




Research Trends of Creative Industries in Indonesia: A Bibliometric Analysis

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Abstract

This research analyses scientific information related to creative industries in Indonesia using the Scopus database. Bibliometric analysis was applied to evaluate the structure, conceptual evolution, and trends of creative industries following related publications. There were four phases in this research, including (1) search criteria of the research field, (2) search and selection of documents, (3) software and data extraction, and (4) analysis of results and trends. The results showed that in Indonesia, the creative industry is widely studied from the perspectives of business, management, accounting, social sciences, economics and finance, arts, and humanities. Furthermore, it was observed that Padjadjaran University as an affiliate contributed the most to these publications. This trend of publications about the creative industry in Indonesia was not only attractive to authors from the country, but also involved authors from several other countries such as Japan, the Netherlands, Malaysia, and the USA. Both practical and theoretical studies of the creative industry in Indonesia are developed at the local level. In addition, this sector fosters a new trend and direction for Indonesia's future economy.

Keywords Creative Industry · Bibliometric · Indonesia · VOSviewer · Scopus

Introduction

The term 'creative industry' has been implemented in different contexts since it was first introduced by the government as an alternative for economic development (Ahman et al., 2020; Ginting et al., 2020; Raharja & Nurasa, 2020). As a new concept, the creative industry plays an essential role in accommodating the distribution

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of local commodities and providing strategic value to a local economy (Coles, 2016; Prachihara et al., 2019). Scientifically, creative industries are often used to analyse a country's economic development (Lita et al., 2018; Oakley & Ward, 2018). Furthermore, there is an assumption that the creative industry can be applied in various sectors (Rustiadi et al., 2018). The creative industry became a trend at the beginning of this century which was universally adopted as a new civilisation for the economic world (Nurgraha & Mulyadi., 2018; Liang & Wang, 2020).

Many developed and developing countries pay special attention to the development of creative industries (Elyta & Sahide, 2021; Fahmi et al., 2016; Low, 2006; Minty & Nkula-Wenz, 2019). These include nations in Southern Africa, as well as Iran, Taiwan, Brazil, England, Ireland, Scotland, South Korea, and Canada. There are strategies currently applied in these countries to maximise the creative industry's potential to strengthen the national economy (Agustina et al., 2020; Ghazi & Goede, 2019; Huang et al., 2009; Shafi et al., 2020). Indonesia attempts to transform the conventional industrial style into a creative orientation by utilising technology and innovative ideas (Astuty et al., 2018; Irjayanti & Azis., 2017; Sumawidjaja et al., 2019). Furthermore, the country focuses on the creative industry business on a global level (Fahmi et al., 2017). Yulisetiari et al. (2019) and Ahman et al. (2020) discovered that the creative industry pattern in Indonesia aims to formulate a positive business culture, utilise renewable resources, and provide positive socio-economic implications.

According to Indriartiningtias et al. (2019), the progress of the creative industry in Indonesia can be increased through design group creativity. In the local context of developing creative industries, several studies show positive socio-economic effects and community empowerment (Bustamante Duarte et al., 2022; Ismail, 2016; Kim, 2017; Roziqin et al., 2021). However, the government's role is currently not optimal in formulating creative industry strategies and policies nationally. This is because the pattern of creative industry development in Indonesia involves two major paradigms namely innovation and traditional culture (Fahmi et al., 2016). The tendency is the value of tradition that is used as the main source of creativity (Fahmi, 2019).

Empirically, the research literature on the creative industry in Indonesia is immensely increasing. There are more than 100 articles in the Scopus database that cover highly significant topics until the end of February 2021. Due to the discovery of strong evidence of creative industry development in 2009 (Roziqin et al., 2021), further research is essential to explore this phenomenon in a sustainable manner (Agustina et al., 2020). However, comprehensively determining the trend of the creative industry using a bibliometric approach is limited. In the economic scope, bibliometric analysis is carried out to evaluate the scientific structure of a particular topic, such as on emerging market economies (Al-Jamimi et al., 2022); knowledge-based (Giraldo et al., 2022); circular (Del-Aguila-Arcentales et al., 2022; Hollas et al., 2022; Theeraworawit et al., 2022); GIG economy (Batmunkh et al., 2022); and green economies (Alsmadi & Alzoubi, 2022). Therefore, this research aims to review articles and systematically identify these topics based on literature covered by the Scopus database.

This research exposes the pattern, relationship, and characteristics of the scientific context of the creative industry in Indonesia using a bibliometric approach.

The contribution is to provide a comprehensive description and reference for future research on the creative industry. The principles used in compiling this research are, first, a background review of the importance of the research of the creative industry is provided, followed by relevant research in Indonesia. Second, the bibliometric approach is applied to explore the research objectives. Third, the results are presented and discussed in a bibliometric analysis involving previous literature. Finally, the discussion section highlighted gaps in the literature review with potential points for future research alongside the limitations of this research.

