Television and film studies in Indonesia: A bibliometric analysis

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ABSTRACT

Background: Television and film research must be continuously updated due to media convergence. Moreover, Indonesia experienced an analog switch-off event that changed how television viewers consume television shows. Furthermore, the pattern of Indonesian film consumption has also changed since the existence of over-the-top streaming platforms, which have continued to grow. **Purpose:** This study aims to conduct bibliometric research on articles in the ProTVF Journal published from 2017 to 2024. **Methods:** This study analyzes 107 articles in the ProTVF Journal from the Google Scholar and Dimension database between 2017 and 2024. This study uses VOSviewer, Dimension, and Litmaps to assist in visualization and analysis. **Results:** Articles in the ProTVF journal were dominated by qualitative methods, followed by quantitative and mixed methods. Among the qualitative methods, qualitative descriptive techniques are the most frequently used, followed by semiotic and discourse analysis. Then, there are five main topics: television studies, media convergence, analysis of television shows in the Indonesian context, audience research, and the young generation as viewers in the digital era. **Conclusion:** The publication trend in the ProTVF Journal increased from 2017 to 2024. Based on the focus on television or film, research focusing on films is higher than research related to television. **Implications:** This study is the first bibliometric study to comprehensively describe articles published in the ProTVF Journal since its establishment. The results can help film, television, and media researchers understand research trends, find research collaborators, and optimize the choice of research topics. Further research will likely involve scientific collaboration between authors from various institutions, especially policymakers in Indonesia's broadcasting, advertising, and film industries.

Keywords: Audience research; film; media convergence; media studies; television

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INTRODUCTION

The entertainment industry in Indonesia steadily increases its revenue every year. In 2024, the total revenue earned by the Indonesian entertainment industry reached US$170.00m (Statista, 2024b). Even Indonesian people consider the entertainment industry, such as films, television programs, and music, the things they like the most (Statista, 2024c).

The development of the television industry is inseparable from the cultural interpretations that influence the production, distribution, and reception of television programs in Indonesia. Cultural factors can determine program content (Barkin, 2014), talent contests involving viewers (Coutas, 2006), the Indonesian people's fondness for supernatural reality TV shows (Hobart & Fox, 2007), and the success of local dangdut music (Weintraub, 2018). Moreover, television played an important role in articulating political, ethnic, and cultural differences in the new order, with each geographic region characterized by its dress, performance, and art style (Hobart, 2006).

The television industry is closely related to the advertising industry, as advertising is the most important and most significant revenue source for the television industry. By 2022, the television advertising market had the second highest market share after digital advertising, accounting for approximately 43% of Indonesia's total advertising expenditure (Statista, 2024e, 2024a). Although the traditional television industry faces increasingly fierce competition, traditional television is still the primary source of news and entertainment for many Indonesians (Statista, 2024e).

In Indonesia, television is still the most powerful medium for reaching people who are not digitally active (Statista, 2024e). Therefore, the traditional television advertising industry still effectively reaches audiences. By 2024, traditional television viewership in Indonesia is expected to reach 72.4%. At the same time, in 2029, Indonesia's television audience is expected to reach 212.9 million (Statista, 2024f).

While Indonesia's television viewership is expected to grow over the next few years, traditional TV audiences gradually decline as people's preferences shift towards digital streaming services (PwC Indonesia, 2023). As a result, there has been a decline in the number of traditional television viewers, especially the younger generation (Statista, 2024e). They prefer to consume content through digital streaming platforms because of the convenience and flexibility (Kumar et al., 2025).

In general, some people use digital streaming services and even subscription video-on-demand (SVoD) services because these services offer a wider variety of content ranging from films to television shows than cable and satellite television (Hyun Yoon & Ku Kim, 2023; Pandey et al., 2024; Sowbarnika & Jayanthi, 2021). In addition, the ease of accessing content anywhere and anytime on various devices and subscription prices are

considered more affordable than traditional pay television subscription fees. Also, there are other factors, such as ease of use and the option of a free subscription (Kumar et al., 2025).

The dynamic nature of film and television consumption is driven by technological advances and changes in viewer behavior (Wibowo, 2019), a challenge for researchers and entertainment industry players in Indonesia. In Indonesia, consumption patterns have shifted from what is available to watch to what the audience wants (Nata et al., 2022). Finally, viewers prefer digital streaming services (Alzubi, 2023).

Digital streaming services or video-on-demand (VoD) or subscription video-on-demand (SVoD), better known as Over The Top (OTT) platforms, refer to a digital media distribution model so that users can access and watch video content according to their wishes online (Kumar et al., 2025; Moro-Visconti, 2021). Important factors that cause people to switch to OTT platforms are the flexibility of when and how content will be watched, content variety, price, features, convenience, quality, and a viewing experience that the audience can personalize (Agarwal et al., 2023; Kour & Chhabria, 2022; Muntsant & Lombao, 2023; Shin & Park, 2021). With the existence of this digital streaming service, ongoing coordination is needed between the broadcasting industry and the telecommunications sector. Traditional television industry players have also adapted by integrating traditional television content into digital platforms. They also offer digital streaming services. It is done so that they can reach a wider audience and meet the preferences of consumers who prefer to watch content flexibly.

By 2024, 42.9 million Indonesians will subscribe to video-on-demand (SVOD) services. In 2029, the number of users is expected to reach 189.53 million (Rakuten Insight, 2024b). On average, Indonesians spend at least 1.5 to 3 hours watching movies and series on digital streaming services (Statista, 2024d).

Although streaming services have proliferated, the traditional television industry in Indonesia remains stable (Abdussalam & Wahyudi, 2016; Geni et al., 2021; Haryono et al., 2025). In other words, Indonesians are still loyal to watching television shows traditionally. It is even predicted that traditional television consumption in Indonesia will continue to grow (Statista, 2024e). Video streaming services can now be likened to daily necessities in Indonesia. Until 2024, Netflix will be Indonesia's most preferred subscription video-on-demand (SVoD) service. Followed by Disney+ Hotstar, YouTube Premium, Viu and WeTV (Rakuten Insight, 2024a).

