

## Marketing communication in ASEAN: A bibliometric analysis

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### ABSTRACT

**Background:** Due to the dynamic competition and development of marketing communication, countries in the ASEAN region need integrated collaboration between countries to combine and take advantage of opportunities that modern marketing communication practices in ASEAN countries combine sustainability, ethics, and cultural practices. **Purpose:** This study aims to systematically analyze and classify research articles and then visualize them. **Method:** A comprehensive discussion of the development of marketing communications from the past to the present can be done by conducting research using Bibliometric Analysis. The research dataset was processed and analyzed using R Language and Biblioshiny software. This research examines 302 documents from 1991 to 2023 covered in the study period (32 years), taken from the Scopus dataset source. **Result:** The number of publications from year to year has increased significantly; for the last 32 years, 2023 was the peak publications of marketing communication articles, and Indonesia, Malaysia, and Thailand are the countries with the largest contribution to the production of research articles in the field of marketing communication in the ASEAN region. **Conclusion:** Collaboration between ASEAN countries is facilitated by geographical proximity, cultural similarities, and the maturity of research networks in several countries that dominate this region. **Implications:** Further research can be conducted to identify marketing communication research topics that are most often the focus of collaboration and to determine priority topics for the future.

**Keywords:** Marketing communication; marketing; ASEAN; bibliometric; systematic literature review

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## INTRODUCTION

In the fast-paced digital era, a brand must be able to reach millions of consumers. In the midst of this business competition, marketing communication practitioners and academics in the ASEAN region require the development of integrated marketing communication and the importance of collaboration between countries to develop in a competitive environment. One of today's unique phenomena in ASEAN countries has been the development and growth of digital marketing communication, where companies or institutions utilize social media, e-commerce, and mobile marketing to reach consumers effectively, but marketing communication practitioners are increasingly aware of the potential for cultural diversity in countries - that country (Hu et al., 2023). It means that crafting and adapting messages to align with local values and traditions is critical to success in different markets.

Modern marketing communication practices in ASEAN countries combine sustainability, ethics, and cultural practices (Ashaduzzaman et al., 2022; Sargin & Dursun, 2023). Consumers are certainly becoming more aware of environmental issues, so brands must follow a sustainable approach in marketing communications. Collaborating with local influencers has become a key strategy to help brands connect with younger audiences and build trust through authentic support. (Nicoli & Papadopoulou, 2017). In short, marketing in Asia today is characterized by digital transformation, cultural sensitivity, consumer engagement, sustainability, data-driven strategies, and influencer collaboration.

'We live in interesting times.' – Maurice Lévy and Dan O'Donoghue, a quote in the book *Marketing Communications: New Approach and Technology* (2015). This simple quote explains that for marketing communicators, it is clear that the world in which they conduct their analysis (as academics) and ply their trade (as practitioners) is changing at a faster rate than ever, so it is virtually impossible for marketers to maintain the status quo (Kimmel, 2005). Nonetheless, these are exciting times for marketers who choose to stick with the tried and true or have an opportunity to adapt their strategies, tactics, and knowledge to take over

the market and target market (Kazanskaya, 2020).

Marketing communication is seen always to be moving forward, and previously, marketing communicator practitioners were unable to set foot in the status quo for long. However, there are also exciting things about marketing communications that are past and in the past. As the dynamic era continues to move, of course, environmental instability also increases. People tend to seek security and emotional support from things related to the past (Grębosz & Pointet, 2015), and therefore, their feelings of nostalgia will increase. The fact that a brand is associated with the past in consumers' minds is a strategic advantage for marketing communication practitioners (Hallegatte, 2014).

With the emergence of post-modern marketing, there is also potential for a "retro" trend in global brand marketing communications strategies (Holotová et al., 2020). This condition has a positive effect on attachment, self-brand connection, and storytelling. Considering the growing consumer need for nostalgia and past values, implementing retro style into global brand communications could be one way without having to build consumer awareness from the start and painstakingly introduce yourself (Özkanal, 2019). Of course, marketing communication practitioners should not let go of this potential and opportunity, considering that today's competition is very tight.

The potential that ASEAN countries have in marketing communication must also be studied. Adapting messages in practice to be in line with local values and traditions is very important to achieving success and to start building sustainable awareness. (Shin & Ki, 2019). Then, continue to look at the two sides of the knife when marketing communications must always move forward following digital developments and communication technology to continue to be able to interact with targets and persuade consumers. However, on the other hand, it turns out that there is retro potential to return to the past, to what brands and consumers have gone through, thereby creating a sense of security and comfort, while sometimes, in rapid change, there can be a feeling of discomfort and unfamiliarity. So, it is necessary for marketing communication practitioners to study both in depth so that they can be implemented

better to create sustainable consumer and brand relationships and trust that continues to strengthen, but do not forget that there are media and technology that can also be used to reach consumers.

A comprehensive discussion of the development of marketing communications from the past to today can be carried out by conducting research using Bibliometrics, one of the primary analysis techniques for research with metadata in various fields of research study, which provides a visual overview of scientific developments on the subject topic being analyzed. (Ellegaard & Wallin, 2015). Bibliometric analysis provides a comprehensive picture of the existing literature on the topic being studied over time (Donthu et al., 2021).