Creative Industry in Indonesia: Concept and Practice

The creative industry is defined as an economic concept that is based on creativity and technological progress to take advantage of existing potential (Abbasi et al., 2017; Munawar et al., 2019a; UNCTAD, 2015). This industry has provided a new approach to economic progress, especially in developing countries such as Indonesia (Absori et al., 2019). It is also expected to overcome the slow pace of economic growth and unemployment (Astuty et al., 2018). Therefore, the creative industry has been identified as an advantage for diverse economic activities and optimises the creativity of human resources based on culture, science, and technology (Fahmi, 2019). The management of this industry and its potential needs to be carried out in a systematic, structured, sustainable manner alongside regulations that accommodate it (Fahmi et al., 2017).

Historically, the journey of the creative industry in Indonesia through traditional businesses has long been established and embedded in various areas such as batik and handicrafts (Fahmi et al., 2017). The creative industry is contextually defined as the expansion of knowledge and creativity that prioritizes ideas and information based on human ingenuity as the primary driver of activities that enhance economic productivity (Agustina et al., 2020). On a legal basis, initially, the government issued Presidential Decree No. 6 of 2009 regarding the development of the creative economy. This regulation initiated the preparation of the Master Plan for the Indonesian Creative Economy Development from 2009 to 2025. Additionally, to support the progress of creative industries, the government formulated policies through Presidential Regulation Number 72 of 2015 for the establishment of the Creative Economy Agency. This aims to strengthen the creative industry, including protection for the creative works of Indonesian artists.

As the creative industry sector continues to expand, the creative economy bodies have been merged into the Ministry of Tourism and Creative Economy based on presidential regulation Number 69 of 2019. Changes in the nomenclature of ministries are not new and have been carried out in the era of President Susilo Bambang Yudhoyono and now under the Joko Widodo government. The merger occurred due to the urgent need for simultaneous economic development in developing countries to change the concept of the creative economy into a factual creative industry (Ramli et al., 2020). Although it was criticised by (Fahmi et al., 2017), the government seemed to interpret the creative industry ambiguously. On the one hand, it seeks to encourage the development of original concepts and creativity. On the other

hand, there are initiatives to combine creative industries with tourism by utilising the cultural potential of 1340 different ethnic groups.

The government and/or regional governments are required to create and develop creative industry ecosystems to contribute to the national economy and improve global competitiveness, as stated in Law Number 24 of the Year 2019 regarding Creative Economy. The creative industry has an important contribution to Indonesia's GDP (gross domestic product). The Minister of Tourism and Creative Economy stated that three sub-sectors of the creative industry contribute the largest GDP, namely 41% culinary, 17% fashion, and 14.9% crafts. Furthermore, in 2019, the tourism industry before the pandemic recorded that there were around 16 million tourists visiting Indonesia. Munizu et al. (2021) observed that Indonesian initiatives to grow its creative industries face a variety of difficulties. These include the lack of human resources, cash and funding, competitive natural resources, infrastructure and technology, readily available cultural resources, and organisations that foster the growth of creative industries.

Methods

This research used a systematic literature review method with a bibliometric approach. This method is highly significant to enhance the quality of knowledge (Small, 1977). A systematic literature review demonstrates what has already been researched and what holes need to be filled to develop new knowledge in the field (Tan et al., 2020). Therefore, using a bibliometric approach, this research evaluates the research trends in the creative industry. The bibliometric analysis follows a similar systematic and comprehensive protocol to ensure that the knowledge used is of high quality (Donthu et al., 2021; Herrera-Franco et al., 2020).

Bibliometric analysis is defined as the development of quantitative and qualitative literature research to analyse data such as characteristics, relationships, clusters, and current and future trends in specific topics (do Adro & Leitão, 2020; Herrera-Franco et al., 2020; Robertson et al., 2020; Sajovic et al., 2018; Yin et al., 2020). This approach provides a comprehensive picture of keywords on the topic of creative industries in Indonesia, source analysis and subject areas, productive and influential authors, affiliates, countries that contribute the most, and network analysis. Another term for bibliometrics is scientometric, as described by Osei-Kyei et al. (2020) in the research trend on retirement village development, and He et al. (2020) in the scientometric analysis of microplastics.

Research trends in certain topics using a bibliometric analysis approach have been carried out in recent years. Herrera-Franco et al. (2020) evaluated research trends on geotourism; Miraj et al. (2020) on the dry port studies; Hassan et al. (2020) on chemical-biological interactions; Yang et al. (2020) on stem cells in ischemic stroke; Roziqin et al., (2022) on e-government in Indonesia; Robertson et al. (2020) on entrepreneurial ecosystems and the public sector, etc. In the evaluation of specific research trends, most studies use the Scopus or WOS database over a certain period. Therefore, this research focused on the creative industry trend limited to one country, Indonesia, until sample data collection.