Meanwhile, the Indonesian streaming service provider Vidio can compete with global streaming services. Until 2023, Vidio had been downloaded 16.2 million times. Several factors cause people to like Vidio, such as affordable prices and various choices of local content production packages that are increasingly in

demand by the public (Statista, 2024d).

Researchers and television, film, and advertising actors need a deep understanding of the dynamics. By understanding this phenomenon from an academic perspective, industry players can better understand the evolution of Indonesia's television, film, and advertising industry and the changes in viewer behavior.

In the Indonesian film industry, in early 2025, a remake of a Korean drama, Business Proposal, shocked the netizens. This was not because of the film's success but because it received a negative response from the public. Finally, the public boycotted the film.

The boycott of the film Business Proposal was due to the controversy over the attitude of the leading actor. He made a statement that was considered disrespectful to fans of the Korean drama series Business Proposal. Practitioners can call This incident a Public Relations Disaster (Alessandrina, 2025). It is because even though the actor apologized, the film was still boycotted by the public, resulting in a minimal rating on the IMDB of 1.0 (IMDb, 2025).

The boycott of the Business Proposal should not have occurred in the Indonesian film industry. It could have been prevented if media studies academics, especially film studies, conducted research that was adjusted to the current conditions in Indonesia. Among them is studying the right film communication strategy for remaking films, especially those from Korea (Hartzell, 2022; Raju, 2017). The audience in

Indonesia is the fourth-highest consumer of Korean films and drama series (Sukoco, 2024).

Based on the researcher's pre-research results, film studies in Indonesia have not considered communication strategy as an important topic to study. Until 2025, film studies research was dominated by exploring myths, culture, and creative processes in horror films (Praratya et al., 2024). Sociocultural reflections include presenting the problems of the urban middle class (Bing, 2015). Next is analyzing films in historical and political contexts (Hanan, 2021). The following section relates to Islamic cinema (Izharuddin, 2017). Finally, women are represented in films depicting women's roles and challenges (Hanan, 2017). Therefore, research related to research topic trends is needed so that media studies researchers are more focused on determining their research topics.

In line with studies on films, those related to television also seem monotonous. Previous research found that television content in Indonesia is dominated by foreign content. This is because local content creation in Indonesia has not been supported and studied in depth, leading to a lack of communication sovereignty (Irwansyah, 2017).

Furthermore, previous research shows that television-related research in Indonesia still focuses on mainstream topics, such as studies on television with television management, production, and policy. Research trends do not reflect the current status of television. Television-related research should target

operational challenges and industrial growth opportunities (Mahameruaji et al., 2021).

Next, we examine advertising, which cannot be separated from the television and film industries. By 2025, research on advertising in Indonesia is still dominated by the impact of digital transformation, such as digital streaming, on the advertising industry. Many studies have focused on digital strategies and social media (Muliawan & Oktavia, 2023). Research related to ethics in advertising is decreasing (Susamto et al., 2024). Technology integration is minimal, even though this topic is crucial because the media business is now integrated. Likewise, the influence of social media makes the target audience inappropriate (Muliawan & Oktavia, 2023).

Indonesian television and film studies still lack research using bibliographic analyses. Bibliometrics can be understood as a quantitative analytical method that considers the external characteristics of the literature as the object of study and uses mathematical and statistical methods to describe, evaluate, and predict the research situation and development trends in a particular field (Ahmad et al., 2020; Balbin, 2025; Haddow, 2018; Knapczyk et al., 2018; Nageye et al., 2024). This study used bibliometrics to analyze the research trends of television and film studies in Indonesia based on articles published in the ProTVF Journal.

Indonesia's lack of bibliometric research on television and film has impacted the lack of comprehensive scientific studies on research

trends and gaps in television and film studies. Finally, essential research topics are not prioritized (Mahameruaji et al., 2021).

Monotonous research topics will impact the monotony of content from the film and television industries. Research has proved that the diversity of content in Indonesia has not improved due to the concentration of ownership and lack of regulatory framework (Rahayu et al., 2024).

This bibliometric research on television and film research in Indonesia is expected to provide policymakers with comprehensive data. It is intended so that there are adjustments to policies related to television and film content in order to promote content diversity and support local production. This research can also help compare Indonesian television and film research with what is happening globally. Thus, television and film industry players can identify aspects that Indonesia can improve to compete internationally.

This study aims to investigate the trends of television and film-related research in ProTVF Journal, the most influential television and film studies journal in Indonesia. The ProTVF Journal is accredited as Sinta 2 with an impact score of 1.71, 1,425 citations, and an H-5 index of 19 (SINTA, 2024).

This study also aims to identify topics that can be further investigated. The results are expected to benefit researchers in media studies, film studies, television studies, and advertising by helping them understand research trends in

Indonesia. It will broaden their horizons and produce more relevant research. The researcher conducted a bibliographical study to achieve this objective by extracting data from papers published in the ProTVF Journal from 2017 to 2024 through Google Scholar and Dimension databases.

The research questions discussed in this study are: RQ1= What are the research trends in the ProTVF Journal from 2017 to 2024? RQ2= What are the research trends based on the focus of television and film media in the ProTVF Journal from 2017 to 2024? RQ3= What are the research trends based on the methods and techniques used in the ProTVF Journal from 2017 to 2024? RQ4= Who are the most prolific researchers in the ProTVF Journal from 2017 to 2024? RQ5= What are the most influential articles in the ProTVF Journal from 2017 to 2024? RQ6= What are the most interesting topics to researchers in the ProTVF Journal from 2017 to 2024? Moreover, what are the most frequently used keywords in the ProTVF Journal from 2017 to 2024?

RESEARCH METHOD

This study uses bibliometrics to analyze the bibliometric structures of articles published in the ProTVF Journal, making a more objective and systematic analysis. Bibliometrics can be understood as a quantitative analytical method that considers the external characteristics of literature as the object of study and uses mathematical and statistical methods to describe, evaluate and predict the research situation and development trends in a particular field (Bornmann & Marx, 2018; Donthu et al., 2021; Hicks et al., 2015; Poornimadarshini et al., 2024). This study analyzes articles published in the ProTVF Journal from 2017 to 2024. The ProTVF Journal was chosen because it is one of Indonesia's most contributed open-access journals about television and film studies. Besides, the ProTVF Journal is Indonesia's most impactful journal on these subjects. The ProTVF Journal is accredited as Sinta 2 with an impact score of 1.71, 1.425 citations, and an H-5 index of 19 (SINTA, 2024).

