications. By examining citation patterns, authorship, and publication trends, bibliometrics provides insight into the influence and visibility of research in a particular field.

Table 2: Most Reference Citations in Personal Branding and Social Media Articles

No	Cited Reference	Cita-tions	TLS*
1	Labrecque, l.i., markos, e., milne, g.r., online personal branding: processes, challenges, and implications (2011), journal of interctive marketing 25, pp. 37-50	8	33
2	Kheder, m., personal branding phenomenon (2014) international journal of information, business and management, 6 (2), pp. 29-40	5	25
3	Kurcharska, w., consumer social network brand identification and personal branding. How do social network users choose among brand sites? (2017) cogent business & management, 4 (1), p. 1315879	4	18
4	Shepherd, i.d.h., from cattle and coke to Charlie: meeting a challenge of self marketing and personal branding (2005) journal of marketing management, 21, pp. 589-606	4	18
5	Shepherd, i.d.h., from cattle and coke to Charlie: meeting a challenge of self marketing and personalbranding (2005) journal of marketing management, 21, pp. 589-606	3	18

*TLS: Total Link StrengthSource: Data processed by the authors, 2023
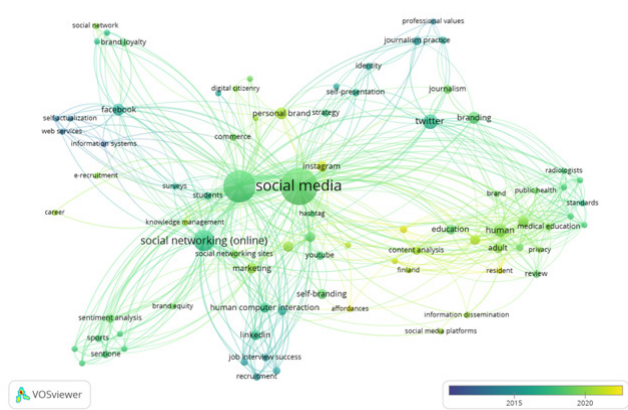
Source: WordClouds, 2023

Figure 5: Visualization of Personal Branding and Social Media Keywords

Keywords play an important role in bibliometric studies because they help researchers and practitioners identify relevant publications and evaluate their impact. Keywords are an important element in bibliometric studies because they facilitate the retrieval of relevant publications from databases such as Scopus.

In the context of Public Relations, understanding keywords in bibliometric studies allows practitioners to effectively track and measure the impact of their organization's research and publications. By identifying the most frequently used keywords in the field, Public Relations practitioners can understand which topics are gaining attention and visibility. This knowledge allows them to develop targeted communications strategies and campaigns that align with current trends and interests.

Scientific publications based on the years 2011 to 2022 were analyzed to find out what keywords frequently

Source: Vosviewer, 2023

Figure 6: Keywords Related to Personal Branding and Social Media Research Topics

Source: Vosviewer, 2023

Figure 7: Overlay Visualization of Personal Branding and Social Media

appeared in the year concerned. The results of data processing via Vosviewer using overlay visualization are used to see the colors of the keywords listed in Figure 7 as a sign of the average year of publication.

Color indicates the average number of publications per year (Septiyanto *et al.*, 2023). Blue indicates keywords used in the early years, while yellow indicates keywords that appear in recent publications. Classifying keywords can be considered as a theme or subtheme of an article (Septiyanto *et al.*, 2023)

Keywords "career", "social media marketing", "instagram", "personal brand", "resident", "content analysis", Qualitative analysis, etc. are some of the new areas of research on the topic of personal branding and social media. These topics will likely continue to be popular and important. This information can help researchers and academics choose appropriate topics for their research and ensure they do not become obsolete.

Research Trends on Personal Branding and Social Media by Subject

Figure 8 shows a visualization of the areas with the most published documents on the topic of personal branding and social media.