This research involved a three-stage approach to analyse previous studies published on the Scopus database involving creative industries, as shown in Fig. 1.

The first stage was carried out in February 2021, when data was retrieved from the Scopus database. Scopus is considered one of the world's largest sources for a peer-reviewed and comprehensive overview of research output ranging from books, book chapters, reviews, conference proceedings, and journal articles covering over 77 million items from various fields of research. Specific keywords were to perform a Scopus search for papers, as well as an exclusion to determine the best results that met the needs of this research. Furthermore, journals and review articles were evaluated based on the title, abstract, and keywords. This research only selected the type of journal documents in written English to be analysed and reviewed.

The proposed advance search was as follows:

(TITLE-ABS-KEY (creative AND industry AND in AND Indonesia)) terdapat ada 284 documents (Book, book chapter, conferences paper, and articles journal). AND (LIMIT-TO (DOCTYPE , “ar”) AND (LIMIT-TO (LANGUAGE, ‘English’)) there are 198 journal articles. The number of articles is based on a search on February 23, 2021.

In the second stage, 198 articles were downloaded and data was extracted bibliographically in the ‘Comma-Value-Separated’ CSV file. The CSV file was analysed using bibliometric analysis to map and visualise the scientific evidence. Furthermore, there are different software for bibliometric analysis namely CitesSpace, HitsCite, Gephi, VOSviewer, etc., but this research used VOSViewer. According to van Eck and Waltman (2010), VOSviewer enables authors to create and view bibliometric visualisation maps. For more information, please visit (www.vosviewer.com). The authors also select VOSViewer because it offers many features to visualise the data of bibliometric and scientific mapping networks compared to other software tools (Osei-Kyei et al., 2020), like co-occurrence, co-citation, and co-authorship.

The final stage conducted a bibliometric evaluation which was used as an evaluation process for the topic. This research adapted categorisation from previous research which worked on research trends by systematic literature review, specifically with bibliometric analysis. The analysis was divided into several subsections

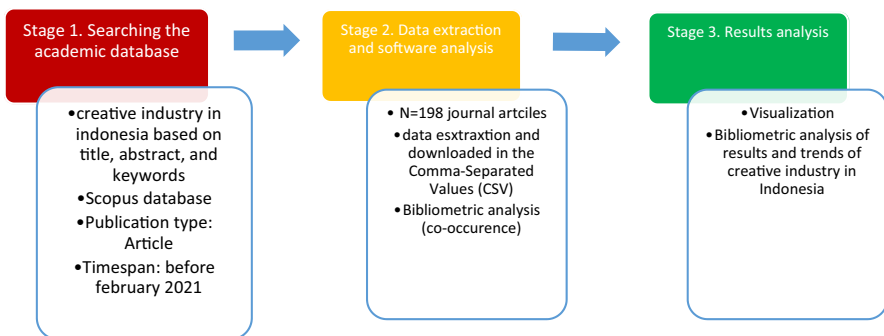


Fig. 1 Research stage

including annual outputs and subject areas, journal analysis, most influential articles and authors, most contributing countries and institutions, and network analysis.

Results and Discussion

Annual Outputs and Subject Areas

Based on the Scopus database, the number of annual publications has significantly increased. Figure 2 shows 198 articles regarding the Indonesian creative industry from 2003 to 2021. Initially, these publications did not receive much attention from authors, and from 2003 to 2013, the number of articles was still limited. However, from 2014, the trend began to increase and experienced a significant increase in 2019. This occurred due to the government's agenda, which began to focus on developing the creative industry as a medium to create jobs (Fahmi et al., 2017). Previously, under the leadership of President Susilo Bambang Yudhoyono, the Indonesian government issued Presidential Decree No. 6/2009 on the development of the creative industry. Furthermore, President Joko Widodo created the Creative Economic Agency which aims to carry out tasks and functions to develop the creative economy. During its development, this agency was merged with the Ministry of Tourism and Creative Economy.

Changes in policies and responsible institutions failed to reduce the attention of authors to creative industry topics. The high number of publications in Indonesia gained momentum when Law Number 24 in 2019 regarding the creative economy was passed. This momentum formulated an opportunity for authors to research the

