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Research Trends of Branding In The Context of Education: A Bibliometric Analysis

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Abstract

One of the efforts to deal with the development of world globalization and competition in winning the market is to do branding. The purpose of this study is to identify trending topics about branding in the context of education. The research study performed a bibliometric analysis and mapping of information with the help of the Scopus database, VOSviewer for data visualization, and Tableau for data display. Based on our results of analysis, we have obtained 841 publications of branding and 163 branding publication documents related to branding in the context of education. Furthermore, we have defined the development of publications, the most leading countries, subject area, affiliations, source title, author, cited by sources, and kind of research topics related to branding strategies in the context of education. The study contributes by highlighting the trends of branding in the context of education. We also underline that the small number and instability of branding research in the educational context provide opportunities for branding research in the context of education. Despite the results of our analysis in this study, there are still weaknesses that still need to be considered. Further, future research should analyze relevant research clusters for emerging trends on branding in the context of education.

Abstrak

Salah satu upaya untuk menghadapi perkembangan globalisasi dan persaingan dunia dalam merebut pasar adalah dengan melakukan branding. Tujuan dari penelitian ini adalah untuk mengidentifikasi trending topik tentang branding dalam konteks pendidikan. Penelitian ini melakukan analisis bibliometrik dan pemetaan informasi dengan bantuan database Scopus, VOSviewer untuk visualisasi data dan Tableau untuk menampilkan data. Berdasarkan hasil analisis, kami telah memperoleh dokumen-dokumen publikasi branding sebanyak 841 dan 163 yang terkait dengan branding di dalam konteks pendidikan, kemudian kami telah mendefinisikan perkembangan publikasi mulai dari negara dengan publikasi terbanyak, bidang subjek, afiliasi, sumber, penerang, sumber yang dikutip, dan macam-macam topik penelitian terkait strategi branding di dalam konteks pendidikan. Studi ini berkontribusi untuk menyoroti tren branding dalam konteks pendidikan. Kami juga menggarisbawahi, sedikitnya jumlah dan tidak stabilnya penelitian branding di dalam konteks pendidikan menjadi peluang untuk penelitian branding di dalam konteks pendidikan. Terlepas dari hasil analisis kami pada penelitian ini, masih terdapat kelemahan yang masih perlu dipertimbangkan. Selanjutnya, untuk penelitian di masa depan harus menganalisis kluster penelitian yang relevan untuk tren yang muncul pada branding dalam konteks pendidikan.

Keyword bibliometric analysis, branding, branding in education

INTRODUCTION

All countries in the world are facing with the challenge of competing with each other for their place in the competitive market (Samokivalova, 2017) (Xie, Chen, Wang, Zheng, Jiang, et al., 2020). The rising globalization of the world, as well as the demand for interaction between individuals from widely diverse cultures, beliefs, and origins than in the past. People no longer live and work in isolated market because they are now a part of a global economy with competition from nearly every corner of the world. As a consequence, in order to be more creative, both a state and a corporation must be open to change and accept the notion of diversity (Pari, Smita Kishor et al., 2018), as branding has become a zeitgeist for today's society must be strategic and relevant in order to fulfill the demands of all stakeholders and consumers (employers), particularly in the face of uncertainty in a highly complicated globalization era (Frandsen et al., 2018) (Guilottin, 2018). Brands are generally considered as "identifiers" that distinguish goods or services from competitors, and the importance of branding is also increasing among academics (Kuoppakangas, et al., 2020).

Branding is also a powerful tool in marketing that is starting to be used in education (DiMartino & Jessen, 2016), branding is currently an important issue, especially for educational institutions such as establishing a good reputation in public, so that in the end it can distinguish