Research related to media, especially television and film, needs to be continuously updated due to media convergence. Moreover, Indonesia experienced an analog switch-off event that changed how television viewers consume television shows. Moreover, the pattern of Indonesian society consuming films has also changed since the existence of over-the-top services that have continued to grow.

This study begins with an initial document search in the Google Scholar database using the keywords "protvf." The Google Scholar database was used because ProTVF Journal is not yet indexed in the Scopus database. Google Scholar can index various sources, including non-English publications. It also provides an h-index metric that can be used to assess the impact of journals and researchers (Gantman & Dabós, 2018; Pereira & Mugnaini, 2023).

Google Scholar offers extensive data

coverage but has data quality issues. Therefore, in this study, the Dimension database complements Google Scholar's shortcomings, namely data accuracy (Herzog et al., 2020). Dimensions also provide a more integrated and comprehensive data set (Orduña-Malea & Delgado-López-Cózar, 2018). Then, we searched the Dimension database using the keywords "protvf".

The retrieval was conducted with Publish or Perish software for publications between 2017 and 2024. The date of the retrieval was December 27, 2024. The total number of publications identified was 107 articles. After identifying 107 articles, the researcher removed duplicates. In the end, 107 articles were analyzed.

The final set of 107 articles was exported in .csv, .txt, and RIS format. This study used VOSviewer 1.6.20 to extract bibliographic information. It also uses Dimension and Litmaps to assist in visualization and analysis. Microsoft Excel also assisted this study in creating a research trend chart each year.

VOSviewer is a scientometric bibliographic analysis software used for general bibliographic analysis, performance analysis, and scientific mapping analysis (Ranjbar-Sahraei & Negenborn, 2017). VOSviewer is used as the primary analysis tool in this study because it can visualize various types of bibliometric networks, including citation networks, bibliographic mergers, co-citations, and co-authorship

(Babyr, 2024; McAllister et al., 2022; Sallam et al., 2024). Thus, researchers can effectively map and analyze relationships and interactions in scientific literature. In addition, VOSviewer can construct and visualize important words that often appear. These words are extracted from scientific literature datasets (Yan & Zhiping, 2023). By constructing this, researchers can identify television and film research trends in Indonesia.

Litmaps is an abbreviation for "literature map." It is a web-based platform for tracking the growth of research topics. Litmap can visualize and explore the relationships between various research topics in literature. The maps generated by Litmaps can see the relationships between multiple issues, identify research themes and trends, and explore relevant literature more interactively (Litmaps, 2024).

The research analysis is written systematically based on the objectives of this study. First, it presents research trends in the ProTVF Journal from 2017 to 2024. Next, it presents research trends according to the research focus, both television and film. Next, it presents research trends based on the methods and techniques used in the research. Fourth, it discusses the most influential researchers. Then, it discusses the most influential articles. It discusses the most interesting research topics and the most widely used keywords. Finally, this study discusses existing trends while presenting predictions for future research trends.

RESULTS AND DISCUSSION

The publication trend in the ProTVF Journal generally fluctuates throughout 2017 to 2024. Figure 1 shows the publication trend in the ProTVF journal. As a journal focusing on research in television and film media, research published in the ProTVF journal has its segmentation.

Since this journal was published in 2017, publications have consistently increased until 2019. It started in 2017 with 11 publications, then increased in 2018 to 12 publications, and then increased by 2 to 14 publications in 2019. From 2019 to 2024, the publication of the ProTVF Journal was stable, consistent with 14 publications each year.

From 2017 to 2024, 49 research articles focused on television in the ProTVF Journal (Figure 1). Television-related studies were the highest in 2024 (8 articles), and the lowest was in 2017 (4 articles).

In detail, it started in 2017 with four articles and increased to six in 2018. In 2019, the number of publications about television remained at six. It increased again in 2020 with seven articles. Then, it decreased again in 2021 with six articles. It increased again in 2022 with seven articles. There was a significant decrease in 2023, with only five articles. Then, in 2024, it increased significantly to eight articles. From 2017 to 2024, the ProTVF Journal published 60 articles focusing on films (Figure 1). Most of the research about film was conducted in 2021 (10 articles), followed by the least in 2024 (5 articles).

