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Cross-Cultural Communication in Digital Platforms: A Bibliometric Review of Research Development and Challenges

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Abstract

This study aims to analyze the global contribution of cross-cultural communication topics on digital platforms by evaluating the number of publications, author collaboration patterns, and citation impact. This study uses bibliometric methods based on data from the Scopus database, covering the period 2011-2024. The data were analyzed using a quantitative approach to identify the top publications, collaboration patterns based on Single Country Publications (SCP) and Multiple Country Publications (MCP), and the level of scientific recognition through citations. The results showed that the United States (USA) dominated with 157 publications and 69 citations, illustrating significant global influence. China and Australia ranked next with 33 and 34 citations respectively. SCP and MCP analysis revealed that China has a dominance of intracountry collaboration, while Afghanistan focuses on international collaboration. This finding underscores the importance of cross-country collaboration in enriching cross-cultural research. The results show that although the largest contributions come from developed countries, developing countries also contribute with unique collaboration patterns that enrich the global perspective in this study.

Keywords: Cross-cultural Communication, Digital Platforms, Journals, Articles, bibliometric method.

Abstrak

Penelitian ini bertujuan untuk menganalisis kontribusi global terkait topik komunikasi lintas budaya di platform digital dengan mengevaluasi jumlah publikasi, pola kolaborasi penulis, dan dampak sitasi. Studi ini menggunakan metode bibliometrik berbasis data dari database Scopus, mencakup periode 2011–2024. Data dianalisis dengan pendekatan kuantitatif untuk mengidentifikasi publikasi teratas, pola kolaborasi berdasarkan Single Country Publications (SCP) dan Multiple Country Publications (MCP), serta tingkat pengakuan ilmiah melalui sitasi. Hasil penelitian menunjukkan bahwa Amerika Serikat (USA) mendominasi dengan 157 publikasi dan 69 sitasi, menggambarkan pengaruh global yang signifikan. China dan Australia berada di peringkat berikutnya dengan masing-masing 33 dan 34 sitasi. Analisis SCP dan MCP mengungkap bahwa China memiliki dominasi kolaborasi intracountry, sedangkan Afghanistan berfokus pada kolaborasi internasional. Penemuan ini menggarisbawahi pentingnya kolaborasi antarnegara dalam memperkaya penelitian lintas budaya. Hasilnya menunjukkan bahwa meskipun kontribusi terbesar berasal dari negara maju, negara berkembang turut berkontribusi dengan pola kolaborasi unik yang memperkaya perspektif global dalam penelitian ini.

Kata Kunci: Komunikasi Lintas Budaya, Platform Digital, Jurnal, Artikel, metode bibliometrik.

1. Introduction.

In the age of globalization, humans are constantly striving to find ways to communicate with each other and build connections seamlessly. Modern technological advancements have revolutionized the way we interact, allowing individuals from different corners of the world to converse, cooperate and learn together in a short amount of time. While these advancements have removed geographical barriers, cultural differences remain a challenge to overcome. Therefore, understanding how culture affects communication and relationships between individuals is a crucial skill in this increasingly connected world.

Increased mobility around the world is one of the main factors driving the growing awareness of the importance of sharing and understanding cultures. This phenomenon is inseparable from various modern activities such as international travel, migration, and cross-border collaboration that bring together individuals and groups with different cultural backgrounds. Each region has a unique culture that includes language, social systems, norms, communication styles, mindsets, economic structures, and local history. This diversity reflects the richness of human civilization, but also presents challenges, especially when cultural differences lead to potential misunderstandings or conflicts due to clashes of values.

Differences in ways of communicating, social norms, or worldviews are often a source of tension in interethnic interactions, especially if they are not accompanied by adequate understanding and tolerance. Larry A. Samovar (2010) emphasizes that the existing cultural adaptation process needs to be continuously updated to make it more relevant in the face of the increasingly complex dynamics of multicultural society. This is in line with Supiani's (2021) view, which defines culture as a way of life that develops and is passed down by a group of people from generation to generation. Culture includes not only habits or traditions, but also patterns of thinking, feelings, beliefs and actions that describe the identity of a society.

According to (Sagala, 2013; Syakhrani & Kamil, 2022), culture is a social phenomenon that reflects the image and identity of society, and covers various aspects of human life. Koentjaraningrat identified seven elements of culture which include language, knowledge, social, living and technological systems, livelihoods, religion, and art. Culture is influenced by several factors, including: (1) cultural influences that are often unconscious, (2) the ability of culture to meet the needs of society, (3) culture that can be learned, and (4) culture that is reflected in the form of tradition.

Every culture has a unique way of conveying messages, expressing emotions and understanding information. Not only limited to speech or spoken words, communication includes various other forms of expression, such as a smile that signals friendliness, a nod of the head that indicates agreement, or body language that implies interest and feelings. In line with the opinion of Pohan (2021), communication can be defined as the process of forming, delivering, receiving, and processing messages that occur both internally within a person and externally between two or more individuals with a specific purpose. According to Tommy Suprpto (2008) in Wiyono (2021), etymologically, the word "communication" comes from Latin *communication* which comes from the root word *comminis*, which means sharing the same meaning about something that is communicated.

In practice, communication is inseparable from people's lifestyles and technological developments. Today, communication has transformed from face-to-face interpersonal communication patterns to the digital era, where platforms such as WhatsApp, Facebook, Line, and video calls are the main means of interaction, both close and long distance. This change has advantages, such as time efficiency and flexibility, but also brings challenges, including the risk of *miscommunication* due to differences in interpretation or understanding between individuals.