This data shows that the social sciences have the highest value in published documents, with 23.6% or 44 publications. Other disciplines with a relatively high number of documents include Business, Management and Accounting with 41 publications, Computer Science with 37 publications, Arts and Humanities with 13 publications, Mathematics with 12 publications, Economics, Econometrics and Finance with 10 publications, Medicine with 9 publications, Decision Sciences with 7 publications, Engineering with 6 publications. For the other 5 fields there are only 1-2 publications

By analyzing the distribution of published documents on the topic of personal branding and social media in
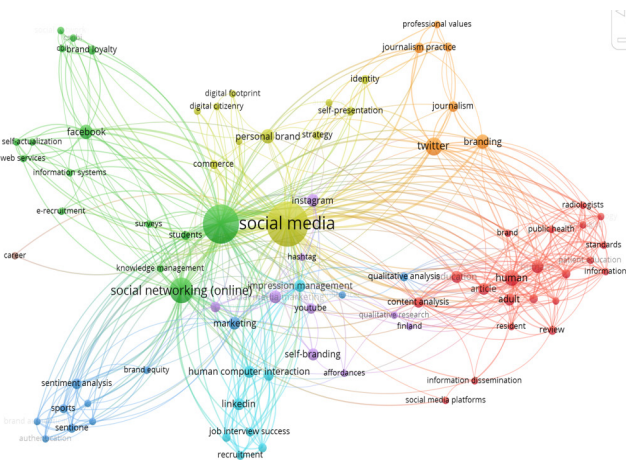
various fields of study, it is evident that personal branding is a topic that covers various disciplines. This shows that personal branding and social media are not limited to certain fields of study, but have relevance and application in various scientific disciplines.

In this context, personal branding and social media are important because they can significantly influence an individual's perception in their subject area. One potential factor that can influence the relationship between personal branding and field of study in bibliometric studies is the visibility and recognition of a researcher in their field. Researchers who have developed a strong personal brand are more likely to have their work recognized and cited by others in their subject area.

Research Trends on Personal Branding and Social Media based on Document Type

Meanwhile, analysis of 801 lecturer publication documents indexed by Scopus obtained a distribution of documents based on document type.

Based on the results of the analysis, it is known that the most published documents are in the form of articles reaching 72 publications, conference papers reaching 22 publications, followed by book chapters with 16 publications, reviews with 5 publications, conference reviews with 3 publications, books and editorials each having 1 publication, as well as being a type documents with the lowest number on the topic of personal branding and social media.

Publications in the form of journal articles are primary research results which are of course different from proceeding articles. Journal articles are the results of research that has been completed and published through a review process from experts in the field. It can be said that to be published, journal articles go through a strict and long process. Journal articles have more opportunities to be cited/referenced compared to other types of articles, such as proceeding articles, books and book chapters

The number of citations obtained is one measure of lecturer performance assessment and also an indicator of institutional performance assessment. If it is related
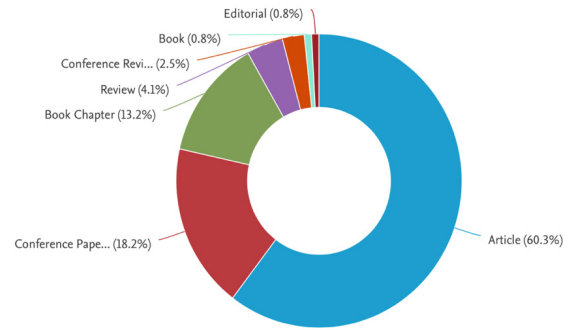
Source: Scopus, 2023

Figure 9: Document Type Diagram

to the needs of each researcher, the credit assessment of journal articles is actually higher compared to the credit assessment of proceedings articles (Istiana, 2022).

In general, a researcher will present the results of initial research at scientific conferences, in order to get responses and input from colleagues in the same field. Thus, it can be understood why the type of document in conference papers is the second most common after articles. A conference paper is the first step for a researcher to immediately present the results of his research. Conference paper is a medium for communicating knowledge, innovation results and production (Zhuang *et al.*, 2020).