Since its beginning, more film researchers
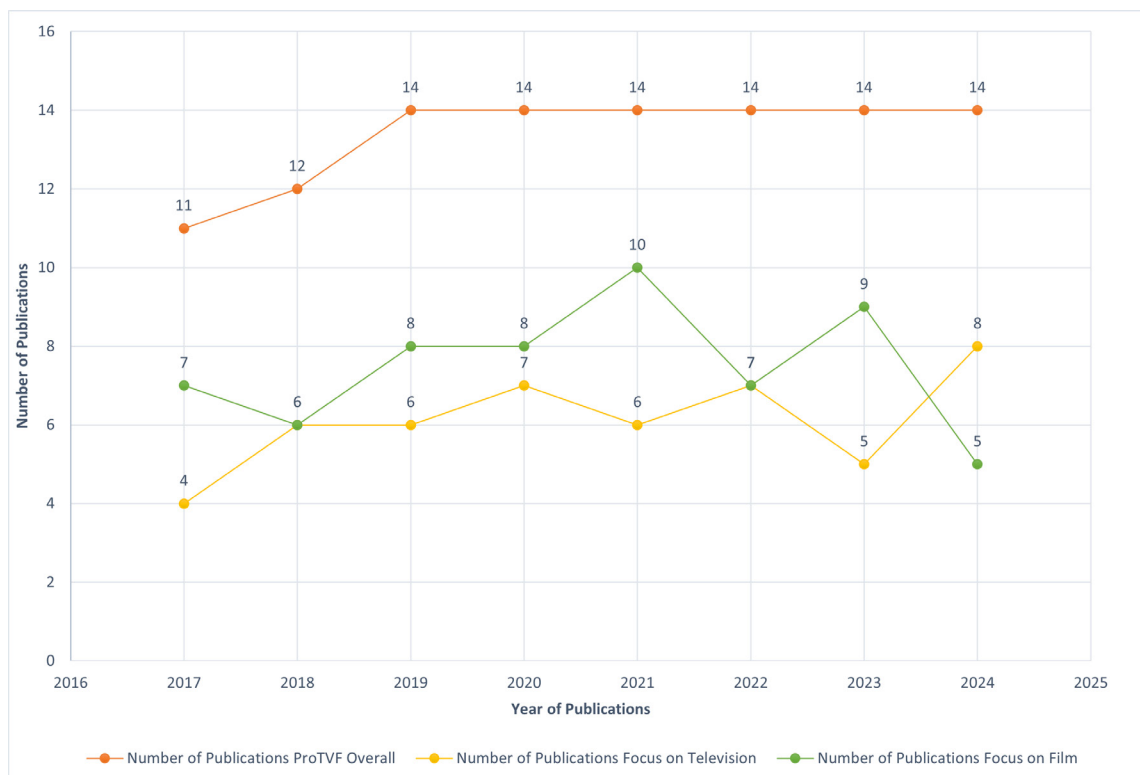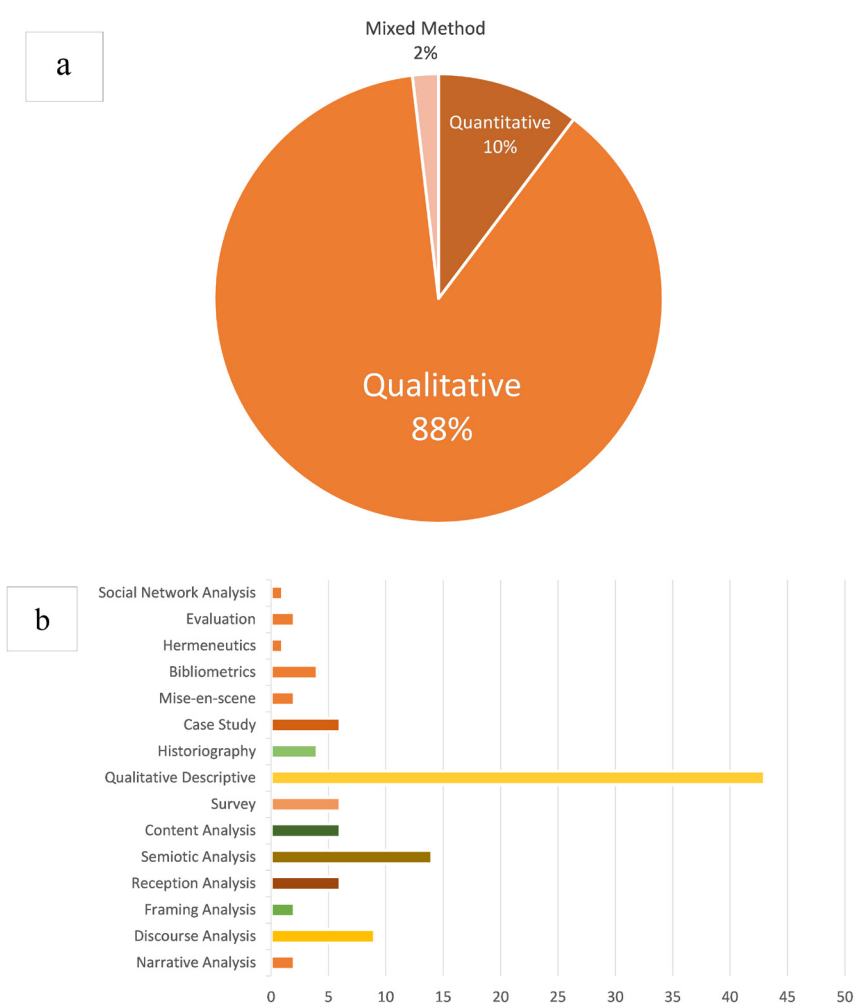

Source: Research Result, 2024

Figure 1 The annual publication trend of papers in The ProTVF Journal

have been interested in publishing their writings in the ProTVF journal. In 2017, more than half of the edition research focused on film; in 2018, 50 percent of articles focused on film. Furthermore, in 2019, research related to film again outperformed research related to television with eight articles. In 2020, it was consistent with eight articles related to film filling the ProTVF Journal. At its peak in 2021, there were 10 articles researching film.

Interestingly, in 2020 and 2021, articles focused on audience research on television and film media, such as research discussing digital streaming platforms or over-the-top platforms.

Research related to film then decreased to 2022 with seven articles. In 2023, it increased again to 9 articles. Finally, in 2024, there was a significant decrease to only five articles.

Meanwhile, based on the methods used (Figure 2a), articles in the ProTVF journal were dominated by qualitative methods (88%), followed by quantitative methods (10%) and mixed methods (2%). Meanwhile, Figure 2b shows the research techniques used in articles in the ProTVF Journal from 2017 to 2024. Among the qualitative methods, qualitative descriptive is the most frequently used technique, with 43 articles, followed by semiotic analysis (14

Source: Research Result, 2024

Figure 2 Research method (a) and techniques (b) applied to the ProTVF journal

articles) and discourse analysis (9 articles). The other techniques in the ProTVF Journal are reception analysis (6 articles), case study (6 articles), historiography (4 articles), narrative analysis (2 articles), framing analysis (2 articles), mise-en-scene (2 articles), hermeneutics (1 article), and evaluation (2 articles).

Meanwhile, research using quantitative methods is dominated by content analysis and surveys. Each has six articles using this technique. Furthermore, the ProTVF Journal's mixed methods articles are dominated by bibliometric approaches (4 articles) and social network analysis (1 article).