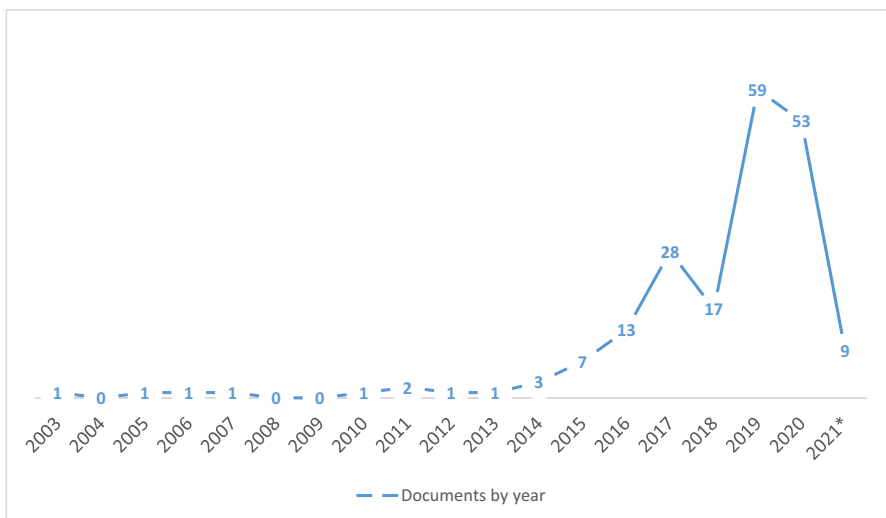


Fig. 2 The annual number of publications on creative industry topics in Indonesia. *Note: The total for publications in 2021 is not complete, as this research was concluded on 23 February 2021

creative industry more broadly. Therefore, through this law, research on creative industries in the future is predicted to continue to increase.

The creative industry is widely studied from various perspectives. Figure 3 shows the subject areas of the creative industry topics in Indonesia. Indonesian authors have discussed 10 areas.

Based on the ten subject areas, the most creative industry topics are studied from business, management, accounting, social sciences, economics and finance, arts and humanities, and others. The areas of business, management, accounting, and social sciences are the most frequently discussed by authors. An example of an article on business is Rufaidah (2019), which measured the differences in the entrepreneurial orientation of two groups of SMEs in the fashion industry. In another article, Fahmi (2019) emphasised the network aspect that provides interactive opportunities for entrepreneurs in conducting business activities. Meanwhile, Raharja and Nurasa (2020) from a social sciences perspective highlighted policy approaches and institutional aspects in developing creative industries.

Journal Analysis

Studies on the creative industry in Indonesia have been published in various international journals. Based on the Scopus database analysis, it was observed that 92 journals had been published on this topic in Indonesia. The published articles were spread from quartile one to quartile four. Table 1 shows that the *Journal of Asian Finance Economics and Business* is a journal that frequently publishes these topics with a total of 12 documents.

The three journals that have contributed the most to the publication of creative industry research in Indonesia are the *Journal of Asian Finance Economics and*

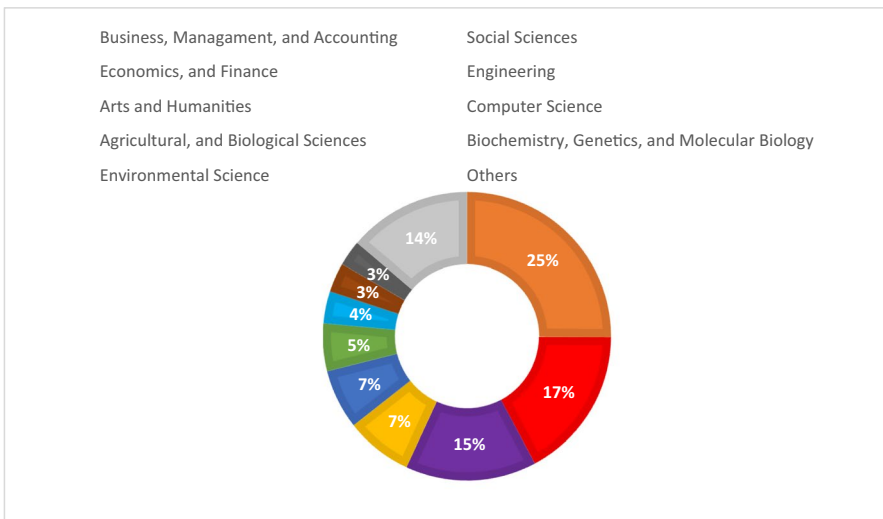


Fig. 3 Related subject areas of the creative industry in Indonesia

Table 1 Top ten journals based on the number of documents

Journal	Documents
Journal of Asian Finance Economics and Business	12
Plos One	12
International Journal of Innovation Creativity and Change	11
International Journal of Scientific and Technology Research	7
International Journal of Supply Chain Management	5
Management Science Letters	5
Advanced Science Letters	4
International Journal of Business and Society	4
International Journal of Entrepreneurship	4
Journal of Advanced Research in Dynamical and Control Systems (JARDCS)	4

Business (12 articles); Plos One (12 articles); and *International Journal of Innovation Creativity and Change* (11 articles). Meanwhile, Table 1 shows that research on creative industries in Indonesia is not only published in journals within the scope of business and management but also in multidisciplinary journals (*Plos One*) and information systems (JARDCS), as well as other relevant disciplines (Fig. 3).