Bibliometric analysis is helpful in analyzing large amounts of literature to identify developing themes and intellectual structure. For academics or practitioners who work in the field of marketing communication, it is not easy to study in depth what previous experts have done and the consequences of marketing communication, which conceptual variables are related, which concepts have not been widely researched, and how research in this field is developing. The analysis technique that has emerged to answer these questions and has been used in recent years is bibliometric analysis (Duque Oliva et al., 2022). With bibliometric analysis, an in-depth literature review is carried out on the subject studied, the past and current situation of the subject is evaluated, and suggestions for future research can be provided.

Several previous studies have been carried out, such as Fatih & Brand Research (2023), which examines Sports Marketing Research In Communication and the scientific development of sports marketing research in the field of communication using bibliometric analysis (Celik & Ibrahim, 2023). However, it focuses on marketing in the sports sector and is carried out for research and articles in the USA. Then, another research on Marketing Communication in Tourism was conducted by Simabur and Sangadji (2023), which was carried out using bibliometric analysis but with the VosViewer application and focused on tourism marketing. The research findings show that the practical implications of these findings are that by understanding

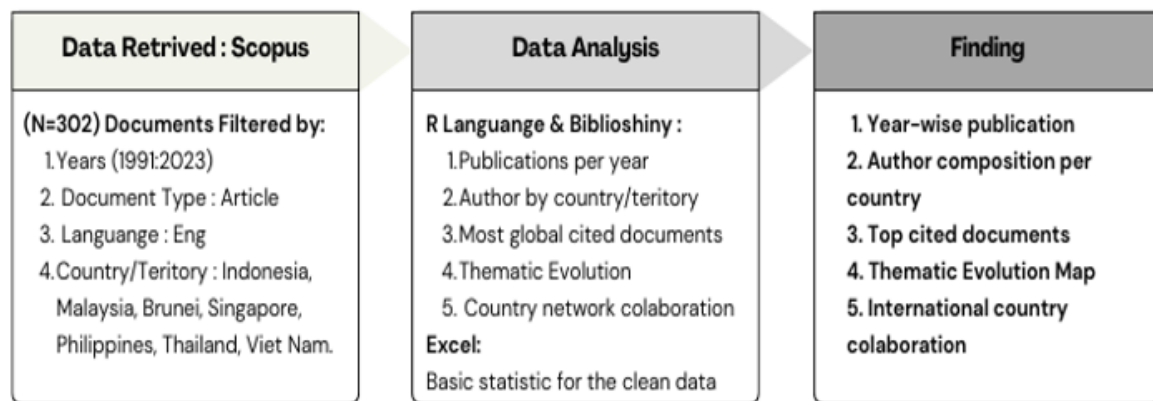
research trends related to tourism marketing communications, tourism practitioners can adopt more effective marketing communications strategies to promote tourist destinations, increase interactions with customers, and gain competitive advantage (Simabur et al., 2023). However, there has been no research that focuses on marketing communication using the bibliometric analysis method with R Language and Biblioshiny software in ASEAN countries to systematically study research patterns and research developments on this topic so that in future research can be carried out so that is new and filling the gap in knowledge development on marketing communication topics in ASEAN.

This research aims to systematically analyze and classify research articles in the field of marketing communication to map the research landscape and growth of research production over time, understand article documents and impactful authors, identify trends over a certain period of time, and also reveal the potential for collaboration between marketing communication researchers in ASEAN countries.

## RESEARCH METHOD

To study research trends and developments in the field of marketing communications in ASEAN countries over a period of approximately 32 years. Considering the very wide time span, methods and techniques are needed to collect data and process it into comprehensive results to answer research questions.

This research uses a systematic literature review (SLR) with bibliometric analysis, which is widely used to study anatomy and the growth of science and research studies (Sahoo et al., 2022; Zhang et al., 2017). In practice, this analysis summarizes the use of appropriate quantitative techniques with the help of bibliometric information software and helps in the assessment of the entire bibliometric spectrum and indicators in article format in the field of "marketing communication." This analysis is considered important because it can provide insight and effectively classify large numbers of documents over a certain period of time (Abhilash et al., 2023; van Nunen et al.,



Source: Researcher 2024

**Figure 1 Research Methodology**

2018).

In Figure 1, it can be seen that the dataset in this research comes from Scopus, which is believed to be one of the sources for collecting credible and impactful scientific study datasets (Moral-muñoz et al., 2020). Data collect over a period of time (1991:2023) with several filters applied to the keyword “marketing communication” with the results of crawling data of 302 English language research articles from countries in ASEAN. Then, the documents referred to as clean data will be processed for analysis using R language and Bibiloshiny software to carry out several analyses for which indicators must be determined to improve research results. (Wang et al., 2020). So, it is necessary to determine the following indicators: Publications per year, Author by country/territory, Most globally cited documents, Thematic Evolution, and Country network collaboration. The tools used can classify and visualize datasets in an informative and very neatly arranged manner, which is the reason researchers use them for data processing and visual mapping needs (Thangavel and Chandra, 2023). This data processing and analysis is also supported by Excel to carry out basic statistical analysis for several data results so that they can be displayed in a simple but informative and easy-to-understand manner.

