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Digital marketing in pandemic era (perspective bibliometric)

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ABSTRACT: A pandemic is spreading in the world with serious impacts on various fronts. The global pandemic has resulted in disruptions to service systems, the economic sector, and the tourism sector. There were restrictions on activities carried out by the community to prevent the spread of COVID-19. The restrictions on movement that have occurred have prompted the community to transform services. Physical interaction activities have shifted to the use of digital media to carry out various activities such as organizing teaching and learning activities, office activities, and trading activities. Several platforms are used to support the smooth running of people's daily activities. Trading activities are supported by the use of digital marketing. The research conducted focuses on digital marketing carried out during a pandemic, where the use of digital marketing is carried out to meet various needs. Research on marketing strategies in the pandemic era with a literature review approach is useful for knowing the application of digital marketing in the pandemic era. By knowing the development of digital marketing, you will get a picture of the potential it has for further development after the pandemic. This research is useful for business actors and developers of digital marketing programs to support their businesses.

Keywords: digital marketing; COVID-19 pandemic; marketing strategy; bibliometrics

1 INTRODUCTION

At the end of December 2019, a pandemic spread worldwide with severe impacts on various fronts (Nour et al. 2020). The global pandemic has disrupted the service system, the economic sector, and the tourism sector (Jiang & Wen 2020). There were restrictions on activities carried out by the community to prevent the spread of COVID-19 from becoming more widespread. This restriction is a limitation on direct contact, known as social distancing (Ling & Ho 2020). Social distancing is carried out almost simultaneously in various parts of the world. The restrictions on movement that have occurred have encouraged people to transform services (Carnevale & Hatak 2020). Physical interaction activities shift to the use of digital media to carry out various activities such as organizing teaching and learning activities, office activities, and trading activities. Several platforms are used to support the smooth running of people's daily activities. Trading activities are supported by the use of digital marketing.

The research conducted focuses on the digital marketing carried out during a pandemic, where the use of digital marketing is carried out to meet various needs. COVID-19 has an impact on businesses, which can change consumer behavior (McKinsey 2020). Research on digital marketing studies in the pandemic era has not been widely discussed, thus encouraging researchers to research digital marketing in the pandemic era with a literature review approach. This research is useful for knowing the application of digital marketing in the pandemic era. Knowing the development of digital marketing studies will provide an overview of the potential it has for further development

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1 INTRODUCTION

At the end of December 2019, a pandemic spread worldwide with severe impacts on various fronts (Noor et al. 2020). The global pandemic has disrupted the service system, the economic sector, and the tourism sector (Jiang & Wen 2020). There were restrictions on activities carried out by the community to prevent the spread of COVID-19 from becoming more widespread. This restriction is a limitation on direct contact, known as social distancing (Ling & Ho 2020). Social distancing is carried out almost simultaneously in various parts of the world. The restrictions on movement that have occurred have encouraged people to transform services (Carnevale & Hatak 2020). Physical interaction activities shift to the use of digital media to carry out various activities such as organizing teaching and learning activities, office activities, and trading activities. Several platforms are used to support the smooth running of people's daily activities. Trading activities are supported by the use of digital marketing.

The research conducted focuses on the digital marketing carried out during a pandemic, where the use of digital marketing is carried out to meet various needs. COVID-19 has an impact on businesses, which can change consumer behavior (McKinsey 2020). Research on digital marketing studies in the pandemic era has not been widely discussed, thus encouraging researchers to research digital marketing in the pandemic era with a literature review approach. This research is useful for knowing the application of digital marketing in the pandemic era. Knowing the development of digital marketing studies will provide an overview of the potential it has for further development

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after the pandemic. This research is useful for business actors and developers of digital marketing programs to support their businesses. This research will also examine the application of digital marketing in various countries during the pandemic era.

Bibliometric research is a quantitative method approach in analyzing literature that focuses on a particular field. The bibliometric approach can be used to perform a quantitative analysis of the distribution structure. This can minimize the subjectivity of the point of view in the literacy review presented (Bornmann & Marx 2018). The completeness of the bibliometric study consists of internal and external characteristics. Keywords, research focus, and references can arrange internal characteristics. On the other hand, external characteristics include publication time, country, institution, journal writer, and others (Xiao et al. 2021).