Most Productive Authors and Top Cited Articles

This section describes the authors who have contributed the most to the creative industry in Indonesia based on the Scopus database. The publications in mid-2003 to 2020 involved many authors from institutions, academics, and countries. There were a total of 10 authors who wrote more than two articles as indicated in Fig. 4. Of the ten, the most productive was Rahayu A. who has written five articles, either as author or co-author. One of the articles from Rahayu A. is 'Breakthrough in Indonesian creative industry through soft innovation'. The article showed that soft innovation can be applied in several creative industry business practices in Indonesia (Astuty et al., 2018). However, the development was not significant as co-creation in recent years is relatively new in the Indonesian creative industry. The article by Rahayu A. as a co-author with Munawar et al. (2019b) analysed empirical evidence of the effect of proactive market orientation (PMO) and management commitment to internal resources (MCIR) on the export performance of the handicraft creative industry in West Java.

Of the ten names above, it is worthy to note a foreign writer who has publications on the creative industry in Indonesia, namely Koster A. This author has written three documents, although his capacity involved co-authorship from Fahmi F. Z. This was because Koster was the supervisor of Fahmi F. Z.; therefore, there was a collaboration in publications.

Since its first publishing in the Scopus database in 2003, articles on the creative industry in Indonesia have continued to increase. Articles on Indonesia's creative industry have been published in several reputable international journals. Of the 198 identified, the top ten highest citations are shown in Table 2. 'The location of creative

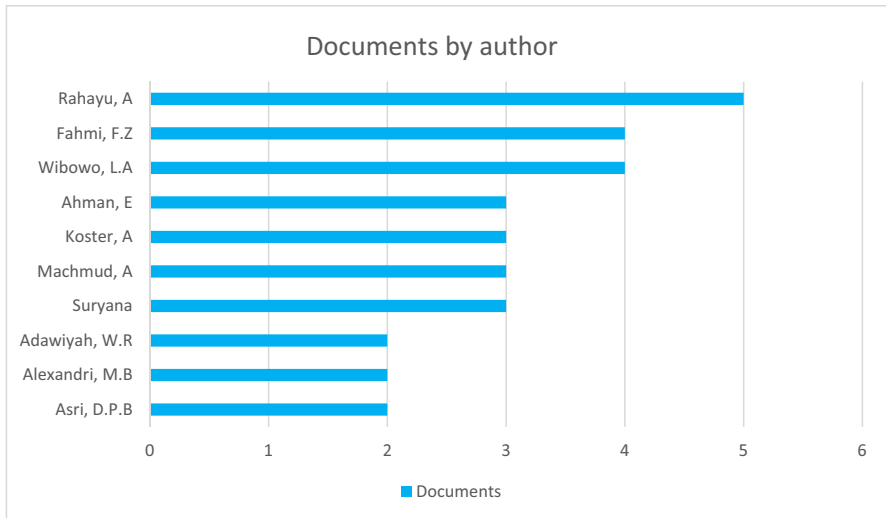


Fig. 4 The most productive authors (top ten)

industries in a developing country: The case of Indonesia' by Fahmi et al. (2016) has been cited 35 times, while Suhartanto et al. (2020) have been cited 17 times.

As a relatively new research in Indonesia, publications on the creative industry are quite influential for other authors, whether in the same or different disciplines. The average articles in Table 2 have over 17 citations in the Scopus database only. The number of citations may be more if other indexations are screened, such as Google Scholar.

Most Contributions by Countries and Institutions

The research trend on the creative industry in Indonesia continues to be in demand by scholars and practitioners. The authors came from several higher education institutions, government agencies, research institutions, and other countries as indicated in Fig. 6. Based on the institutional author affiliations as presented in Fig. 5, Universitas Padjajaran took first place with 15 creative industries. This was followed by author affiliation from the Institut Teknologi Bandung with 12 articles. Other results also showed that two institutions namely the University of British Columbia and the University of Groningen published articles on creative industries in Indonesia. The affiliations in foreign institutions are made by the authors or who are studying abroad or in research collaboration with foreign institutions.

Figure 6 shows that research on the creative industry was carried out mainly by authors from within the country, although several countries also research on the same topic. The results showed that the countries with the highest number of documents include Japan with 15 documents, the Netherlands with 13, Malaysia and the USA with ten, Australia with eight, and India with seven, while Canada, Singapore,