In the next step, the results of the analysis will be visualized in the form of diagrams, tables, or pictures of the research findings.

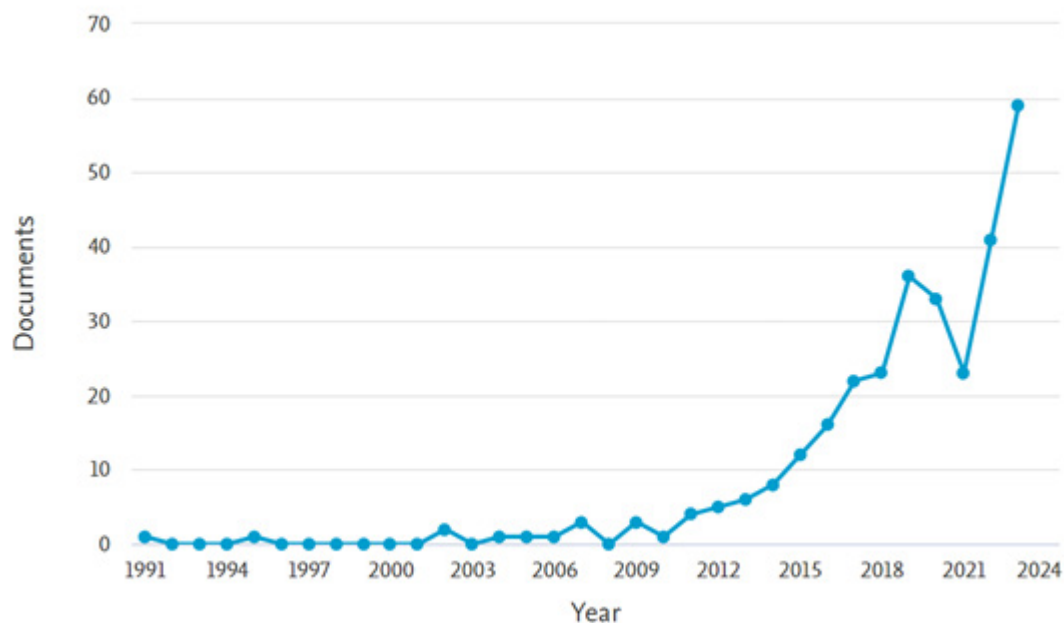
The findings of this research are Year-wise publication, Author composition per country, Top cited documents, Thematic Evolution Map, and International country collaboration based on 302 article research documents from ASEAN countries in the field of marketing communication to find research gaps, anatomy, and study growth and also how future research directions should be prepared.

## RESULT AND DISCUSSION

This research examines a total of 302 documents in the period from 1991 to 2023 covered in the study period (32 years) taken from the Scopus dataset source. Some of the criteria data are in English, in article format, and are from a country/territory in the ASEAN region with the keyword “marketing communication.” The data set that has been collected is processed and analyzed using bibliometric software, namely, R Language and Biblioshiny, and then visualized so that the data is presented informatively.

In an increasingly complex digital era, countries in ASEAN in the field of marketing communication continue to move to follow changes and adapt while not forgetting nostalgia regarding marketing communication trends. Then, with the uniqueness of cultural diversity and technological developments, it is certainly





Source: Research Result, 2024

**Figure 2 Document By Year**

very interesting to discuss the track record of marketing communication in research and writing, which can also have implications for practitioners in the future.

The number of publications reviewed each year is an important indicator to measure the extent of the development of trends in a scientific research study discipline or subject. As shown in Figure 2. The number of publications in the last 32 years, marketing communication research began to experience a significant increase in 2015. Initially, in 2015, there were only (N=12); until 2018, there was always an increase or spike in the number of articles published. Since 2018, an increase in the number of publications has been observed, namely an increase above previous years (N=36). A publication peak was reached in 2023 (n = 60), so the question is whether this peak trend will continue in the following years.

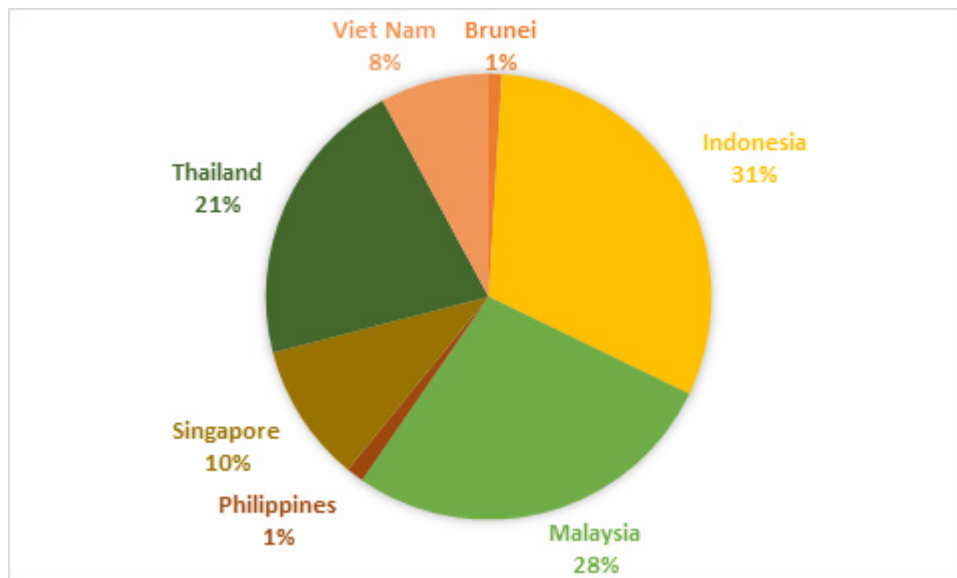
The graph above overall shows the general trend in the number of publications from year to year, which shows a significant increase in the number of research articles related to marketing communication studies over the last 32 years (timespan 1991:2023). Of course, this indicates that the interest and attention of researchers and practitioners in this field has increased over time in the past few decades. The peak of publications in 2023 could indicate