2 METHOD

One of the tools used to perform scientific analysis is the bibliometric method. This study uses bibliometrics to quantitatively analyze and evaluate the impact of research on topics of interest, to identify past characteristics and current critical points, and to show future research trends (Herrera-Franco et al. 2021). This research uses Excel and VOSviewer software. This study uses three phases of the methodology: (1) determining the criteria and sources of identification; (2) data sorting and data extraction; and (3) performing data analysis and interpretation.

Phase 1. Determine the criteria and sources of identification

Researchers identify digital marketing to analyze the themes to be studied. The research theme to be taken focuses on digital marketing in the pandemic era. Researchers take research data from reliable sources. The research data taken was sourced from the Scopus data.

Phase 2. Data sorting and extraction methods

Researchers conducted a data search using TITLE-ABS-KEY with a search for the keyword "digital marketing" and TITLE-ABS-KEY "COVID-19." The search results found as many as 48 journals. The researcher sorted the data by selecting the "article" category, source "journal," and choosing the language used, namely English. The search results found as many as 47 journals. The stored data was then downloaded in RIS (Research Information System) and CSV (Comma separated value) format. The results of tracing will be a source of data processing at a later stage.

Phase 3. Conduct data analysis and interpretation

The next step is to analyze the sorted data. Data analysis was carried out by analyzing the results found with the related research.

3 RESULTS AND DISCUSSIONS

3.1 *Publication based on document type*

Publications using TITLE-ABS-KEY digital marketing and TITLE-ABS-KEY COVID-19 were obtained. Focusing on the English language, 47 documents were obtained. The search results showed that there were four types of documents, namely articles, 32 documents (68%); conference review, 7 documents (15%); reviews, 5 documents (11%); and conference proceedings, 3 documents (6%). Article writing is more dominant than other writing. Other forms of documents have not been chosen by many researchers. The language that is often chosen in publications is English. This shows that English is the most dominant language in which to write articles (Figure 1).

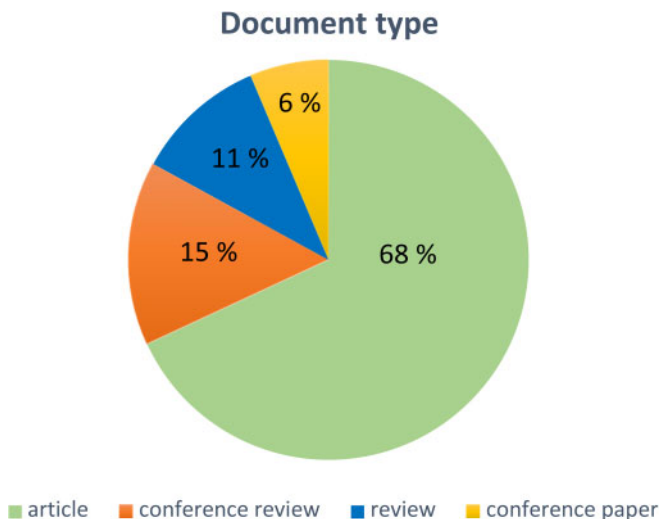


Figure 1. Percentage of publications on digital marketing and COVID-19.

3.2 Publications by country

The results of the data show that countries that conducted digital marketing research on the COVID-19 pandemic were limited, only 10 countries conducted connected research. Some of the connected countries are divided into three color nodes which represent the existence of three cluster groups. Cluster 1 consists of India, Philippines, South Korea, and the United Kingdom. Cluster 2 consists of Italy, Malaysia, Singapore, and the United States. Cluster 3 consists of Brazil and China.

Table 1. Bibliographic list by country.

| Cluster | Document | Links | Country |
|---------------------------------|----------|-------|----------------|
| 1 (Red) 4 items nodes | 4 | 3 | India |
| | 2 | 4 | Philippines |
| | 2 | 4 | South Korea |
| | 4 | 3 | United kingdom |
| 2 (Green) 4 items | 3 | 2 | Italy |
| | 2 | 2 | Malaysia |
| | 4 | 2 | Singapore |
| | 14 | 6 | United States |
| 3 (Blue) 2 items | 2 | 1 | Brazil |
| | 4 | 3 | China |

From Figure 2 it can be seen that there are lines that connect countries. This shows that there is a research relationship with other research. Digital marketing research in a pandemic is dominated by the United States; this is evidenced by the display of the largest nodes being the United States nodes. The United States has more publications than other countries, with 14 documents followed by India, the United Kingdom, Singapore, and other countries. Research in the United States is directly related to Malaysia and Italy in the same cluster. Research in the United States is also connected to other clusters, namely the Philippines and China. Relations between countries can be seen in Figure 2.

