A BIBLIOMETRIC: THE USE OF MARKETING STRATEGY DESIGN

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ABSTRACT *: The purpose of this study is to provide information about the results of the demand and research difficulties regarding partnerships in achieving marketing strategies. The research method used is bibliometric analysis through articles in the Scopus database. The main procedure is to manually filter articles from search results to get relevant articles. The total number of articles obtained from the beginning of the 2011-2021 research year was 4,111 articles, after going through a screening process, 1,427 relevant articles were obtained. The results showed that the total number of publications from 2011-2021 experienced a fluctuating cycle, with the peak of research occurring in the vulnerable years 2016 - 2018 with 396 articles. Then the countries that have conducted the most research and the most locations are the United States and the United Kingdom. While the results of the difficulty using VOSviewer obtained seven keyword clusters from previous research. The green color in the conclusion indicates the development of the research topic.*

KEYWORDS -*Marketing strategy, Bibliometric, VOSviewer, Scopus.*

I. INTRODUCTION

The rapid development of the business world will result in increasingly fierce competition among business people. To maintain consistency in the business being carried out and to develop a competitive advantage over its competitors, especially in the field of telecommunications, business people must be able to adapt in its development and business people must be able to have resilience in competing and be able to make changes in direction quickly to focus on customer attention to carry out their business activities. in the best possible way. It can be started from how the company plans, organizes, implements, controls the activities carried out by business people so as to create the best products and services. Every company must understand customer behavior in its target market for the survival of the company, very much depends on the behavior of its customers. According to the National Family Planning Coordinating Board (BKKBN), Indonesia's population growth rate reached 1.49% in 2019.

Due to the increasing need and demand for internet in Indonesia, a network that has wide bandwidth and high network access speed is also needed to maximize the fulfillment of these internet needs. PT. Telekomunikasi Indonesia as one of the largest telecommunications operators in Indonesia wants to improve service quality according to its vision and mission by making infrastructure using fiber optics as a transmission medium. Optical fiber is capable of transferring data (bandwidth) up to hundreds of Mbps (much faster than copper cables). It is also much more stable because it is more resistant to weather conditions such as lightning attacks and electromagnetic disturbances. Here are the differences in the quality of fiber optic cables and ordinary cables.

In essence, a company or organization must realize the need to implement strategic marketing as a support for the development of a business[1]. The various phenomena that have been mentioned in strategic marketing are closely related to design. Given the importance of strategic marketing to achieve competitive advantage, this study will identify and analyze the literature on strategic marketing from a collection of previous studies. The article search prioritized the Scopus database and for the rest the analysis used was bibliometric. The goal is to get an overview or mapping of research on partnerships and competitive advantage using the VOSviewer application.

II. LITERATURE REVIEW

Strategic Marketing

In its strategic role, marketing includes every effort to achieve compatibility between a company and its environment in order to find a solution to the problem of determining two main considerations. First, what kind of business the entrepreneur is currently in and what type of business he can enter in the future. Second, how can the selected business be run successfully in a competitive environment on the basis of product, price, promotion and distribution (marketing mix) perspectives.

[2]define marketing strategy as a fundamental tool planned to achieve company goals by developing a sustainable competitive advantage through the markets entered and marketing programs used to serve these target markets.

The definition of marketing strategy according to[3] is the main approach that will be used by business units in achieving predetermined targets in which the main decisions regarding the target market, product placement in the market, marketing mix and required level of marketing costs.

In entering a market and in fighting for the market, a businessman must also pay attention to factors that exist in the company's internal environment and outside the company. According to [4]marketing mix describes a collection of tools that can be used by management to influence sales.

According to[5] regarding marketing mix, it says that when the marketing mix can be applied to the whole marketing concept, the company is really in a critical or dangerous state. The consequence of the company in struggling to maintain and increase its profile position is entirely dependent on the management's ability to understand the meaning of the marketing mix itself.

Scopus

The Scopus database is a collection of international standard scientific articles, and has a high reputation [6]. The articles in the Scopus database cover comprehensive scientific fields such as the arts, humanities, social sciences, health, science and technology, etc. The Scopus database includes journals, proceedings, conferences, reviews, and books[7]. Functionally, Scopus can be used as a means of searching for information, analyzing and visualizing research results[6]. The core function of Scopus can also be to map research results based on field of study/subject/category, author, keyword, publisher, year of publication, geography, keywords, which can be monitored in terms of author collaboration and keywords[7].

Bibliometric analysis

Bibliometric analysis can be used to provide objective information regarding the quality and quantity of a scientific work[8]. The use of bibliometric analysis in the context of conveying information can describe patterns from collections of articles, development of research literature, or sources of information in the field of study being researched[6]. Bibliometric analysis includes two types of research, namely descriptive and evaluative research[7]. According to [9]descriptive research has the role of analyzing the productivity of articles, books or other formats with reference to writing patterns such as the gender of the author, type of work, level of collaboration, author productivity, author affiliation and the subject of the article. Meanwhile, evaluative research has the role of analyzing the use of literature by adding up references and citations in research articles, books or other formats.

VOSviewer

VOSviewer is an application or software, which can be used to build and view maps of bibliometric results[7]. The results of the bibliometric process using VOSviewer can be visualized in more detail in various forms such as mapping, calculations and relationships[6]. VOSviewer is essentially a facility for processing bibliometric data and easily interpreting a relationship that occurs in a study[10].