that the development of research in the field of marketing communication this year continues to develop and innovate, and new research is being born. It can also be seen how communication marketing practitioners are active in adapting and changing the business environment.

The green flag in this increase could also indicate that in the years it has experienced an increase, it indicates that this study is still relevant and considered important to be researched and implemented in ASEAN. However, it can be noted that the growth rate, how fast the number of publications increases over time, only occurs in the last 10 years.

Based on the data presented in the pie chart above, it can be seen that Indonesia is the country with the largest contribution to the production of research articles in the field of marketing communication in the ASEAN region, with a percentage of (31%). This dominance is quite significant in the production of marketing communication research in ASEAN. The interest and activity of researchers and research in this field is, of course, very high in Indonesia. As a regional leader, Indonesia can play a significant role in the development of science, and countries with smaller contributions can increase cooperation with the most productive countries.

Furthermore, Malaysia (28%) and



Source: Research Result, 2024

**Figure 3 Documents by Country**

Thailand (21%) show quite large contributions to the production of research on marketing communication. It is also a sign that these two countries already have a fairly strong research ecosystem in the field of marketing communications. Potential from other countries, such as Vietnam (8%) and Singapore (10%), shows an increase in research production even though the percentage is still relatively small (Figure 3). However, it certainly indicates the possibility of potential growth in the ecosystem and productivity of marketing communication research in the future. Overall, the production of marketing communication research articles in the ASEAN region is dominated by Indonesia and followed by other countries, which show development as potential knowledge in the field of marketing communication in the ASEAN region.

Based on the data in the Table 1. Author Falahat M. is the author who has the articles with the highest number of citations in the ASEAN region who is affiliated with Technol Forecast Soc Change. This article, published in 2020, has been cited for approximately three years (N=172 times). This figure is certainly quite significant and shows that this article is very influential and has been used as a reference in many subsequent studies. The average number of citations to articles written by Falahat M per year is (N=34.4), indicating that interest in articles written by this person continues to

increase over time. Of course, this shows that the topic discussed in this article is very relevant and continues to be of interest to researchers. It has become a reference in preparing further research in the last 3 years.

When compared with other articles in the table, the article by Falahat M. has a much higher number of citations. This shows that this paper has significant advantages and is also trusted by other researchers compared to other articles. Furthermore, the article which is also the most cited article is Donthu N, 2021, Psychol Mark (N=134) with an average of citations per year of (N=33.5). Judging from the number and intention of citations, other researchers believe that Falahat M and Donthu N's writings take lessons from the success of this paper by focusing on research topics that are relevant and of interest to many other researchers and also using a strong research methodology will improve the quality of research and opportunities for get lots of quotes. Autot Falahat M., with his affiliated paper "Technol Forecast Soc Change," has made a significant contribution to the field of marketing communication research in the ASEAN region. The success of this paper can be an inspiration for other researchers to produce quality and impactful research.

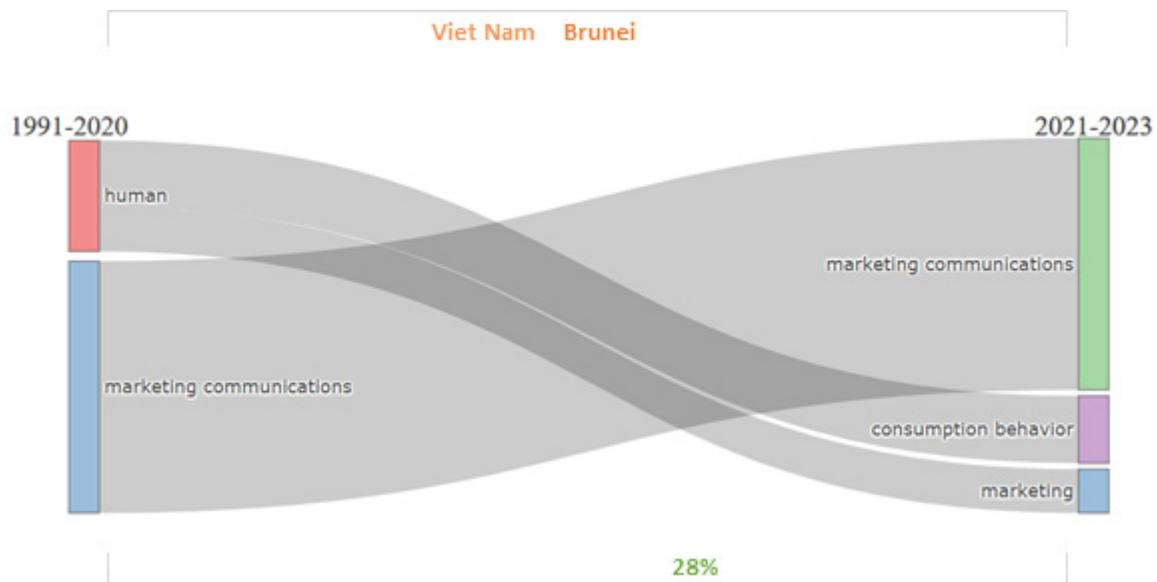
The data above provides an overview of the comparison of research themes in the field of "marketing communication" studies in the 1991-2023 period, broken into two parts, namely the