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Figure 2. Bibliographic coupling of countries.

3.3 Related researchers

Research in this field has attracted many researchers. 135 researchers were recorded as single researchers, but there were 10 people who appeared in the bibliographic author in research in the field of digital marketing in the era of the COVID-19 pandemic who were interrelated. These people were Chan E.Y.Y; Chatterjee R.; Dabral A.; Dubois; Fong A.H.Y; Hung K.K.C.; Kim Y.K.; Lozaga A.; Shaw R.; and Wong C.S. Researchers have a close relationship, which can be seen from the relationship between nodes from one researcher to another. One example of a related relationship is that the Chan researcher linked the Shaw researcher and the Lozaga researcher. The Lozaga researchers have connections with Kim and Wong. The relationships between researchers can be seen in Figure 3.

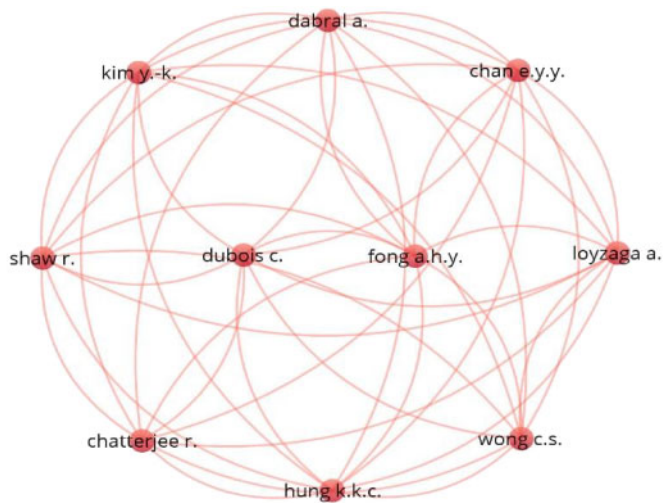


Figure 3. Relationships between researchers.

3.4 Document cited frequency

Digital marketing has attracted many researchers to conduct research and cite documents on previous research. The writer focuses on 10 researchers who have been cited by their research. Research by Ullah with Low, Sepasgozar, Shirowzhan, and other researchers explored the principles and practices of sustainable digital marketing in the development of the property industry in Malaysia by examining the use of digital marketing, analyzing the obstacles faced and the strategies used to improve digital capabilities for the local context (Low et al. 2020).

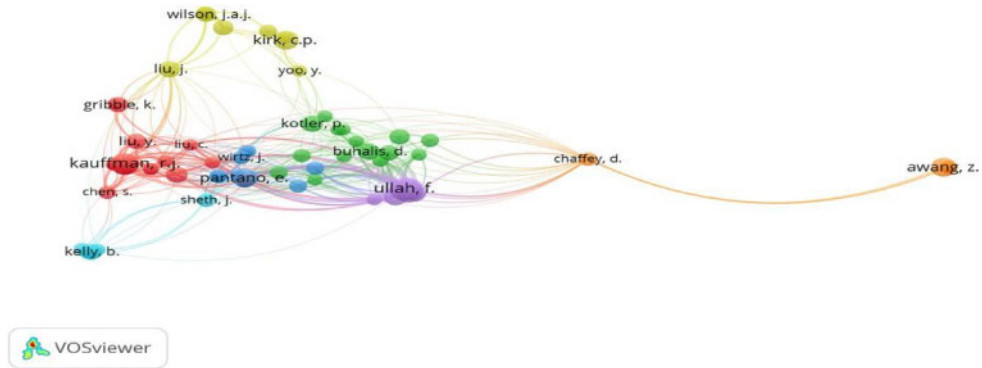


Figure 4. Bibliographic co-citation image.