When the concepts of communication and culture are combined into "Cross-Cultural

Communication," the meaning becomes more complex. More than just an exchange of information between individuals with different cultural backgrounds, cross-cultural communication involves important elements such as personal interaction, comparison of cultural backgrounds, and understanding of the broader social context. Adin (2023) defines cross-cultural communication as a form of communication that occurs between two or more individuals who come from different cultures due to geographical differences in residence. This process can take place at various levels, ranging from inter-regional interactions, across regions, to between countries. According to Samovar, Porter, & McDaniel (2009), cross-cultural communication has several main functions, namely (1) gaining extensive knowledge about the communicant, which includes the entire socio-cultural background, (2) meeting the needs of each individual, (3) forming personal identity, and (4) influencing the attitudes and actions of others.

In Indonesia, the development of digital technology has brought about major changes in the communication landscape, along with increased accessibility to technological devices and the internet. Data from the Central Statistics Agency (BPS) shows that in 2013, 50.94% of Indonesia's population owned or controlled a mobile phone and used the internet. This image reflects half of the population that has begun to utilize technology as a means of communication and access to information. However, within a decade, this image experienced significant growth. By 2023, 67.29% of Indonesia's population will own or control a cell phone and use the internet. This means an increase of 28.18% within 12 years.



Image 1. Percentage of population owning/controlling a mobile phone by regional classification, 2013-2023
 Source: Statistics Indonesia, National Socioeconomic Survey, 2023

This rapid growth reflects not only wider access to technology, but also the changing communication patterns of Indonesians. Platforms such as social media, messaging apps, and internet-based services are becoming the main tools for communicating, sharing information, and collaborating across regions. When viewed based on the purpose of accessing the internet (Image 2), it can be seen that Indonesians' online activities are mostly for entertainment, which reaches a dominant image of 80.26%. In addition, 76.08% of internet users use it to get information or news, while 76.04% use it to access social media. These three activities reflect the role of the internet as the main tool in fulfilling people's recreational, social and informative needs.



Image 2. Percentage of the population aged 5 years and over who have accessed the internet in the last 3 months by purpose of internet use 2023

Source: Statistics Indonesia, National Socioeconomic Survey, 2023

This data illustrates the great potential of the internet in supporting the activities of Indonesians, both for entertainment and productive activities. Social media, messaging apps and online collaboration platforms have become important tools that enable real-time cross-cultural communication. However, these advancements also bring complex challenges, especially in terms of the cultural diversity of users which can affect the effectiveness of communication.

One of the main challenges is the risk of miscommunication caused by differences in language, social norms and message interpretation. For example, certain symbols, humor or expressions commonly used in one culture may have different meanings or even be considered inappropriate in another. In addition, limitations in nonverbal expressions on digital media such as tone of voice, gestures or facial expressions can compound potential misunderstandings. This challenge is further complicated by digital platform algorithms that tend to display content according to local user preferences, reducing exposure to other cultural perspectives and narrowing the space for understanding diversity.

Therefore, this study is designed to answer some fundamental questions related to this issue, such as: How has research on cross-cultural communication on digital platforms evolved over the past decades? What are the main challenges identified in the implementation of cross-cultural communication in digital environments? And what are the collaboration patterns, main topics, and research contributions from different regions in this field?

Using a bibliometric approach, this study aims to analyze the development of literature focusing on cross-cultural communication on digital platforms. It not only explores key trends in the literature, but also identifies challenges faced as well as unanswered research gaps. Furthermore, it aims to understand the patterns of scholarly collaboration between countries, highlight the dominant topics in the field, and evaluate how cross-cultural communication approaches are applied in various digital contexts.

2. Research Method.

This research applies a quantitative method with a bibliometric analysis approach and utilizes articles indexed in the Scopus database as the main data source. Bibliometric analysis, as explained by Lestary et al. (2023), is an analytical approach to the bibliography of scientific activities that rests on the principle that a researcher needs to communicate the results of his research to the scientific community. This process allows researchers to understand the extent to which research results have been accepted, used, and developed in academic and practical settings. According to Laengle et al. (2019), bibliometric analysis is a systematic method used to study scientific literature with the aim of identifying patterns of relationships, main trends,

and impacts that occur in a study. Bibliometric analysis involves five main stages as revealed by Reyes & Arturo (2015) in Zaitunahadi et al. (2023) as shown in (Image 3). These stages include: (1) Keyword determination; (2) Initial search results; (3) Refinement of search results; (4) Compilation of initial statistics; and (5) Data analysis.



Image 3. Five Stages of Bibliometric Analysis
Source: Reyes & Arturo Research, 2015

Bibliometric analysis is generally divided into two main categories, namely performance analysis and scientific mapping. Performance analysis focuses on evaluating research productivity, publication impact, or the contribution of institutions and individuals in a field. On the other hand, scientific mapping aims to understand the relationships between concepts, trends, or patterns of collaboration in the existing literature. According to Haniyah and Joko Soebagyo (2021), bibliometric mapping provides great benefits to the scientific community, especially in facilitating the visualization of literature data into graphical representations such as charts or concept maps. This representation helps researchers to more easily process, understand, and compile new insights from the analyzed literature. In addition, bibliometric analysis can provide a comprehensive overview of the level of research intensity on a particular topic. This approach allows researchers to uncover key trends, emerging topics, as well as contributions from the different fields that have been explored, as explained by Comarú et al. (2021).

In this study, researchers chose to use the Scopus database as the main source of document searches because Scopus is known to have consistent standards in filtering and selecting documents that meet certain qualities to be included in its index. Scopus provides a wide coverage of academic literature covering various fields of science, thus supporting the validity and credibility of the data used in this study. The researcher also used the Publish or Perish application which was utilized to collect data from the Scopus database. This application allows researchers to capture literature relevant to the research topic through various flexible search parameters.

To analyze the data bibliometrically, this study used VOSViewer software, a tool designed to visualize relationships between subjects, citation patterns, and grouping of articles based on similar themes. VOSViewer not only helps in creating detailed publication maps, but can also illustrate recent trends in indexed articles.