**Table 1 Most Cited Documents**

NO	Paper	DOI	Total Citations	TC per Year	NTC
1	Falahat M, 2020, Technol Forecast Soc Change	10.1016/j.techfore.2020.119908	172	34.4	12.7
2	Donthu N, 2021, Psychol Mark	10.1002/mar.21472	134	33.5	8.2
3	Kliatchko J, 2005, Int J Ad-vert	10.1080/02650487.2005.11072902	114	5.7	1
4	Kale Sh, 1991, Int Mark Rev	10.1108/02651339110004078	97	2.8	1
5	Pongpaew W, 2017, J Prod Brand Manage	10.1108/JPBM-08-2015-0956	92	11.5	5.1
6	Muda M, 2021, J Res Interact Mark	10.1108/JRIM-04-2020-0072	84	21	5.2
7	Chae I, 2017, Mark Sci	10.1287/mksc.2016.1001	80	10	4.4
8	Tan Lp, 2016, Australas Mark J	10.1016/j.ausmj.2016.08.001	76	8.4	4.7
9	Dinnie K, 2010, Int Mark Rev	10.1108/02651331011058572	71	4.7	1
10	Taecharungroj V, 2017, J Mark Commun	10.1080/13527266.2016.1138139	70	8.7	3.9
11	Kusumasondjaja S, 2018, Asia Pac J Mark Logist	10.1108/APJML-10-2017-0267	61	8.7	4.9
12	Calvert Ga, 2012, Ieee Pulse	10.1109/MPUL.2012.2189167	56	4.3	2.1
13	Estelami H, 2004, J Retail	10.1016/j.jretai.2004.04.003	56	2.6	1
14	Chin Pn, 2020, J Mark Commun	10.1080/13527266.2019.1604561	54	10.8	4.0
15	Raji Ra, 2019, J Res Interact Mark	10.1108/JRIM-01-2018-0004	52	8.6	6.4
16	Tarsakoo P, 2020, J Asia Bus Stud	10.1108/JABS-07-2018-0204	50	10	3.7
17	Yi C, 2019, Inf Syst Res	10.1287/isre.2018.0807	49	8.2	6
18	Tan Gw-H, 2023, Asia Pac J Mark Logist	10.1108/APJML-01-2023-0078	48	24	15.3
19	Teng S, 2014, J Internet Commer	10.1080/15332861.2014.910729	47	4.3	5.8
20	Moschis Gp, 2011, J Consum Aff	10.1111/j.1745-6606.2011.01213.x	41	2.9	2.3
21	Bergkvist L, 2016, Ams Rev	10.1007/s13162-016-0081-4	41	4.5	2.6
22	Othman Ba, 2021, J Islam Mark	10.1108/JIMA-09-2019-0198	40	10	2.4
23	Plungpongpan J, 2016, Int J Educ Manage	10.1108/IJEM-10-2014-0136	38	4.2	2.4
24	Chomvilailuk R, 2018, Mark Intell Plann	10.1108/MIP-10-2017-0248	37	5.2	2.9
25	Cheng M, 2017, J Sustaina-ble Tour	10.1080/09669582.2016.1214141	37	4.6	2.1

Information: NTC (Normalized Total Count)

Source: Research Result, 2024



Source: Research Result, 2024

**Figure 4 Thematic Evolution**

1991-2020 and the 2021-2023 period. In these results, there is a shift in research interest from initially focusing on “human” and “marketing communication” aspects to a broader focus on “marketing communications,” “consumption behavior,” and “marketing” at the end of the period.