Research by Kauffman and colleagues conducted an analysis of the digital economy, community indexes, state, community, and economic attributes by linking the state of the COVID-19 pandemic (Li et al. 2020). The research relationship cited is shown in Figure 4. The research of Pantano et al. (2020) explores which strategies are applied for retailers to deal with emergencies and identifies critical areas in retail to be better by meeting consumer demand and the pressures that arise in the situation pandemic. The research results reveal that retail has an important role in society. Retail makes it easy for people to get their hand sanitizer needs and other medical support. A different focus is on Awang’s research with his partners, which is research on the perceptions of risks that tourists have in influencing their intention to travel to tourist destinations that have deep concerns about safety and security issues. It aims to understand the travel risk factors felt by international tourists (Hashim et al. 2018).

Kirk and Rifkin’s research (2020) examines changes that occur in consumers. The pandemic encourages these consumers to make different activity changes compared to before the pandemic. Activities that develop among consumers by using technology to support the daily activities of consumers. The Covid review research from a medical point of view examines the identification of radiomic features that are significantly associated with the classification of COVID-19 pneumonia using multiple classifiers. Quantitative interpretation of the differences in features between the two groups broadens our understanding of the CT imaging characteristics of COVID-19 pneumonia. This is similar in terms of Liu’s research which explores the characteristics of the COVID-19 virus and how to deal with the virus, especially for patients, which comes from handling patients with the support of relevant data (Liu & Liu 2020). Author and co-citation relationships are presented in Table 2.

Table 2. Bibliographic based on co-citation.

| Ranking | Authors | Cluster | Co-citations | Link | Total Link Strength |
|---------|-----------------|---------|--------------|------|---------------------|
| 1 | Ullah, F. | 5 | 12 | 18 | 588 |
| 2 | Sepasgozar, S.M | 5 | 10 | 18 | 510 |
| 3 | Kauffman, R.J. | 1 | 10 | 15 | 270 |
| 4 | Shirowzhan, S. | 5 | 9 | 18 | 468 |
| 5. | Pantano, E | 3 | 8 | 32 | 188 |
| 6. | Awang, Z | 7 | 8 | 4 | 88 |
| 7. | Kirk | 4 | 8 | 4 | 50 |
| 8. | Kelly, B | 6 | 6 | 6 | 45 |
| 9. | Liu, J | 4 | 6 | 25 | 103 |
| 10 | Buhalis, D | 2 | 6 | 3 | 24 |

Source: VOSviewer analysis (2021).

The pandemic limited business actors from carrying out their operations. Various breakthroughs have been attempted to run the tourism wheel, one of which is by using digital media. Technology-enabled tourism experiences allow travelers to co-create value at all stages of the journey. Ambient Intelligence (AmI) tourism (2020-future) is driven by various technological disruptions. This will encourage environmental change that uses superior technology that can change industry structures, processes, and practices so that it has a changing impact on service innovation, strategy, management, marketing, and competitiveness (Buhalis 2019).

3.5 Relationship analysis on co-occurrence

The results of the interrelationship analysis found 408 keywords which were divided into five clusters. Cluster 1, which is aimed at red nodes, has the highest co-occurrence in marketing and digital marketing with a co-occurrence value of 11. Referring to Kim's (2020) research Scopus data which has been cited 23 times, it finds a decrease in spending on purchases of electronic goods by up to 60%. Consumers prefer to buy foodstuffs and household appliances. This happens because consumers stay at home more. The pattern of online shopping is expected to increase so that investment for digital sales will increase.

The word pandemic is a keyword that has a high incidence, showing a value of 10 in cluster 2. One of the most cited studies of pandemics is Kirk and Rifkin's research (2020). During a pandemic, many consumers switch to personal activities and activities in the home such as cooking, baking, gardening, or playing with family. Marketing communications have an impact on consumers. The company shows awareness about the impact of the pandemic and shows the products produced can help consumers to carry out activities in routine activities. This will encourage consumers to do activities with a sense of empathy given by the company.

Sars-cov-2 keywords have more co-occurrence than other studies in the same cluster. One of the studies that referred to the keywords Sars-cov-2, namely the research of Bent and Dunn (2020), revealed that several companies developed suitable equipment to meet the needs of consumers during a pandemic. Apple Inc., Fitbit Inc., and Garmin Apple Inc. released a device capable of measuring the oxygen level in the body automatically. The equipment provides information on consumer biometrics. This equipment makes it easy for consumers to know the current condition of the body directly.