The data sources and subjects used in this study were obtained through bibliographic mapping of the literature found on the Scopus platform. To visualize the bibliographic research data, researchers utilized the Biblioshiny bibliometric tool with the aim of being able to produce visualizations that are clearer, more diverse, and able to describe the results obtained from the topic of cross-cultural communication and digital platforms in the 2019-2024 timeframe. In this study, Biblioshiny was used to visualize *co-occurrence networks*, most cited

countries, WordCloud, and thematic maps.

3. Discussion.

Determining Keywords

The researcher used a search strategy for scientific articles with relevant keywords, namely cross-cultural communication as the main focus. To ensure that the articles obtained had a high relevance to the topic under study, the researcher used a scope limitation approach with the TITLE-ABS-KEY search route "cross AND cultural AND communication AND digital AND platform". The purpose of this strategy is to make the search results more relevant and reduce the possibility of finding articles that do not support the research objectives (Rahma, 2022). The researcher also limited the publication years from 2014 to 2024. The purpose of this limitation is to look at cross-cultural communication-related research that has been indexed over the past ten years by the Scopus digital platform. The selection is expected to provide an understanding that covers the accelerated period of digital technological transformation, which is thought to have significantly influenced the way cross-cultural communication takes place on digital platforms.

Scopus was chosen as the main data source for this research due to its globally recognized reputation as one of the largest and most trusted indexing databases. Scopus provides access to thousands of high-quality articles from various fields of science, while applying strict selection standards in screening indexed journals and documents. As such, articles retrieved from Scopus are of guaranteed quality and have undergone a rigorous peer-review process, ensuring the accuracy and validity of the data used in this study.

First Search Result

An initial search using the TITLE-ABS-KEY "Cross AND Cultural AND Communication AND Digital AND Platform" on the Scopus database was conducted on November 8, 2024. The search results yielded a total of 98 documents consisting of various types of publications, including articles, conference papers, conference reviews, books, and book chapters. The variety of document types reflects that the topic of cross-cultural communication on digital platforms has attracted widespread attention from various circles.

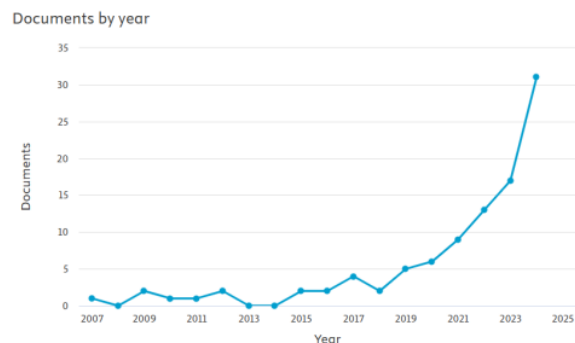


Image 4. Keyword Search Development of "Cross-Cultural Communication on Digital Platforms" in Scopus Database
Source: Researcher, 2024

This significant number of documents shows that over the past decade, the topic of cross-cultural communication has developed into one of the most active areas of research. This

not only reflects the increasing interest in cross-cultural communication on digital platforms, but also emphasizes the importance of this research in exploring the dynamics of cross-cultural communication amidst technological advancements.

Search Result Refinement

After obtaining the initial 98 documents using the TITLE-ABS-KEY "Cross AND Cultural AND Communication AND Digital AND Platform", researchers continued the next stage to filter the search results to get more relevant and focused data. This step was carried out by applying filtering. We limited the type of documents to articles only and restricted the publication range from 2014 to 2024. This filter not only helped narrow the scope of the search, but also ensured that the documents selected were in line with the research objectives.

Table 1. Data Source Set and Selection

Category	Information
Research Database	Scopus
Time Range	2014 - 2024
Language	English, Chinese, Russian, and Spanish.
Search/Keyword	Cross AND Cultural AND Communication AND Digital AND Platform
Document type	"Article"
Data Extraction	Exported with complete records (cited, bibliography, abstract & keywords, and other information) in CSV format.
Sample Quantity	50

Source: Researcher, 2024

After limiting the type of documents to articles and restricting the publication range to 2014 to 2024, 50 relevant documents were found and will be the primary source for analysis.

Compilation of Preliminary Statistical Data

After obtaining search results that match the research needs, the data is then exported into a CSV file format. This file was then uploaded into *Biblioshiny* and *VOSviewer* software for further analysis. Both software offer a variety of features that are very helpful in bibliometric analysis, and their use can be tailored to the specific objectives of the research.

In this study, several excellent features in *Biblioshiny* were used to extract insights from the data obtained. One of the features used is "*Overview - Annual Scientific Production*", which allows researchers to identify annual trends of the most popular publications, themes or topics related to cross-cultural communication. In addition, features such as "*Sumbers - Most Relevant Journals & Sumbers Production Over Time*", "*Authors - Most Relevant Authors*", "*Authors' Production Over Time*", "*Most Relevant Affiliations*", "*Affiliations' Production Over Time*", and "*Countries' Scientific Production & Most Cited Countries*" were also utilized. These features provide in-depth information on the journals, authors, institutional affiliations, and countries that have contributed the most to research on adolescent mental health, enriching the analysis from multiple perspectives.

On the other hand, *VOSviewer* is used to visually map the data. These mapping features, such as *co-occurrence analysis*, allow researchers to see the relationships between

keywords that frequently co-occur in research. This analysis is visualized in the form of *network visualization* to show patterns of relationships and *density visualization* to identify the most frequently discussed research areas.

Data Analysis

1. Overview

Table 2. Key Information about the dataset

Description	Information
Timespan	2007 : 2024
Authors	193
Author's Keywords (DE)	271
Source	47
Author of Single-Authored Docs	9
References	2259
Documents	50
International Co-Authorship	34%
Document Average Age	2.74
Annual Growth Rate	18.53%
Co-Authors per Docs	3.86
Average Citations per Docs	5.04

Source: Researcher Processing, 2024

By using the search criteria "Cross AND Cultural AND Communication AND Digital AND Platform" in the time span of 2007 to 2024, researchers can analyze research trends in the long term. As a result, 50 documents in the form of scientific articles were identified, reviewed, and processed in this bibliometric study. The dataset was obtained through the process of data extraction from the Scopus database, which is an important basis for further analysis.