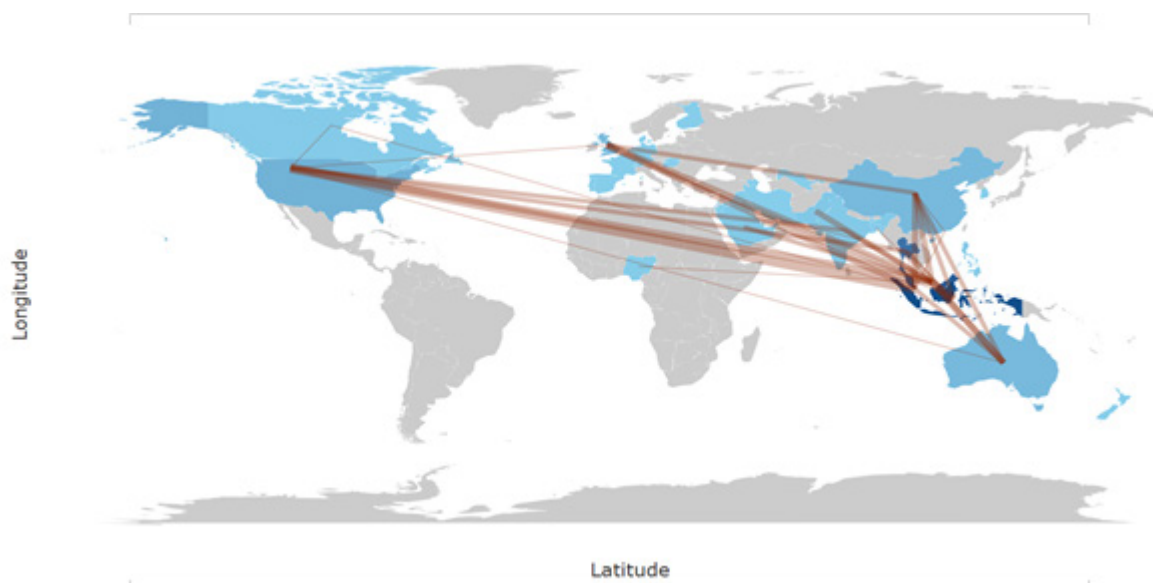
**Period 1991-2020:** Existing research in this period tends to focus more on human aspects in the context of marketing communications studies. This period may indicate that there is high research interest in understanding consumer behavior, consumer psychology, and also how marketing messages influence consumer perceptions and decisions. **2021-2023 period:** In this period, a significant shift can be seen, namely that the research focus expands to various other aspects in the study of marketing communications. Apart from continuing to pay attention to the human element, research and researchers also seem to be starting to explore consumption behavior in more depth. This movement shows an effort to understand the more complex consumer decision-making process, the factors that influence consumption behavior, and how technological developments and digital trends are changing the way consumers interact with a brand or institution. **Theme Expansion:** This occurs when the “marketing” theme appears more prominently than other themes in the final period of the

analysis period, of course indicating an effort to integrate various aspects of marketing, starting from marketing strategy and product development to market analysis. It could be a positive indication of the increasing complexity of marketing research and discussions and the need for a more holistic approach.

As shown in Figure 4, a fascinating picture of the thematic evolution of marketing communication research in the ASEAN region. The shift in research focus from human aspects towards a more comprehensive understanding of consumer behavior and the marketing landscape as a whole shows interesting dynamics and great potential for scientific development in this area. The shift in research themes in the study of “marketing communication” shows that the discipline of marketing communication in countries in the ASEAN region is increasingly mature and developing in the future. Research has not only stopped at a basic understanding of consumer behavior but has also developed in a more complex and comprehensive direction. The development of digital technology and social media has also had a significant impact on the way brands or institutions communicate with consumers. It is reflected in the increasing interest of researchers in conducting research on “consumption behavior” and “marketing”.

The evolution of research themes over a period of 32 years shows that research in the





Source: Research Result, 2024

**Figure 5 Country Collaboration Network**

field of marketing communication in countries in the ASEAN region is very relevant and can adapt dynamically to current developments and the challenges faced by brands or institutions. There are still many opportunities to conduct further research in various sub-themes in marketing communications, such as digital marketing, sustainable marketing, cross-cultural marketing, and others.

Figure 5 provides a quite interesting visual picture of how countries in the ASEAN region work together in conducting research in the field of marketing communication studies. Lines connecting countries indicate collaboration or cooperation in research projects. The thicker the line, the stronger the intensity of collaboration between researchers in research on the same study and researchers from other countries. Then, there are several ASEAN countries that appear to be centers of collaboration, this is indicated by the many lines connected to these countries, namely Indonesia and Malaysia. This indicates that these countries have strong research infrastructure, a good reputation, or adequate resources, thereby attracting interest from other countries to collaborate in the field of marketing communication studies.