The combination of product benefits, marketing, global pandemic conditions encourages consumers to make purchases related to body health information. Keywords in cluster 4 have the same number of occurrences as 2, namely Article, Coronavirus disease 2019, epidemic, and social distancing. These keywords are keywords that are commonly used in various research articles. The next keyword that has the most value is the word COVID-19 in cluster 5. The keywords in cluster 4 and cluster 5 refer to research (Kirk & Rifkin 2020; Kim 2020). The word association in cluster 4 means the article discusses Coronavirus disease 2019, which is an epidemic and requires people to carry out social distancing in various parts of the world. Coronavirus disease 2019 is also known in the community as COVID-19. The impact of social distancing has slowed economic growth (Khurshid & Khan 2021). The relationship between keywords in each cluster can be seen in Figure 5.

Publications in the form of articles are more widely published than publications in the form of other documents. Data that refers to document types can be seen in Figure 1. This shows that researchers prefer to publish in the form of articles than in other documents. This provides an opportunity for writing in other forms such as conference reviews, reviews, and conference papers.

This research has not been widely studied by other researchers and few countries have researched it. This can be seen from the limited number of countries conducting research, with a total of 47 documents with 135 researchers. The limited number of documents provides an opportunity for the development of related research.

The interesting thing is in the co-citation section because the research citation is not only carried out on the latest research on digital marketing and COVID-19. Research cited is also research that has been written before the onset of a pandemic, such as the research of Awang with Hashim and

Table 3. Bibliographic co-occurrence based on keywords.

| Cluster | Co-occurrence | Links | Total link Strength | Keywords |
|-----------------------|---------------|-------|---------------------|-----------------------------|
| 1 | 2 | 7 | 7 | Business process |
| Red | 2 | 8 | 10 | commerce |
| 15 items nodes | 2 | 7 | 7 | Digital economy |
| | 11 | 21 | 36 | Digital marketing |
| | 3 | 12 | 14 | Digital transformation |
| | 3 | 18 | 20 | Digitalization |
| | 2 | 8 | 8 | e-commerce |
| | 2 | 9 | 9 | Electronic commerce |
| | 5 | 11 | 15 | Innovation |
| | 11 | 24 | 39 | Marketing |
| | 2 | 5 | 5 | retailing |
| | 7 | 22 | 31 | Social media |
| | 2 | 5 | 7 | Social networking (online) |
| | 2 | 7 | 5 | Strategic approach |
| | 2 | 5 | 7 | sustainability |
| 2 | 2 | 8 | 9 | Economics |
| Green | 2 | 8 | 9 | Education |
| 11 items | 2 | 10 | 11 | Food supply |
| | 3 | 16 | 22 | Health education |
| | 7 | 26 | 49 | Human |
| | 6 | 25 | 49 | humans |
| | 2 | 14 | 17 | Interpersonal community |
| | 10 | 28 | 56 | Pandemic |
| | 2 | 8 | 9 | Procedures |
| | 2 | 16 | 19 | psychology |
| 3 | 2 | 18 | 22 | Adult |
| Blue | 2 | 11 | 11 | Collaboration |
| 9 items | 2 | 18 | 22 | Female |
| | 2 | 18 | 22 | Male |
| | 2 | 12 | 14 | Organization and management |
| | 2 | 12 | 12 | Public relations |
| | 3 | 17 | 22 | Sars-cov-2 |
| 4 | 2 | 16 | 19 | Article |
| Yellow | 2 | 16 | 19 | Coronavirus disease 2019 |
| 4 items | 2 | 10 | 11 | epidemic |
| | 2 | 8 | 10 | Social distancing |
| 5 | 24 | 34 | 56 | Covid-19 |
| Purple | 2 | 2 | 3 | Food environment |
| 3 items | 2 | 2 | 3 | Food marketing |

Source: VOSviewer Analysis (2021).

other colleagues who examined perceptions. Travel risks faced by tourists in times of safety and security threats. Other research related to the risks faced by tourists was stated by Chew and Jahari (2014) that tourists would postpone a visit to a tourist destination if it had financial risk. Financial risk is related to the financial risk that occurs to someone when they fail to carry out a planned program (Kaplan et al. 1974).