Various methods and techniques have colored the ProTVF Journal. It is a good sign for developing media studies research in Indonesia, especially those focused on television and film. Even the ProTVF Journal has been colored by the latest approaches, such as bibliometrics and social network analysis. Interestingly, nowadays, research is also being done from a historical perspective. It is interesting because media development in Indonesia cannot be separated from history. The development of media, reflected in television programs and movies, reflects the culture of Indonesian society.

Next, the researchers analyzed the most cited publications between 2017 and 2024 in the ProTVF Journal. Table 1 shows the ten most cited research articles from the ProTVF

Table 1 Most Cited Publications

Rank	Title	Year	Author	Total Citations
1	K-Drama and Korean Wave Diffusion in Indonesia	2019	IP Putri, FDP Liany, R Nuraeni	188
2	Television Media in The Internet Era	2018	A Abdullah, L Puspitasari	139
3	Pornography on Film: Reception Analysis on "Men, Women & Children" Film	2018	A Fathurizki, RMU Malau	100
4	Representation of Feminism in Maleficent Film	2017	A Diani, MT Lestari, S Maulana	80
5	Indonesian Film Industry in The Perspective of North Sumatera Film Community Filmmakers	2019	RSM Permana, L Puspitasari, SS Indriani	53
6	Representation of Women in the Confines of Javanese Traditions in the Kartini Film by Hanung Bramantyo	2020	A Putri, L Nurhajati	51
7	Culture of Watching Television in Indonesia: From Terrestrial to Digital	2019	RSM Permana, A Abdullah, JN Mahameruaji	50
8	Sound and Human	2017	R Kustaman	50
9	Nationalism in the Narrative of a Film Story (Analysis of Tzvetan Todorov's Narrative in Habibie & Ainun Film)	2018	A Maulana, C Nugroho	37
10	Mapping Lasem's Culture using Documentary Video on the Net. Central Java Bureau and MetroTVNews	2021	H Harry, RF Marta, R Briandana	27

Source: Research Result, 2024

Journal. The most cited article is "K-Drama and Korean Wave Diffusion in Indonesia," written by Idola Perdini Putri, Farah Dhiba Putri Liany, and dan Reni Nuraeni, with 188 citations. The second position is occupied by Aceng Abdullah and Lilis Puspitasari, who conducted a study entitled Television Media in The Internet Era with 139 citations.

Furthermore, the third position is a study entitled Pornography on Film: Reception Analysis on "Men, Women & Children" Film written by Agistian Fathurizki and Ruth Mei Ulina Malau, which obtained 100 citations. Next, Amanda Diani, Martha Tri Lestari, and Syarif Maulana are in fourth place. They conducted a study to discover the meaning of the semiotic code regarding feminism in the Maleficent film. As a result, feminist values are found at the level of reality by appearance, makeup, clothing, speech, environment, and behavior. Then, the level of representation is determined by the camera, characters, plot, conflicts, and dialogue codes. Lastly, at the level of ideology, represented in the ecofeminist current. This study received 80 citations.

Rangga Saptya Mohamad Permana, Lilis Puspitasari, and Sri Seti Indriani (2019) conducted a study that received 53 citations. This research was conducted because North Sumatra's enthusiasm for independent films grew. They even have the spirit to penetrate the national film market. This study focuses on the perspective of filmmakers from the North Sumatra film community. It found that the North

Sumatra film community feels that the current condition of Indonesian films is centered in Jakarta. They hope Indonesian films will be more "Indonesian" by presenting more diverse Indonesian elements.

The number of citations in an article needs to be analyzed because it reflects the quality of the article. In addition, many citations also show a high interest in the research topic (Aksnes et al., 2019). It shows the need for further research that follows changes in consumption patterns and audience behavior in Indonesia, which is inseparable from culture and society.

However, fewer citations do not mean the publication's quality is poor. It could be that the research focus is more specific or that the topic is still relatively new for researchers in Indonesia.

The researcher also analyzed the number of researchers who published articles in the ProTVF Journal from 2017 to 2024. We found 212 authors who published 107 articles. There are an average of 2 authors in one article.

The top 10 most productive authors in publishing articles in the ProTVF Journal are Aceng Abdullah is in first place, Rangga Saptya Mohamad Permana in second place, and Jimi Narotama Mahameruaji in third place.

The most productive author is Aceng Abdullah, who has published 13 articles. Abdullah's articles focus on television. Here are some of his influential studies: "Television Media in The Internet Era," "Culture of Watching Television in Indonesia: From Terrestrial to

Digital," "Si Doel Anak Sekolahan," The Most Phenomenal Indonesia's TV Series," "Critical Study of Favorite Television Show in The Middle Class in The Urban Areas," and "Instant noodle advertisement on television during the Covid-19 pandemic".

Next, Rangga Saptya Mohamad Permana is the second most productive writer, with 11 articles. He also wrote several articles in collaboration with A Abdullah. Influential articles that he has published are "Indonesian Film Industry in The Perspective of North Sumatera Film Community Filmmakers," "Representation of Yogyakarta in "Ada Apa Dengan Cinta 2" Movie," Human Resources Management in Local Television Station Radar Tasikmalaya TV," and "Promotional Strategy in Pre-Production Stages of 'Haji Asrama' (HAS) Film."

In third place is Jimi Narotama Mahameruaji, with 10 articles. He also wrote several articles in collaboration with A Abdullah and RSM Permana. Some of the most influential studies written by Mahameruaji are as follows: "Live Update Program on COVID-19 Risk Reporting on Indonesian National Television," "Publicity and Promotion of Ada Apa Dengan Cinta 2 Movie," "Audience Reception on The Television Program in Trans 7 as an Educational Medium," and "Behind Branded Web Series for fiction drama category by Yandy Laurens."

Hanny Hafiar is in fourth place with 9 publications. Some of her influential publications relate to communication strategies related to television programs and films and research trends related to television and films.

Sri Seti Indriani occupies the fifth position with 8 publications. Some of Indriani's most influential studies are on advertising analysis, discourse analysis in series, and audience reception related to television programs.