The key information obtained from this extraction process serves as the foundation for the bibliometric analysis of cross-cultural communication typologies. The dataset was carefully compiled to ensure accuracy and relevance, and has been systematically summarized in Table 2. The table provides an in-depth and structured overview, supporting the main objective of this research in understanding the dynamics of research in the field of cross-cultural communication.

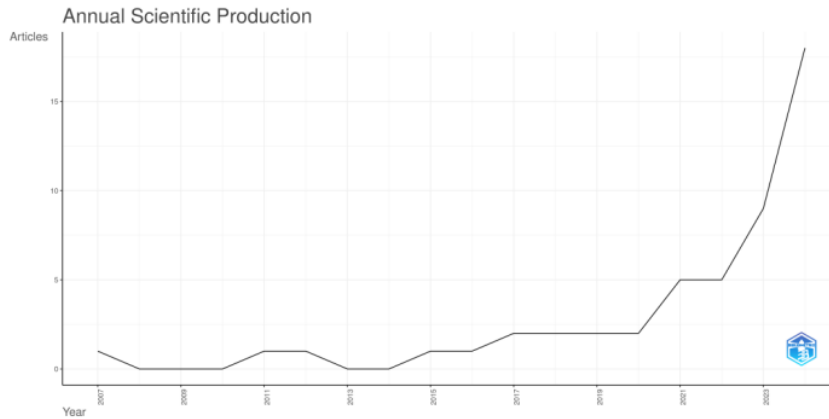


Image 5. Annual Scientific Production
Source: Researcher Processing Results, 2024

Image 5 shows the annual trends in the production of scholarly articles on the theme of cross-cultural communication on digital platforms. Overall, the graph shows an increasing trend in article production over time, with a peak in 2024 when 18 articles were published. This graph illustrates the number of scholarly articles published each year, reflecting the development of research activity in this area.

While there are variations in the number of publications from year to year, some periods such as 2021, 2023 and 2024 display significant spikes. This indicates that these periods saw an intensification of research activity or increased attention to this topic. Although fluctuations occur in certain years, overall the number of article production shows an increasing trend. This progression is evident from only 1 article published in 2007 to 18 articles in 2024.

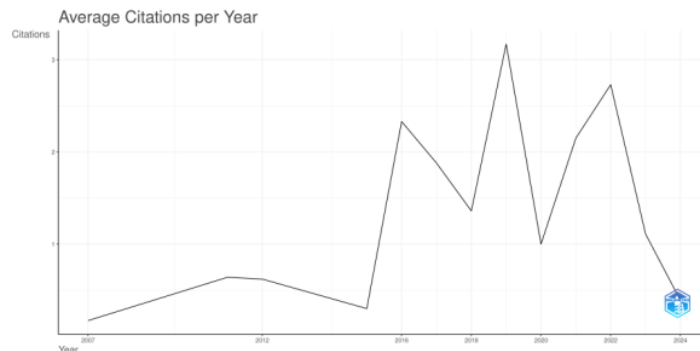


Image 6. Average Citations per Year
Source : Researcher Processing Result, 2024

Image 6 shows the average citations of scientific articles per year in this research topic. The data shows variation in average citations over time with some years recording higher values than others. A significant increase in average annual citations began in 2019 with an average of 3.17 citations per year, while a significant decrease occurred in 2015 with an average of only 0.3 citations per year.

These fluctuations show the dynamics of cross-cultural communication topics on digital

platforms. The year 2016 saw a significant increase with an average of 2.33 citations per year, followed by 2019 which reached 3.17 citations per year. In addition, an increase also occurred in 2022, where the average citation reached 2.73 per year. This variation indicates that research intensification or greater focus on this topic tends to occur in certain years, reflecting the increased relevance and attention in that period.

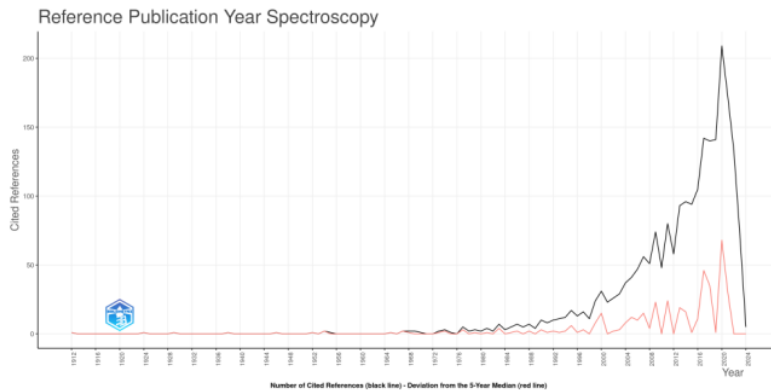


Image 7. Reference Publication Year Spectroscopy
 Source : Researcher Processing Result, 2024

The following analysis focuses on the references used in scientific articles based on their year of publication using the "Reference Publication Year Spectroscopy (RPYS)" method. According to Leydesdorff et al., (2016) RPYS is a bibliometric technique that is useful for tracing the historical origins of a research field or individual contribution, by analyzing the references cited and the year of publication of these references in a collection of publications. In this article, the most frequently used references are from 2020 with a total of 209 references cited.