Table 2 The ten highest citations of published articles

No	Title	Author	Source	Year	Citation
1	The location of creative industries in a developing country: The case of Indonesia	Fahmi, F.Z., Koster, S., van Dijk, J	Cities 59, pp. 66–79	2016	35
2	Tourist loyalty in creative tourism: the role of experience quality, value, satisfaction, and motivation	Suhartanto, D., Brien, A., Primiana, I., Wibisono, N., Triyuni, N.N	Current Issues in Tourism 23(7), pp. 867–879	2020	27
3	From Apple to Werewolf: A content analysis of marketing for e-liquids on Instagram	Laestadius, L.I., Wahl, M.M., Pokhrel, P., Cho, Y.I	Addictive Behaviors 91, pp. 119–127	2019	24
4	Green IT empowerment, social capital, creativity and innovation: A case study of creative city, Bantul, Yogyakarta, Indonesia	Muafi	Journal of Industrial Engineering and Management 8(3), pp. 719–737	2015	22
5	Grounding mobile policies: ad hoc networks and the creative city in Bandung, Indonesia	Cohen, D	Singapore Journal of Tropical Geography 36(1), pp. 23–37	2015	22
6	Development of tourism based on geographic indication towards to welfare state	Jaelani, A.K., Handayani, I.G.A.K.R., Karjoko, L	International Journal of Advanced Science and Technology 29(3 Special Issue), pp. 1227–1234	2020	20
7	Factors affecting forest area change in southeast Asia during 1980–2010	Imai, N., Furukawa, T., Tsujino, R., Kitamura, S., Yumoto, T	PLoS ONE 13(5), e0197391	2018	20
8	Survey of recent developments	Manning, C., Purnagunawan, R.M	Bulletin of Indonesian Economic Studies 47(3), pp. 303–332	2011	20
9	Creative economy policy in developing countries: The case of Indonesia	Fahmi, F.Z., McCann, P., Koster, S	Urban Studies 54(6), pp. 1367–1384	2017	19
10	Culture control, capability and performance: Evidence from creative industries in Indonesia	Ismail, T	Asian Review of Accounting 24(2), pp. 171–184	2016	17

Source: Scopus database per 27 March 2021

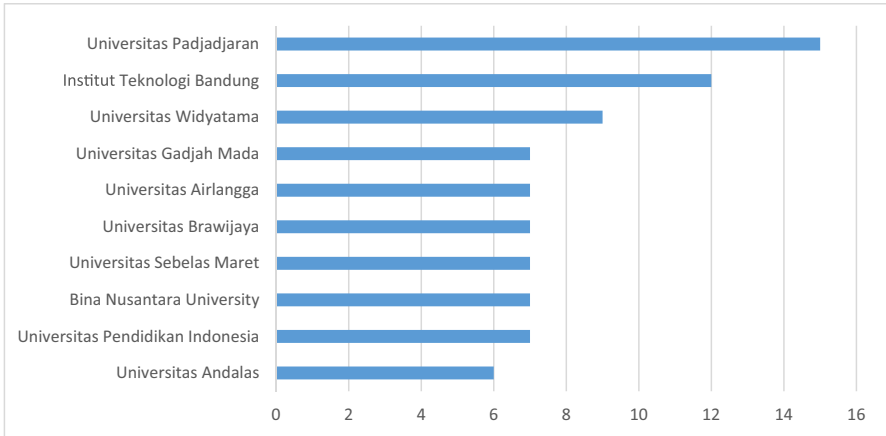


Fig. 5 Document affiliation

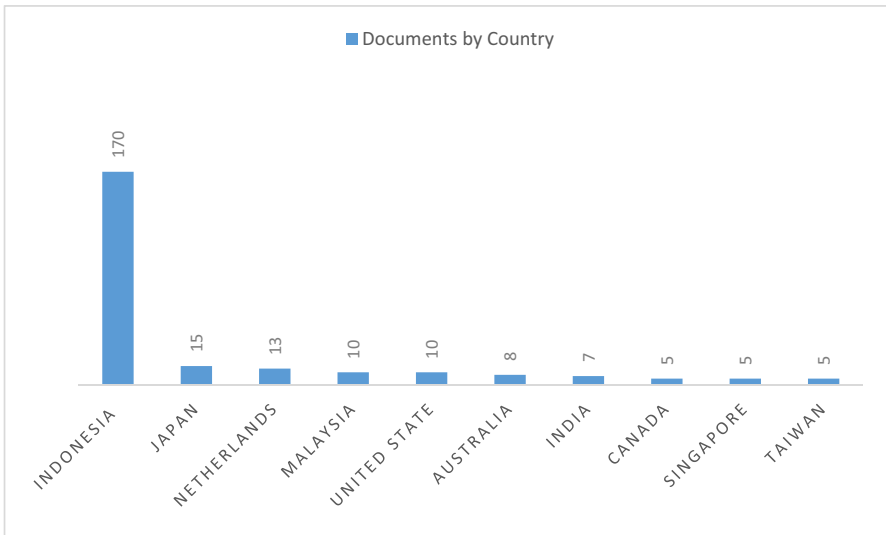


Fig. 6 Document by author’s countries

and Taiwan have five documents, respectively. Therefore, the research of creative industries in Indonesia is of interest to international authors.