The other five authors are Lilis Puspitasari (7 articles), Evi Rosfiantika (6 articles), Dian Wardiana Sjuchro (4 articles), Putri Limilia (3 articles), and Idola Perdini Putri (3 articles). These ten authors have contributed the most and significantly to the progress of the ProTVF Journal through their research publications.

Researchers also visualize the collaboration network of researchers in the ProTVF Journal using VOSviewer (Figure 3). Figure 3 shows influential research groups and the names of potential researchers with whom to collaborate.

Each researcher has their expertise and interests. Good researchers know where their limitations lie. To overcome these limitations, researchers collaborate with colleagues they consider to complement themselves. In addition, this collaboration can expand the scope of their research to the extent of the research conducted. The existence of a co-authorship network in the ProTVF Journal is an important parameter for media researchers, especially television and film in Indonesia. This is because the level of collaboration between researchers is an important indicator of the intellectual structure of a discipline.

Researchers analyzed the authors of
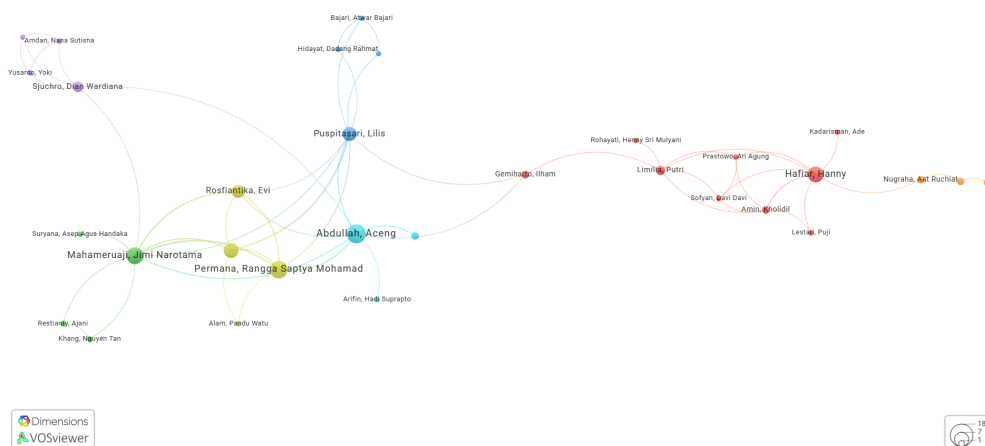
Source: Research Result, 2024
Figure 3 Collaborative research networks between authors

the ProTVF Journal to determine patterns in scientific collaboration between authors. The study was conducted with the help of VOSviewer and Dimension. Figure 3 presents a collaborative network between authors with two or more publications (n = 212). This study is limited to the top 31 authors with the most significant link strength. Authors not related to others are omitted.

The analysis results show that there are seven clusters of scientific collaboration networks. In one cluster, there are three to nine researchers. Each cluster also has one leading researcher with the most significant nodes connecting one researcher to another.

The following are the core authors from each cluster in Figure 3: Hanny Hafiar (Cluster 1 - Red), Jimi Narotama Mahameruaji (Cluster 2 - Green), Lilis Puspitasari (Cluster 3 - Blue), Rangga Saptya Mohamad Permana (Cluster 4 - Green), Dian Wardiana Sjuchro (Cluster 5

- Purple), Aceng Abdullah (Cluster 6 - Light Blue) and Aat Ruchiat Nugraha (Cluster 7 - Orange).

Then, the researcher conducted a co-occurrence network analysis of keywords based on the titles and abstracts of all publications in the ProTVF Journal from 2017 to 2024 (Figure 4). The co-occurrence keywords analysis is used to reveal the structure of the research landscape by identifying the relationship between keywords that appear (Yuan et al., 2022). The node's size indicates the term's frequency and importance, the color distinguishes thematic groups, and the edge's thickness indicates the term association's strength (Ranjbar-Sahraei & Negenborn, 2017).

Based on the analysis results with the help of VOSviewer, from 4,588 terms with a minimum of occurrences of a term of 5, 114 terms met the threshold and were divided into five clusters, as seen in Figure 4. Keywords not connected to other keywords are not included in
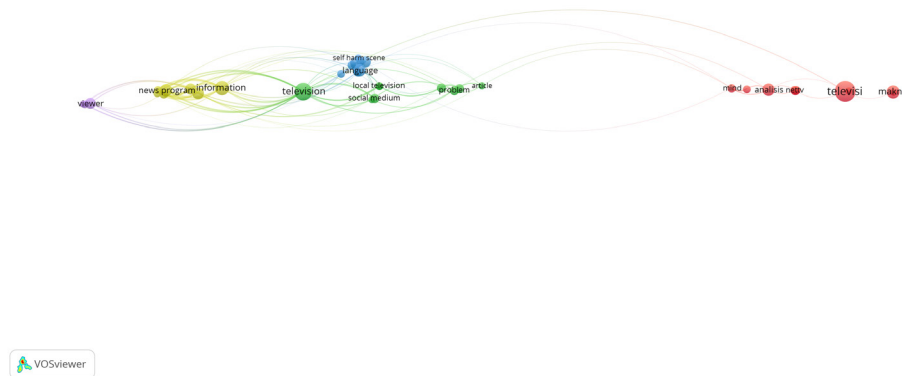
Source: Research Result, 2024
Figure 4 Co-occurrence network of keywords

the analysis.

In Figure 4, the node's size indicates the keyword's occurrence. The proximity of the two keywords and the thickness of the line connecting them indicate the strength of their co-occurrence. The node's color represents the group of keywords. This color can be interpreted as a broad research topic in the field.

Cluster 1 (Red) was the largest in the network. This cluster has 10 keywords and is focused on television studies. Some terms appear in this cluster, such as "television," "analysis," "copy," "meaning," "bioskop harewos," "mind," "planet," "net tv," and "tau gak sih."

Cluster 2 (Green) focused on media convergence. This cluster has 9 keywords. Several terms represent this cluster, such as "article," "convergence," "local television," "problem," "rbtv," "resistance," "social medium," "television," and "woman."

Cluster 3 (Blue) focused on analyzing television shows in the Indonesian context. This cluster has 8 keywords. Some terms that represent this cluster are "television show", "language", "meaning," "national identity," "qualitative method," "informant," "self-harm scene," and "nakama."