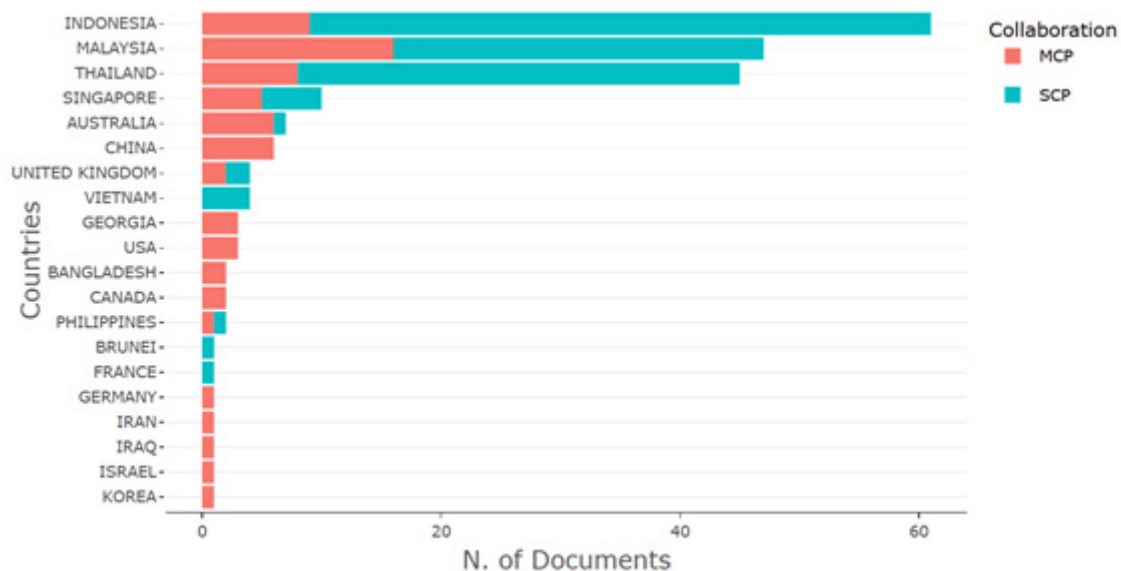
Collaboration between researchers in marketing communication research not only occurs between ASEAN countries but also involves countries outside the region, such as the United States and several countries in

Europe. It shows that research in the field of marketing communication in ASEAN has global appeal and high relevance to the development of marketing communication and can certainly compete globally in this research study.

The graph above provides an overview of the level of collaboration in research in the field of marketing communication involving ASEAN countries and other countries. It can be seen that most ASEAN countries have more single country publications than multiple country publications. This shows that these countries are more likely to collaborate with researchers from the same country than with researchers from different countries in conducting research in the field of marketing communication studies.

The countries of Indonesia, Malaysia, Thailand, and Singapore appear to have the highest SCP levels in ASEAN. However, with SCP values below ( $N=20$ ), collaboration between countries is certainly needed which has the potential to balance the MCP and SCP figures. Of course, country research cooperation and collaboration at the regional level really needs to be developed in building the maturity of the ASEAN region's research and collaboration network.

Figure 6 shows there are several countries outside ASEAN that have been involved in research collaboration on marketing communication studies with countries in the ASEAN region. This shows that there is strong



Source: Research Result, 2024

**Figure 6 Corresponding Author's Countries**

collaboration growth globally and accelerates the development of studies and innovation. However, the very high gap between MCP and SCP will certainly be a concern that needs to be immediately corrected and improved so that both become ideal and not just a few countries that dominate research on marketing communications in the ASEAN region so that a strong network is formed and there is high interest in this study.

The existence of cultural factors in countries in the ASEAN region certainly has the potential to significantly influence consumer behavior throughout the region. This will certainly shape buyers' preferences and decisions, the influence will be seen from various cultural orientations and the impact of popular culture. In their research, Arifin and Daus (2022) explain that cultural orientation (ethnocentric or xenocentric) has an active role in shaping consumer behavior. Ethnocentrism will influence consumers to tend to buy domestic products or vice versa (Ariffin & Mohd Daud, 2022). Of course, this kind of topic will be very important to study in the future by marketing communication practitioners and researchers to be able to study consumer behavior in countries with cultural potential in the ASEAN region.

In cultural developments in ASEAN countries, Kire and Rajkumar (2017) emphasize that it is important to first understand these

cultural dynamics, remembering that the broader cultural context, including norms and values, influences the way consumers view and utilize products. (Kire & Rajkumar, 2017). For example, the impact of American and Korean popular culture is clearly visible in Indonesia and Malaysia, where both shape consumption patterns among teenagers. Even though the influence of noble culture in ASEAN is very strong, globalization, which provides a variety of choices, can have an impact on choices that weaken traditional culture (Ni, 2019). This phenomenon can lead to a more complex approach to consumers, which must be followed by the development of marketing communication studies and science, which looks at the cultural approach and how both can be used as opportunities to persuade consumer behavior more effectively.

In facing challenges and opportunities, collaborative research is, of course, very important for marketing communication studies to realize research integration and build mature working networks in the ASEAN regional and global regions. This research collaboration will certainly create an integrated, inclusive environment and increase public interest and participation in marketing communication studies (Chen et al., 2013; Farrelly et al., 2003). Of course, building this integration is the same as building the strength of ASEAN

countries to unite their advantages and exploit collective potential for the development of research and the research environment in marketing communication studies. According to Adiprasetyo (2022) in the context of the development of communication science, government regulations such as accreditation of scientific journals provide a significant boost to the number of relevant publications, including in communication marketing in Indonesia. This reflects the importance of the state's role in creating an academic ecosystem that supports the dissemination of communication research and innovation in ASEAN.