In some cases, the creative industry brings about cultural and economic changes in a country (Fig. 6). In Taiwan, it was observed that creative lifestyles, crafts, and creative design are the three largest creative industries and constitute a novel cultural creativity (Huang et al., 2009). Creative industries are seen as one of the most important drivers of the transformation of Malaysia’s high-income, knowledge-based economy (Alavi & Azmi, 2019). Furthermore, Singapore also views the creative industry as a strategy to overcome economic constraints by shifting its economic

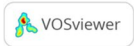
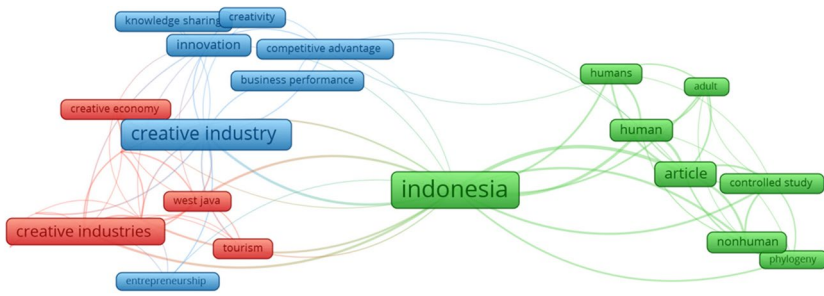


Fig. 7 Network visualisation on creative industries in Indonesia

Table 3 Name of items in the three clusters

Cluster	Items	Total items	Colours
Cluster 1	Indonesia, human, article, humans, adult, controlled study, nonhuman, phylogeny	8 items	Green
Cluster 2	Creative industry, entrepreneurship, business performance, competitive advantage, innovation, creativity, knowledge sharing	7 items	Blue
Cluster 3	Creative industries, west java, tourism, creative economy	4 items	Red

focus from manufacturing to creative innovation (Gwee, 2009). Another research in the USA showed that creative industries and creative clusters have a significant positive impact on gross domestic product in urban areas (Yum, 2020).

Cluster Analysis by Co-occurrence

In this section, data from the Scopus search engine was processed using VOSviewer to develop Cluster analysis. VOSviewer was used to design a graphical visualisation with a specific emphasis on citation and co-citation analysis, co-authorship, and keyword co-occurrence (Robertson et al., 2020). However, in this research, authors only used the co-occurrence feature, and clusters were based on keywords from the collected articles.

Based on the co-occurrence of the keyword ‘creative industry literature in Indonesia’, this research found three significant interrelated clusters, as shown in Fig. 7. Clustering based on these keywords will enable other authors to map out their studies on the creative industry in Indonesia. Figure 7 was obtained from the co-occurrence feature by VOSviewer, using the ‘all keyword’ analysis unit and the ‘full counting’ method. Furthermore, the frequency of keywords

was limited to a minimum of 5 times, and three clusters were found as presented details in Table 3.

The first cluster shows that discussions about creative industries in Indonesia are more focused on aspects of good management that are influenced by facets of humanities. The second cluster consists of the core of creative industry activities that can create opportunities and profits. However, the distance between this industry and entrepreneurship is significant compared to the other items. This indicates that creative industry research in Indonesia with entrepreneurship activities has not been widely studied. The third cluster shows that creative economic activities in Indonesia have been carried out in several areas. The area that draws the most attention of authors is West Java. In addition, the creative industry can also be described as tourism activities in an area that impact the growth of the creative economy.

Figure 8 shows an overlay visualisation of the creative industry in Indonesian literature during the specified period. In 2017, discussions on the creative industry attracted the interest of authors and practitioners in Indonesia. Furthermore, it has become a new trend and economic sector for the country. The government has also provided a series of policies to enhance the creative industry, namely the Presidential Decree Number 6 of 2009 on the development of the creative economy (Fahmi et al., 2017); Presidential Regulation no. 6 of 2015 on the establishment of Creative Economy Agency (Astuti et al., 2017); and Presidential Regulation no. 69 of 2019 regarding the Re-establishment, and Law Number 24 of 2019 concerning the Creative Economy. However, during the last 3 years, there has been more discussion on aspects of human resource management.

Figure 9 is the density visualisation analysis which highlights the research with keywords related to topics frequently discussed by authors. A lighter colour indicates that the topic is often discussed. Overall, the topic of the creative industry in Indonesia is most discussed in terms of social and economic sciences.