Cluster 4 (Yellow) focused on audience research. This cluster has 7 keywords. Several terms represent this cluster, such as "accessibility," "information," "level," "person," "relationship," "satisfaction," and "news program."

Cluster 5 (Purple) focused on the young generation as viewers in the digital era. This cluster has 3 keywords, consisting of "digital era," "gen z," and "viewer."

Based on the five clusters, the ProTVF Journal from 2017 to 2024 focused on five topics of interest to researchers: television studies, media convergence, analyzing television shows
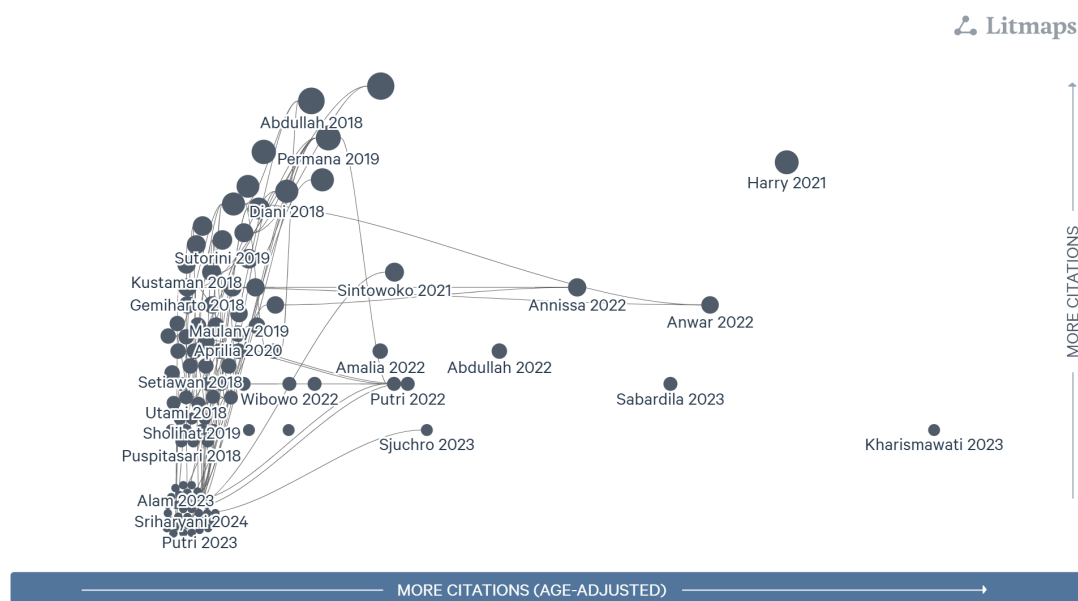
Source: Research Result, 2024
Figure 5 Predictions of articles that will be impactful in the future

in the Indonesian context, audience research, and the young generation as viewers in the digital era.

Researchers also conducted an analysis related to predictions of articles in the ProTVF Journal that would have an impact in the future with the help of Litmaps software (Figure 5). Several studies are predicted to have an effect, namely research by Harry et al. (2021) entitled "Mapping the Lasem cultural link through the Net documentary. Central Java bureau and MetroTVNews". Next, Anwar et al. (2022) entitled "Perception of the Role of Sound Effects in animated series produced by production houses in Indonesia."

Furthermore, research by Annisa and Adiprasetio (2022) entitled "Inequality in the Representation of female ghosts in Indonesian Horror films from 1970-2019." Then, research by Sintowoko (2021) entitled "Cultural hybridization: a case study of two Korean

dramas in 2018-2020". Finally, Kharismawati and Wahidati (2023), entitled "Nakama: Reception on the Audience of One Piece Anime by Eiichiro Oda".

Based on the analysis, the research from the ProTVF Journal that will be influential in the future focuses on dissecting the creative process of making a work, both for television and film, starting from the cinematography to the music. Then, the work will be analyzed by linking the results of values, society, culture, and history in Indonesia. Finally, analyzes serial works and films produced by countries in Asia.

Based on the explained results, bibliometric analysis was conducted on 107 scientific articles in the ProTVF Journal from the Google Scholar and Dimension database from 2017 to 2024. The publication trend in the ProTVF Journal increased from 2017 to 2024. Based on the focus on television or film, research focusing on films is higher than research related to television.

A survey that states that the number of television viewers in Indonesia is also decreasing yearly can explain the decreasing number of publications related to television research. Thus, research related to television must be maintained so that the television industry can survive the onslaught of media convergence.

The decline in television-related research depicted in the ProTVF Journal can be a reflection of media researchers in Indonesia. Media researchers in Indonesia must maintain research on television as broadcasts shift from broadcasts to streaming platforms. Throughout 2017 to 2024, research on television focused on television broadcasts, both drama (soap operas) and non-drama (news, presidential debates), audience behavior, television station communication strategies, and advertising on television.

Johnson argues that the shift from broadcast television to the internet requires new theories about television as software, new digital devices, methods, research on television viewer behavior, and more attention to viewers who still consume broadcast television due to limited internet access (Johnson, 2024). In addition, Johnson also directed a better understanding of the emergence of internet television that changed television distribution and its impact on industry, policy, and viewers (Johnson, 2024).

Furthermore, research focusing on films in the ProTVF Journal is stable. Researchers examine films using various methods, techniques, and focuses. Semiotic analysis, reception, representation, production process, promotional strategy, media framing, and audience are among them.

Term co-occurrence analysis identified the research focuses in the ProTVF Journal in the television and film corridor. Among them are television studies, media convergence, analysis of television shows in the Indonesian context, audience research, and the young generation as viewers in the digital era. These terms reflect research trends from media studies, especially film and television in Indonesia.

For research in the scope of television studies and media convergence, further research can discuss how the television industry in Indonesia survives amidst the current media convergence. Researchers can discuss the process of making television programs, communication strategies used to attract audiences to watch the program, and analysis of audience opinion regarding television programs. Then, to analyze television broadcasts in the context of Indonesia, researchers can analyze them by linking them to the current socio-political conditions and culture in Indonesia.