Analysis of the relationship on co-occurrence shows the relationship between digital marketing and marketing. Digital marketing is a marketing activity that can be in the form of promoting products or services using distribution channels for computers, smartphones, or other digital equipment (Ritz et al. 2019). Digital marketing has the advantage of increasing the accuracy of information

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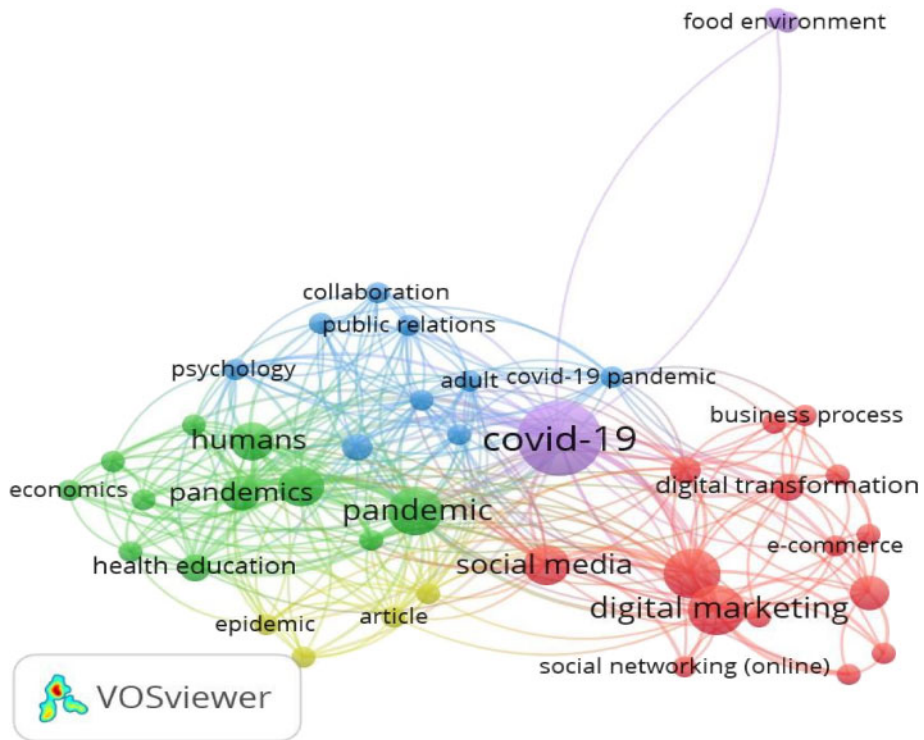


Figure 5. Bibliometric co-occurrence is based on keywords.

received by consumers on a product or service because consumers find it easier to obtain information (Sánchez-Teba et al. 2020). Digital marketing during a pandemic is dominated by food marketing because consumers realize the importance of maintaining a healthy body. Digital marketing has experienced an increasing trend over the past few years and is predicted to experience post-pandemic growth, along with the advantages of digital marketing, namely that it is easy to use and able to reach a wider market at the same time.

4 CONCLUSION

Digital marketing research has been published in four types of documents, namely articles, conference reviews, reviews, and conference proceedings. Publication in the form of articles dominates over other forms of documents. The analysis by country shows that there is a relationship between countries that carry out digital marketing research. Research originating from the United States gives dominance over other countries. Research originating from the United States is related to research from Malaysia, Italy, China, and the Philippines.

The results showed that digital marketing during the pandemic was dominated by sales of food-stuffs and household appliances, while sales of electronic equipment decreased. Consumers have more awareness to maintain health. One of the tools developed during the pandemic is a device that measures oxygen levels in the blood. Digital marketing in the tourism sector shows that tourists do not visit many times due to social distancing policies that limit the movement of tourists.

The use of digital marketing has increased in the community because it provides advantages due to being easy to use and has the accuracy of the information that consumers need. The advantages possessed provide opportunities for growth. Digital marketing is experiencing growth not only

in the trade sector but also in the tourism sector. Tourist information that is easily obtained with accurate information will make it easier for tourists to get an overview of the intended tourist attraction.

The limitation of this study is that the data source used is only data from the Scopus page, thus providing a gap for further research to add data from other source pages such as WoS (Web of Science). This study only focuses on research using English because this language is more widely used in journal writing.

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