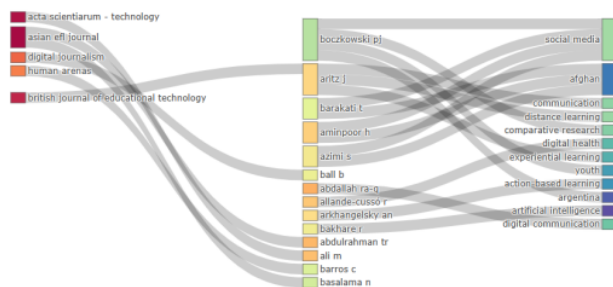


Image 8. Three-Field Plot
 Source : Researcher Processing Result, 2024

Image 8 shows a Three-Field Plot-based analysis that includes three main elements: journal (on the left side), author (in the middle), and keywords (on the right side). These three elements are interconnected through gray lines that illustrate the relationship between these elements (Srisusilawati et al., 2021).

In this analysis, we see that there are three indexed journals that actively publish scholarly articles on the topic of cross-cultural communication on digital platforms. One of the journals with the highest number of publications is the Asian ELF Journal, marked with a red box. This journal has strong connections with several key authors, such as Basalama N and

Abdulrahman TR who are identified as active contributors on this topic.

The next analysis focuses on the middle element of the Three-Field Plot, which displays the names of the authors of scientific articles and their relationship to the journals that published their work. In this element, there are 14 main authors who dominate the field. The size of the box in this section reflects the number of scientific articles produced by each author. One of the highest contributing authors is Boczkowski PJ, who produced the highest number of articles in the Scopus database on this topic, represented by the green box.

The analysis on the right side of the Three-Field Plot focuses on keywords relevant to the research topic. Each keyword is linked to an author who is actively producing scholarly articles in that field. Based on the analysis results shown in Image 8, there are 12 main keywords related to the topic of cross-cultural communication on digital platforms. The keyword "social media" is the most frequent, indicating that research on cross-cultural communication on digital platforms is closely related to the study of social media. This indicates that social media is one of the main contexts in understanding the dynamics of cross-cultural communication in this study.

2. Author's Analysis

Table 3. Top 5 Most Cited Scientific Articles

No.	Author	Title	Number of Citations	Journal
1.	Asche E (2017) ⁸	Harnessing Youth And Young Adult Culture: Improving The Reach And Engagement Of The Truth Campaign	28	Journal Of Health Communication
2.	Aritz J (2022) ³	Standing Strong Amid A Pandemic: How A Global Online Team Project Stands Up To The Public Health Crisis	19	British Journal Of Educational Technology
3.	Ashfaq A (2023) ⁷	Cultural Dynamics Of Digital Space: Democracy, Civic Engagement And Youth Participation In Virtual Spheres	7	International Journal Of Intercultural Relations
4.	Arkhangelsky AN (2021) ³	A Transmedia Turn in Educational Strategies: Storytelling in Teaching Literature to School Students; [Трансмедийный Поворот В Стратегиях Обучения: Нарративные Практики На Уроках Литературы]	6	Voprosy Obrazovaniya / Educational Studies Moscow
5.	Ali M (2022)	Cross-cultural Usability Evaluation Of Ai-based	3	Acta Scientiarum - Technology

Source: Researcher Processing Results, 2024

The scientific article entitled "Harnessing Youth And Young Adult Culture: Improving The Reach And Engagement Of The Truth Campaign" written by Asche E in 2017 took the top spot as the most cited article on cross-cultural communication on digital platforms, with 28 citations. This shows that the article is a very relevant reference in research related to cross-cultural communication on digital platforms. The article, published in the Journal of Health Communication, is frequently referenced by various other studies, confirming its significant influence on this topic. With a high number of citations, the article is ranked first in the literature search on cross-cultural communication on digital platforms on the Scopus database.

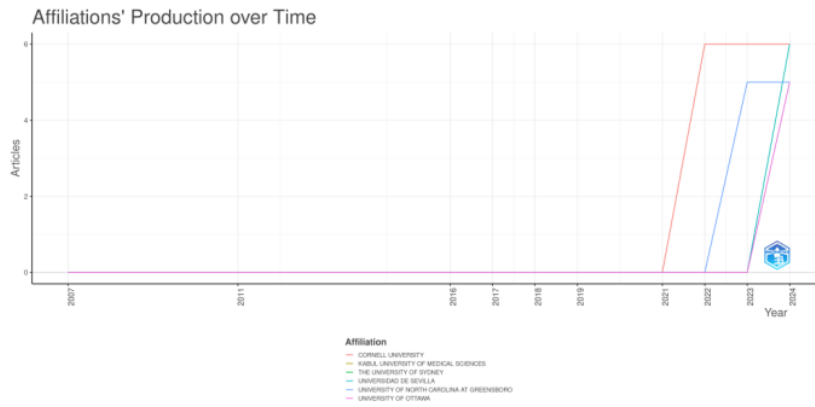


Image 9. Affiliations' Production Over Time
Source : Researcher Processing Result, 2024

Image 9 shows an analysis of the production of scientific articles by various institutions over time on the topic of cross-cultural communication on digital platforms. The analysis shows that Cornell University is consistently the institution with the highest number of publications and maintains a significant contribution by producing 6 articles in 2022 to 2024. In addition, the University of Ottawa also showed significant growth with an increase in production from 0 articles in 2023 to 5 articles in 2024. The results of this analysis suggest that both universities have a strong commitment to ongoing research on this topic compared to other universities in the Scopus dataset.