Next, researchers can research audience satisfaction and trust in broadcasts for research related to television and film audiences regarding the young generation as viewers in the digital era. There are derivative topics that can be used as research, such as the use of over-the-top platforms by the younger generation.

Various previous studies have revealed that

the younger generation dominates over-the-top platforms (Barrios-Rubio, 2024; Chatterjee et al., 2025; Koul et al., 2021; Sinha et al., 2024; Yaqoub et al., 2024). Even in 2022, Indonesia was named the country with the highest over-the-top platform users in Southeast Asia. Their favorite content is also diverse, ranging from content from South Korea (Korean Drama), western (Movie, Live Sport), Indonesia (Live Sport), Japan (Anime), China (Drama), and Thailand (Drama). By knowing the audience consumption profiling of the young generation in Indonesia on this platform, researchers can find out the challenges, watching behavior, factors affecting user satisfaction and dissatisfaction, audience preferences, gamification, intentions and motives, and experiences of the audience on this platform.

Later, the study results can provide implications for television and film industry players so that their works have a special place in the audience's hearts. Research related to OTT also has implications for policymakers, who must be able to create policies that are friendly to industry players and users.

The article "K-Drama and Korean Wave Diffusion in Indonesia" by IP Putri, FDP Liany, and R Nuraeni stands out as the most influential, with a very high citation rate of 186. This research describes the role of Korean Drama in the Korean wave that occurred in Indonesia. Korean Drama or K-Drama was the beginning of the emergence of the Korean wave in Indonesia. K-drama has a somewhat important role in the

Korean wave in Indonesia, as evidenced by the emergence of K-drama lover communities, the presence of sites from Indonesia that provide information about Korea, and even the rise of events that invite Korean actors, singers, and idols to Indonesia (Putri et al., 2019). This article has a significant impact in line with the increasing academic interest in researching the behavior of Indonesian people who love the Korean creative industry.

Film and television currently overlap because of digital streaming platforms. The existence of digital streaming platforms changes not only audience behavior but also the industry (Shon et al., 2021).

Previous studies have discussed the growth of online streaming services or Over The Top (OTT) platforms in Indonesia. However, previous studies have focused more on the audience side, such as audience preferences and audience decisions to continue subscribing or not (Kumar et al., 2025). There is still little research that discusses the challenges of this platform from the perspective of industry players, be it from film, television, advertising, platform managers, and policymakers.

Research from the perspective of industry players is needed because research has found that OTT service providers find it challenging to provide a satisfying viewing experience to audiences (Periaiya & Nandukrishna, 2024). Another challenge related to the development of OTT platforms is digital security. In several cases, OTT content cannot be available in

certain countries because of local regulations (Ojha & Vaish, 2024). In addition, audience reactions to pirated content are a global concern (Dhiman, 2023). Films that are always known to be kept exclusive by only being shown in cinemas have started to change after the existence of this platform (Changsong et al., 2021). Some films have decided to enter the digital streaming platform only without being shown in cinemas. Some films will be shown commercially in cinemas and then enter the OTT Platform (Kalorth, 2024).

The decision of filmmakers to enter the OTT Platform also changes the audience's behavior (Sharma, 2024). Some viewers can quickly decide only to watch on the OTT Platform (Choi & Lee, 2023). In the future, an analysis is needed regarding the opportunities and challenges of the OTT Platform for the film industry in Indonesia, viewer behavior after the presence of OTT, content strategies after the presence of the OTT platform, primarily related to the OTT platform that the Indonesian people widely use.

CONCLUSION

The publication trend in the ProTVF Journal generally fluctuates throughout 2017 to 2024. Since its beginning, more film researchers have been interested in publishing their writings in the ProTVF journal than television researchers. There are five main topics in research in the ProTVF Journal: television studies, media convergence, analysis of television shows in the

Indonesian context, audience research, and the young generation as viewers in the digital era.

Articles in the ProTVF journal were dominated by qualitative methods, followed by quantitative methods and mixed methods. Among the qualitative methods, qualitative descriptive techniques are the most frequently used, followed by semiotic and discourse analysis. Meanwhile, research using quantitative methods is dominated by content analysis and surveys. Furthermore, bibliometric approaches and social network analysis dominate the ProTVF Journal's mixed methods articles.

The top 10 most productive authors in publishing articles in the ProTVF Journal are as follows. Aceng Abdullah is in first place, followed by Rangga Saptya Mohamad Permana in second place. Jimi Narotama Mahameruaji is in third place.

This study has limitations in data sources that only focus on Google Scholar and Dimension. Further research is expected to use more representative terms, with an expanded period, and examine research related to television and film outside the ProTVF Journal. In addition, further research can use databases other than Google Scholar and Dimension, such as Scopus or WOS. It is done to produce a more comprehensive bibliometric analysis of research related to television and film in Indonesia.

For research in the scope of television studies and media convergence, further research can discuss how the television industry in Indonesia survives amidst the current

media convergence. Researchers can discuss the communication strategies used to attract audiences to watch the program and analyze the audience's opinion regarding television programs. Next, researchers can study audience satisfaction and trust in broadcast content, both television and film.

Further research could also discuss the impact of artificial intelligence in media studies, changing viewing behavior after the pandemic, the impact of political momenta such as the presidential election on television content, obstacles to local television amid media convergence, and analysis of film festivals in Indonesia. Regarding the topic of the young generation as viewers in the digital era. There are derivative topics that can be used as research, such as the use of over-the-top platforms by the younger generation. Future research requires an analysis of the opportunities and challenges of OTT platforms for Indonesia's television and film industry. Future studies could discuss viewers' behavior after the presence of OTT and content strategies after the presence of OTT platforms, especially those related to OTT platforms that the Indonesian people widely use.

In the future, more theoretical and empirical research is needed in the Indonesian context to provide a more comprehensive view of film, television, and media studies. For this reason, further research related to television and film is also expected to involve scientific collaboration between authors from various institutions, not only educational institutions but also policymakers in Indonesia's broadcasting, advertising, and film industries.

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