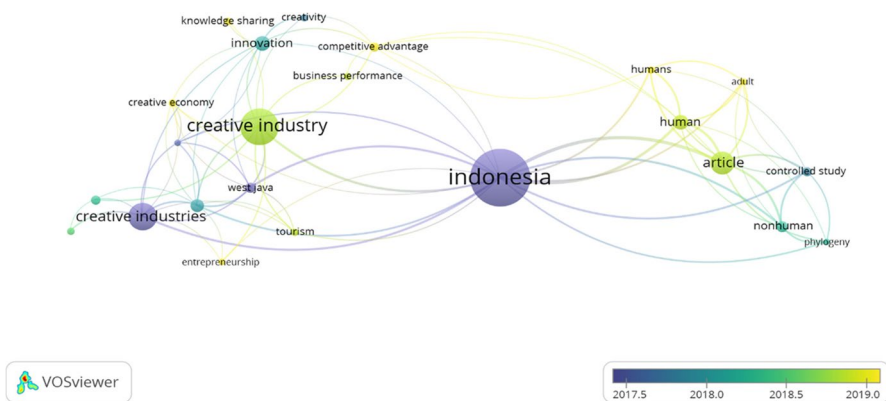


Fig. 8 Overlay visualisation of the creative industry in Indonesian articles

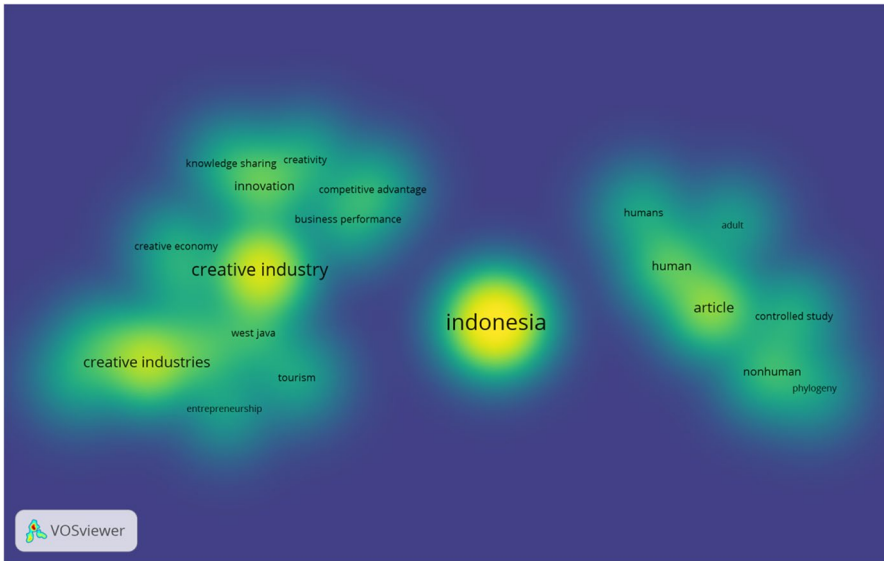


Fig. 9 Density of creative industry research topics in Indonesia

Conclusion

This research evaluates scientific studies on the creative industry in Indonesia from a multidisciplinary point of view by presenting a broader analysis of research fields. It provides a methodological contribution using a bibliometric analysis that enhanced the evaluation of scientific publications in three stages which include analysis based on keywords, data extraction, and results. Furthermore, the bibliometric approach was applied to highlight the annual publication trend, journal source analysis, most productive authors and influential papers, countries, and institutions with the highest contributions, and cluster analysis by VOSviewer.

The results show that the total number of scientific documents published on the Scopus-indexed database was 198 from 2003 to 2021. These 198 documents showed that the author's interest in studying the creative industry in Indonesia is enormous as it is predicted to continue to experience sustainable annual growth. Meanwhile, Rahayu was the author who contributed the most to creative industry publications in Indonesia, with Universitas Padjajaran as the most contributed affiliation. This indicates that not only authors and affiliates from Indonesia but also from abroad are currently studying or in research collaboration with foreign institutions such as Japan, the Netherlands, Malaysia, and the USA. As a multidisciplinary research, the creative industry in Indonesia has shown various perspectives in business, management, accounting, social sciences, economics, finance, arts, and humanities, to provide progress in the economic field, especially in the creative economy.

In the 'Bibliometric Analysis' section, VOSviewer identified 3 clusters through the co-occurrence feature. The third cluster of creative industries in Indonesia highlighted the focus of previous authors. Simultaneously, these three clusters constitute

a springboard for further research to explore research trends in creative industries in Indonesia. This discussion empirically agrees with the policies carried out by the Indonesian government the ministry in charge of this sector is merged with tourism. Furthermore, several publications on the creative industry also discuss tourism as well as the cultural and creative aspects.

Research Limitations

The bibliometric analysis provided a visual description and observed the development and decline of topics related to the creative industry in Indonesia. However, this research was limited to one developing country, Indonesia, from 2003 to 2021, and the publication duration affected the number of articles that will be reviewed. The interest of authors in the research of creative industries in Indonesia continues to increase when published in reputable international indexing. Therefore, the number of articles tends to increase if the duration increases. The data applied only the Scopus database and followed the search algorithm. Although it is fast and effective, the weakness of the CSV data was the presence of articles that do not fall into the creative industry category which were found in the search results. Therefore, future studies should conduct bibliometric analysis broadly or include other global indexers like Clarivate Analytics or Web of Science, and not be limited to the year of publication and only the Scopus index. This will enhance a more comprehensive analysis of various studies on the creative industry in Indonesia.

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Data availability Data will be available upon request to the corresponding author.

Declarations

Conflict of Interest The authors declare no competing interests.

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