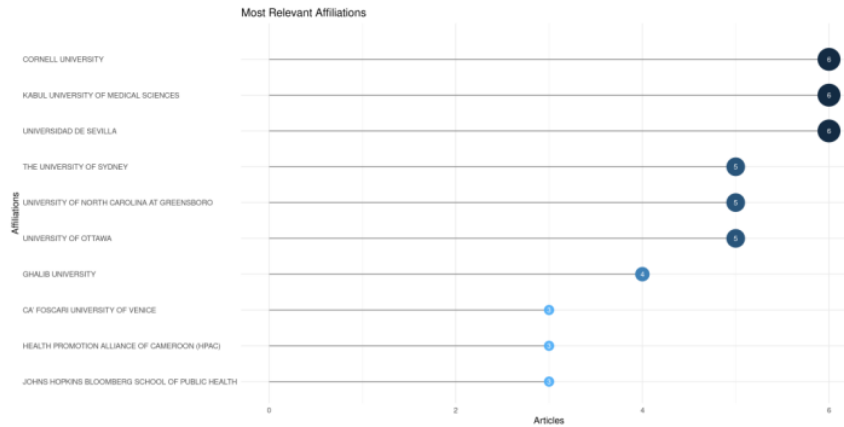


Image 10. Most Relevant Affiliations
Source : Researcher Processing Result, 2024

The Image above shows an analysis of the production of scientific articles by different institutions on the topic of cross-cultural communication on digital platforms. Cornell University, Kabul University of Medical Sciences, and Universidad de Sevilla are the highest contributing institutions, producing 6 articles each, showing consistent dominance in this study. The University of Sydney, University of North Carolina at Greensboro, and University of Ottawa followed with 5 articles each, signaling active engagement in the topic. Ghalib University ranked next with 4 articles contributed, while institutions such as Ca' Foscari University of Venice, Health Promotion Alliance of Cameroon (HPAC), and Johns Hopkins Bloomberg School of Public Health produced 3 articles each. The dominance of institutions such as Cornell University and Kabul University indicates a significant research focus and resource allocation on this topic. In addition, the variety of institutions involved suggests that this research has an international reach, involving institutions from different regions such as the Americas, Europe and Asia. This indicates that the topic of cross-cultural communication on digital platforms is attracting widespread attention from institutions with varying levels of contribution.

3. Journal Analysis

The next focus of analysis was journals. The aim of this analysis was to divide journal publications that address cross-cultural communication on digital platforms into specific categories. The principle of this analysis shows that professional articles tend to be unevenly distributed across journals. Core journals usually contain most of the professional articles while other journals usually contain fewer articles, but still help build a framework of relevant literature (Sjuchro, 2023).

This method uses Bradford's law, which is useful for evaluating the productivity level of journals, starting from those that publish the most articles to those that are highly relevant to a particular scientific field. This analysis not only finds the most productive journals, but also distinguishes "core" areas, where most scientific literature is published, from "side" areas, where scientific literature is still published despite being less productive. The results of the analysis using Bradford's law give us an understanding of the patterns of article distribution in cross-cultural communication topics on digital platforms by identifying key journals and evaluating the level of focus based on various rankings. The results can also be used to create more effective literature search strategies and direct attention to the journals considered most

relevant and influential in this study.

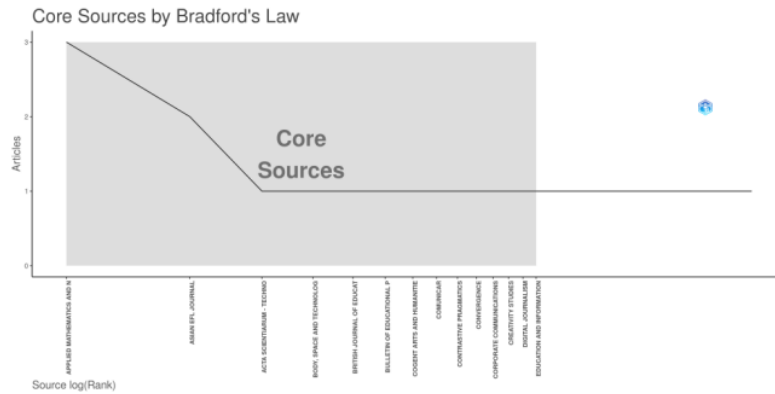


Image 11. Clustering Jurnal dengan Hukum Bradford
Source : Researcher Processing Result, 2024

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Table 4. Journal Clustering with Bradford's Law

Zone	Rating	Number of Journals	Number of publications
Zone 1	1-14	14	17
Zone 2	15-31	17	17
Zone 3	32-47	16	16

Source: Researcher Processing Results, 2024

Table 4 illustrates the results of the journal clustering analysis based on Bradford's law, which groups journals into three zones based on their productivity levels. Zone 1 includes 14 core journals with a publication count of 17 articles, indicating that these journals have the greatest contribution to the topics analyzed. Zone 2 consists of 17 journals with the same number of publications, 17 articles, but with a lower level of productivity than journals in Zone 1. Meanwhile, Zone 3 includes 16 journals with a total of 16 articles published, which shows a smaller contribution per journal but is still relevant in complementing the existing literature. This analysis shows the typical distribution pattern of Bradford's law, where most articles are published by a small number of core journals, while the rest are spread evenly across medium and peripheral journals. This pattern provides insight into the most influential and important journals to prioritize for further research or literature searches.

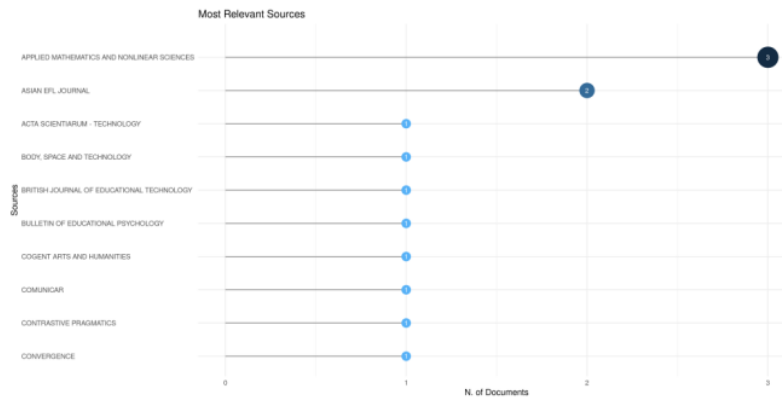


Image 12. Most Relevant Sources
Source : Researcher Processing Result, 2024

The Image above displays the distribution of relevant sources or journals based on the number of documents published on the analyzed topic. From the visualization, Applied Mathematics and Nonlinear Sciences journal has the most significant contribution by publishing 3 documents, making it the most productive source in this topic. It is followed by Asian EFL Journal which published 2 documents. Meanwhile, some other journals such as Acta Scientiarum - Technology, Body, Space and Technology, British Journal of Educational Technology, and others only published 1 document each.