Document type is an important concept in bibliometrics, as it provides a way to categorize and analyze different types of scientific publications. Document type refers to the format or medium in which research findings are presented, such as articles, conference proceedings, books, and theses. Each document type has its own unique characteristics, such as length, audience, and level of detail. For example, articles are usually shorter and more focused than books, while theses are longer and more detailed than conference proceedings. Understanding different types of documents is important for researchers and policy makers, as it allows them to identify trends and patterns in scientific communication, and assess the impact of different types of publications on the scientific community.

This can be useful for assessing the impact of different types of publications on the scientific community and for identifying areas that require more research. Finally, document type analysis can be used to evaluate the impact of different types of documents on the scientific community. For example, researchers can examine the citation patterns of different types of documents to determine their influence and impact on the field.

CONCLUSION

The development of scientific publications related to personal branding and social media indexed in Scopus has experienced quite fluctuating developments since
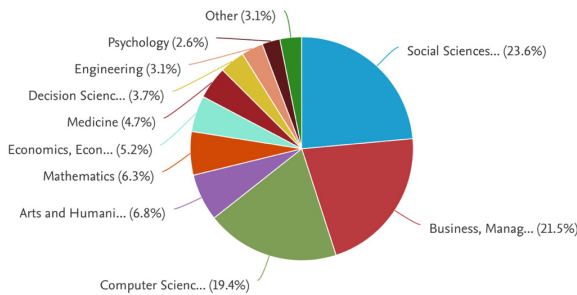
Source: Scopus, 2023

Figure 8: Subject Area Diagram

2011. These documents experienced an increase in 2017-2019. The lowest publication in personal branding and social media occurred in 2014 with 2 publications and the highest development reached 22 publications in 2021. This shows that the trend peaked in 2021. Published documents emphasize various topics related to social media and work/career. Topics about personal branding, social media, careers, reputation and brands have become more popular in the last two years.

Ulrika Hedman from the Department of Journalism, Media and Communication, University of Gothenburg, Sweden is a researcher or writer who has published 2 documents with an average publication time in 2014. Her research is entitled "J-Tweeters: Pointing towards a new set of professional practices and norms in journalism" and "The social journalist: Embracing the social media life or creating a new digital divide?" became the research with the highest number of citations, namely 243 citations.

A writer from Poland, Wioleta Kurcharska occupies the top position as the researcher with the highest productivity with 6 articles, while other authors only have three or two publications each. Wioleta Kurcharska was more productive in publishing 3 documents in 2018.

Marwick a.e (2011) has the highest contribution as a writer to the academic world and scientific fields with 2329 citations. Followed by Labrecque (2011) with 218 citations. Hedman u. (2013) received 175 citations, Brems c. (2017) with 149 citations, and 66 other documents received less than 100 citations.

The reference source that is widely cited in scientific publications related to personal branding and social media is the Journal of Interactive Marketing entitled Online personal branding: processes, challenges, and implications by Labrecque (2011) which is cited in 8 citations. Furthermore, the work of Kheder, m., in the international journal of information, business and management, entitled personal branding phenomenon (2014) was quoted in 5 citations. Additionally, there are several books and journal articles that have received 3-4 citations.

The results of keyword mapping show that there are eight clusters that represent a number of keywords used by authors in scientific works related to personal branding and social media. The keywords "career", "social media marketing", "instagram", "personal brand", "resident", "content analysis", "qualitative analysis", and so on are some of the new research areas on the topic of personal branding and social media .These topics will likely continue to be popular and important.

The field of social sciences is the scientific discipline with the highest number of documents, with 44 publications. Other disciplines with a relatively high number of documents include Business, Management and Accounting with 41 publications, Computer Science with 37 publications, Arts and Humanities with 13 publications, Mathematics with 12 publications, Economics, Econometrics and Finance and Medicine with 10 publications each. , Decision Sciences with 7 publications, Engineering with 6 publications, Psychology with 4 publications. For the other 5 fields there are only 1-2 publications.

The type of publication document that often published is in the form of articles reaching 72 publications, conference papers reaching 22 publications, followed by book chapters with 16 publications, reviews with 5 publications, conference reviews with 3 publications, books and editorials each having 1 publication, which is also the type documents with the lowest number on the topic of personal branding and social media.

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