Academic collaboration is one way to bring the potential perspectives of scientific disciplines to discuss more complex and diverse topics (Forman & Markus, 2005). Strong collaboration between neighboring countries in ASEAN with the potential of geographical proximity, cultural similarities, and the maturity of research networks in several countries that dominate in this region. This finding is in line with Algierii's (2024) study, which highlights the importance of geographic proximity in facilitating research collaboration. Because this closeness increases interpersonal interaction – a more fluid exchange of knowledge making it easier to collaborate (Laboratoriów & Algierii, 2024). Other research also supports that ASEAN countries have the potential for inter-regional collaboration, namely Naga and Amghar (2024) explain that cognitive closeness, socio-cultural closeness increases trust and communication can facilitate ideas and collaboration even over long distances. Although geographical proximity is a key factor, personal proximity and closeness in the research context also greatly facilitate communication and collaboration to enrich research perspectives and also significantly increase publications and impact.

Further research can be conducted to identify marketing communication research topics that are most often the focus of collaboration and determine priority topics for the future. Some of the challenges that arise are: marketing communication practitioners are currently challenged to reveal new insights regarding how to attract the attention of Millennials with new digital marketing/advertising communication strategies (Munsch, 2021). However, on the other hand, we also pay attention to Gen Z,

who are the main digital users, which is quite confusing for the marketing world to develop effective digital advertising strategies because Gen Z is considered an expert in avoiding digital advertising, which is of course designed to persuade their buying interest or consumer behavior (Duffett, 2020; Madan & Rosca, 2022).

The development of communication technology will, of course, also influence the development of marketing communications that are received and will be used by targets in receiving messages (Schultz et al., 2013). One example is how the application of storytelling in marketing communications has now become a global trend, and the need for companies to create engagement with their consumers can be achieved through storytelling techniques (Marlina et al., 2023). The next trend is neuromarketing which is most widely discussed as a marketing communication method used in recent years. Advertising and research agencies offer the implementation of this method in media campaigns and almost any type of communication (Červenka et al., 2018).

Following the development of marketing communication research and studies, the emergence of integrated marketing communication (IMC) has become one of the most significant examples of the development of the marketing discipline (Holm, 2006; Kushwaha et al., 2020). This has influenced the way of thinking and acting in brands and companies, all of which face the reality of competition in an open economy, including ASEAN. What needs to be underlined is how in recent years academics and professionals have discussed the theory and practice of business communication and considered the idea of integration as a realistic approach to achieving a competitive strategic position for companies. Of course, marketing communication trends do not only talk about corporations, but the competitive advantage of small and medium enterprises (SMEs) has been recognized as an important topic for researchers related to the internationalization of SMEs. (Falahat et al., 2020).

In the future, of course, marketing communication studies in the ASEAN region will also move to follow the development of global megatrends regarding this study.

The world will face many priorities and also face changes in consumer behavior. In the next decade, communications strategies will be driven by global megatrends originating from technological advances and consumer expectations (Józsa & Rekettýe Jr., 2015). Experts from various countries predict that content, tools and marketing budgets will also experience quite radical transformations in response to this megatrend (Rekettýe, 2017; Rust, 2020). This statement is reinforced by the research results of Santoso (2023) including the development of research on digital assets and technology-based innovations such as fintech which can change people's decisions and behavior in transaction patterns.

This research has provided a comprehensive picture of marketing communication trends and developments in the ASEAN region. The direction of future research is that qualitative research needs to be carried out which can explore more deeply to understand the motivation of researchers in studying the topic of marketing communication studies, what factors inhibit and cloud research productivity, and what topics should be prioritized. Then, it can also be done to expand the scope to involve more countries and study external factors such as government policy and industry support in carrying out research.

## CONCLUSION

This research shows a general trend in the number of publications from year to year, namely that there is a significant increase in the number of research articles related to marketing communication studies over the last 32 years. Of course, this indicates that the interest and attention of researchers and practitioners in this field has increased over time in the past few decades, with the peak of publications in marketing communication studies occurring in 2023.

Indonesia, Malaysia and Thailand are the countries with the largest contribution to the production of research articles in the field of marketing communication in the ASEAN region. Followed by other countries which showed development as potential knowledge

in the field of marketing communications in the ASEAN region. Author Falahat M. is the writer who has the articles with the highest number of citations in the ASEAN region. The articles written were very influential and were often used as references in subsequent research. The average number of citations to articles written by Falahat M per year shows that interest in the articles written continues to increase over time.

The evolution of research themes in the field of "marketing communication" studies in the 1991-2023 period is broken into two parts, namely the 1991-2020 and the 2021-2023 period. In these results, there is a shift in research interest from initially focusing on "human" and "marketing communication" aspects to a broader focus on "marketing communications," "consumption behavior," and "marketing" at the end of the period. The shift in research themes in the study of "marketing communication" shows that the discipline of marketing communication in countries in the ASEAN region is increasingly mature and developing in the future. Further research can be conducted to identify marketing communication research topics that are most often the focus of collaboration and determine priority topics for the future.

Indonesia and Malaysia appear to be centers of collaboration in marketing communication research. Research collaboration also involves countries outside the region, such as the United States and several countries in Europe. The countries of Indonesia, Malaysia, Thailand, and Singapore appear to have the highest SCP levels in ASEAN. However, with the MCP value still low, collaboration between countries is certainly needed which has the potential to balance the MCP and SCP figures. Of course, country research cooperation and collaboration at the regional level needs to be developed in order to build the maturity of the research and collaboration network in the ASEAN region.

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