This interpretation suggests that only a few journals make a major contribution to the analyzed literature, while most of the documents are evenly spread across other journals with a lower number of publications. This is consistent with the principle of Bradford's law, where most articles tend to be concentrated in a small number of core journals. These journals can be considered as the primary sources for obtaining literature relevant to the research topic.

4. Country Analysis

The analysis of the countries in this topic aims to provide greater insight into the impact and significance of research from different demographic regions.



Image 13. Corresponding Author's Countries
Source : Researcher Processing Result, 2024

In Image 13, an analysis of the countries involved in this scientific article topic is carried out using the calculation of SCP (Single Country Publications) and MCP (Multiple Country

Publications). The results of the analysis show that China has published 7 scientific articles, with details of SCP as much as 6 and MCP 1. This indicates that authors from China collaborate more often with fellow authors from the same country, 6 times, but there is also 1 article written in collaboration with authors from other countries. Meanwhile, scientific articles originating from Afghanistan have no collaboration between authors from the same country, but there is one article that is the result of collaboration with authors from other countries.

This analysis of author countries, particularly through the calculation of SCP and MCP, provides deeper insights into the collaboration patterns of authors, both those who collaborate with authors within the same country (intracountry) and with authors from other countries (intercountry). Thus, this analysis is very useful for understanding the extent of international and domestic collaboration in publishing scientific articles related to this topic.

Country Scientific Production

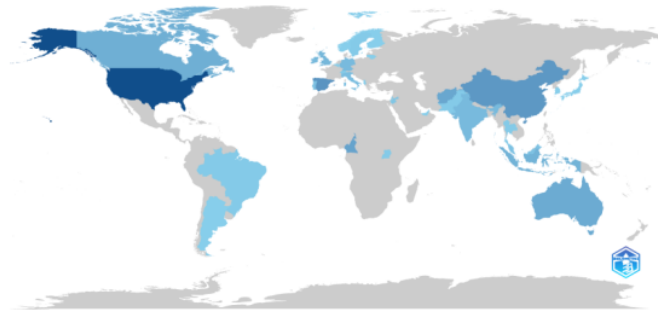


Image 14. Country Scientific Production
Source : Researcher Processing Result, 2024

Table 5. Country Scientific Production

No.	Country	Article	Year Range	Number of Citations
1.	USA	157	2012-2024	69
2.	China	92	2007-2024	33
3.	Spain	54	2011-2024	9
4.	Afghanistan	11	2024	0
5.	Cameroon	12	2024	0

Source: Researcher Processing Results, 2024

Table 5 and Image 14 are the results of interpretation related to the number of scientific article production on cross-cultural communication on digital platforms based on various country segmentations. The results of this analysis are based on the calculation of the number of articles published, the range of years of publication, and the number of citations received by the scientific articles in the Scopus database. Authors from the United States (USA) occupy the top position with a total of 157 scholarly articles published between 2012 and 2024, with a total of 69 citations. This shows that the United States has a considerable production of scholarly articles and makes a significant contribution to global scientific research, especially in the topic of cross-cultural communication on digital platforms. Meanwhile, China has 92 articles with a lower citation impact. Spain, with 54 articles published between 2011 and 2024, recorded 9 citations. Afghanistan and Cameroon had 11 and 12 articles published in 2024, respectively, but none of them were cited. Overall, this table illustrates the diversity of

countries' contributions to the global scientific literature on this topic, with the United States leading the way in terms of number of articles and citations, while other countries make unique contributions through their research focus and impact.

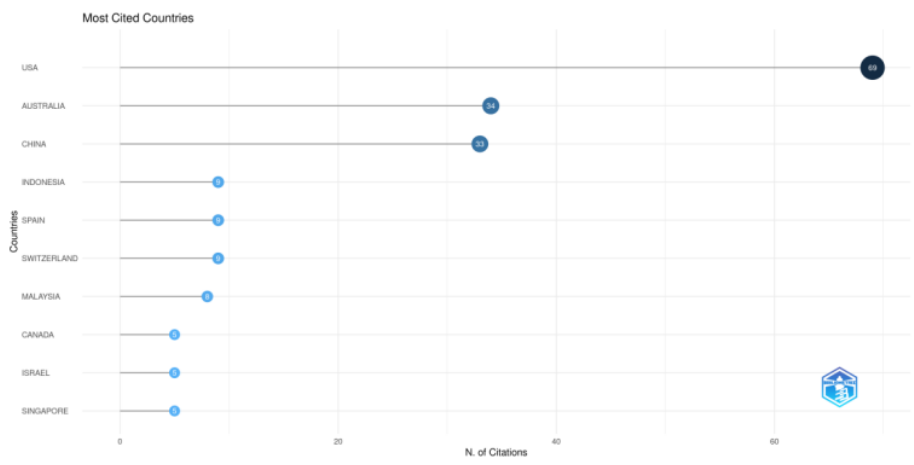


Image 15. Most Cited Countries
Source : Researcher Processing Result, 2024

The country with the highest number of citations of scientific articles is the United States (USA), which reached 69 citations. This high number of citations shows that scientific articles published by authors from the United States are often used as references by researchers and scientists in various parts of the world, especially in the Scopus database. The next position is occupied by Australia with 34 citations and China with 33 citations. Scientific articles published by the United States and Finland show strong global recognition and significant relevance to scientific contributions in this field, reflecting the importance of research from these two countries in the international scientific literature.

5. Trend Analysis



Image 15. Worldcloud
Source : Researcher Processing Result, 2024

The data from this *word cloud* is closely related to the topic of cross-cultural communication on digital platforms, especially in the context of information dissemination and global interaction. The focus on demographics such as *females*, *young adults*, *adolescents*, *mothers* and *students* shows that these groups are key actors in cross-cultural communication taking place on digital platforms. Health topics, such as *pregnancy*, *smoking*, and *child health*, are among the main content frequently discussed, with global health campaigns via the internet facilitating cross-cultural information exchange. However, differences in cultural norms and values often affect how this information is understood and received.

Terms such as *cultural factors* and *information dissemination* highlight the important role of culture in digital communication, as cultural norms determine how individuals or groups absorb and convey messages in the digital world. The internet enables the global dissemination of information, but challenges such as access gaps, digital literacy and adapting content to local cultural contexts remain barriers. Locations such as *Australia*, *Cameroon*, *Europe* and *Italy* mentioned in the data show a wide geographical scope, reflecting the dynamics of cross-cultural communication on digital platforms. In addition, research approaches such as *qualitative research* and *self-report* are important tools to understand how users from different cultural backgrounds interpret symbols, language and messages delivered digitally. Overall, these data illustrate that cross-cultural communication on digital platforms plays an important role in disseminating health information, bringing together individuals from different backgrounds, and bridging cultural differences. inclusive and culturally sensitive approach to cross-cultural communication in the digital age.

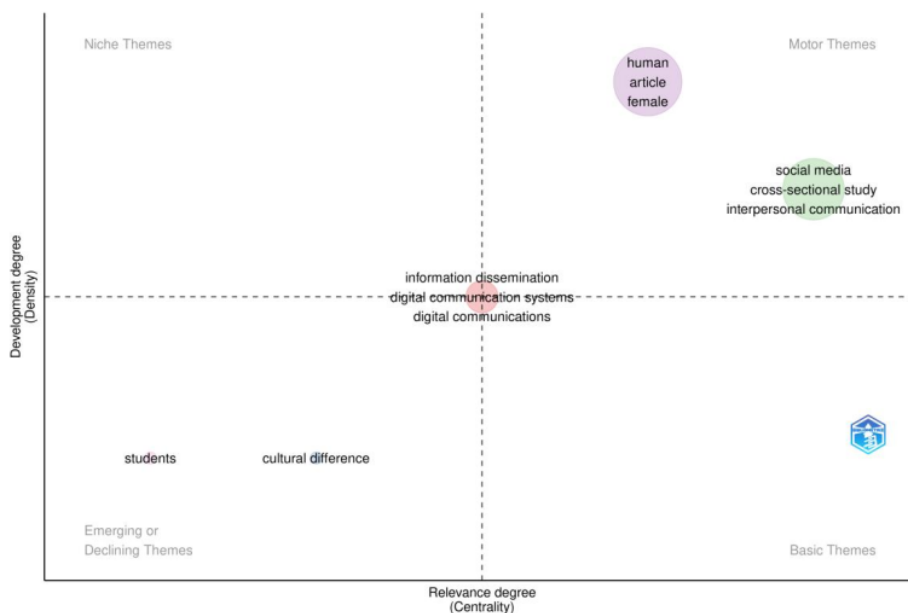


Image 16. Thematic map
Source : Researcher Processing Result, 2024

This *thematic map* illustrates the relationship between various themes based on the degree of development (density) and relevance (centrality), which are relevant to the topic of cross-cultural communication on digital platforms. In the *motor themes* quadrant (top right),

themes such as *social media*, *cross-sectional studies* and *interpersonal communication* show that social media has a central role and has developed as a key tool to support cross-cultural communication, especially in building interpersonal interactions in the digital world. *Cross-sectional studies* serve to analyze these communication patterns within a specific time frame, providing insight into the dynamics of intercultural interactions. In the *niche themes* quadrant (top left), themes such as *human*, *article* and *female* reflect a focus on individuals, particularly women, which has more specific relevance but a high level of development. This research tends to address specialized aspects, such as the influence of gender norms on cross-cultural digital communication.

Meanwhile, in the *emerging or declining themes* quadrant (bottom left), themes such as *students* and *cultural differences* show low relevance and development. This could mean that while students and cultural differences are potentially important, they have not yet become the main focus of cross-cultural communication research or are still in the early stages of exploration. Finally, in the *basic themes* quadrant (bottom right), themes such as *information dissemination*, *digital communication systems*, and *digital communications* illustrate the core elements underlying cross-cultural communication on digital platforms. Despite their high relevance, the development of these themes is still limited and requires further exploration to explain the complexity of intercultural interactions in digital spaces. Overall, this map demonstrates the importance of social media as a key driver of cross-cultural communication, while information dissemination and digital communication systems serve as the foundational framework that supports such interactions. However, further research is needed to ensure cultural diversity is effectively accommodated within digital platforms.

4. Conclusion.

Based on the analysis, the topic of cross-cultural communication on digital platforms shows a diversity of contributions from various countries. The United States (USA) is the most dominant country in terms of the number of articles published and the number of citations, with 157 articles spanning the years 2012-2024 and a total of 69 citations. This reflects the significant global relevance and influence of research conducted in the USA on this topic. Australia and China also made important contributions with 34 and 33 citations respectively. Meanwhile, countries such as Spain, Afghanistan and Cameroon had fewer articles with low or no citation impact. However, this still shows their participation in developing the global scientific literature. The analysis also highlights the importance of collaboration between countries, as seen in publications resulting from international cooperation (MCP), which strengthens global academic networks in the field of cross-cultural communication.

Overall, the results of this analysis show that the United States leads in research contributions and global influence, followed by other countries that make unique contributions according to their research focus. Cross-cultural research on digital platforms is a growing area, with international collaborations playing an important role in enriching global understanding of the topic.

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