III.   RESEARCH METHODS

This study uses bibliometric analysis. The hope of this research is to provide an overview in the form of patterns and mapping related to partnerships in competitive advantage. The bibliometric analysis method is used to study productivity and evaluate previous research using a quantitative approach[6]. The main procedure in bibliometric analysis is classifying similar research[7]. The Scopus database used in this study is focused on searching for articles related to the research topic, namely marketing strategies in telecommunications companies. Main searches in the Scopus database based on research topics are carried out using keywords, namely:

"Design" AND "Marketing Strategy"

In the Scopus database, articles taken from this topic are obtained from 2011-2021. Total searches are 1,427 articles in the form with that time period. Then the collections of articles are filtered through Scopus by carrying out the following steps:

Table 1.

Filter screening process

No	Filterization	Result
1	*Year*	2011-2021
2	*Subject Area*	*Business, Management and Accounting*
3	*Document Type*	*Article*
4	*Publication Stage*	*Final*
5	*Source Type*	*Journal*
6	*Language*	*English*

Source: Data processed (2022)

The results of the screening process in Table 1 produced 1,427 articles. The next step is to review manually through titles, abstracts and keywords, with the aim of obtaining articles that are relevant to the research topic. Based on this process, 238 relevant articles were obtained from 2011-2021. The article is then further processed using the VOSviewer application, to obtain patterns and also bibliometric maps. Figure 1 describes the screening procedure to analyze the results.
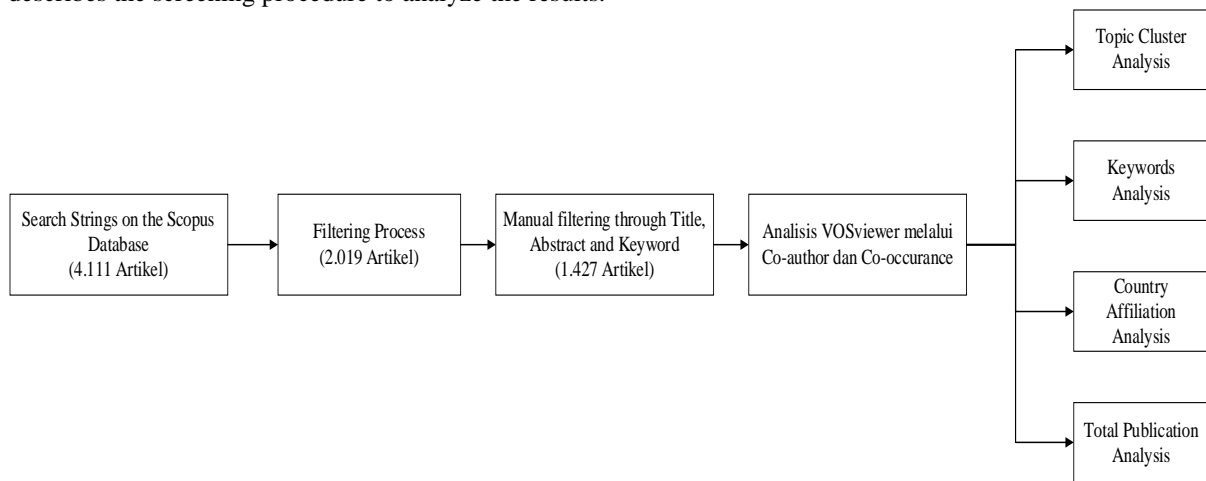

Figure 1. Article Collection Procedures and Bibliometric Analysis
Source: Data processed (2022)

IV.   RESULT AND DISCUSSIONS

Total Publication Analysis

Based on the Scopus database and the process of filtering articles related to marketing strategy research topics. It can be seen in Figure 2 that the number of publications is experiencing a fluctuating trend. Then the highest peak of publications on the topic of marketing strategy, occurred in 2016 - 2018 witha total number of 396 articles.
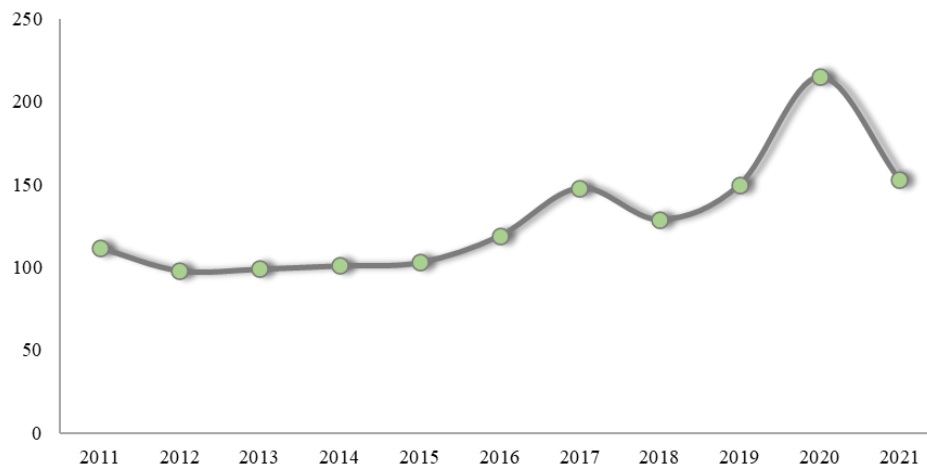

Figure 2. Number of Strategic marketing Articles Based on Publication Year 2011-2021
Source: Data Processed by Author, 2022

Country Affiliation Analysis

The results of the Scopus database through the process of filtering articles on marketing strategy research topics, there are a total of 221 countries of identified authors. The most significant contribution to research on the topic was the United States of America with 329 studies and the United Kingdom with 126 studies. Then the research in this topic was also carried out by countries in Asia, such as Malaysia with 7 1 research, India with 118 research, China with 87 research and Indonesia with 28 research.
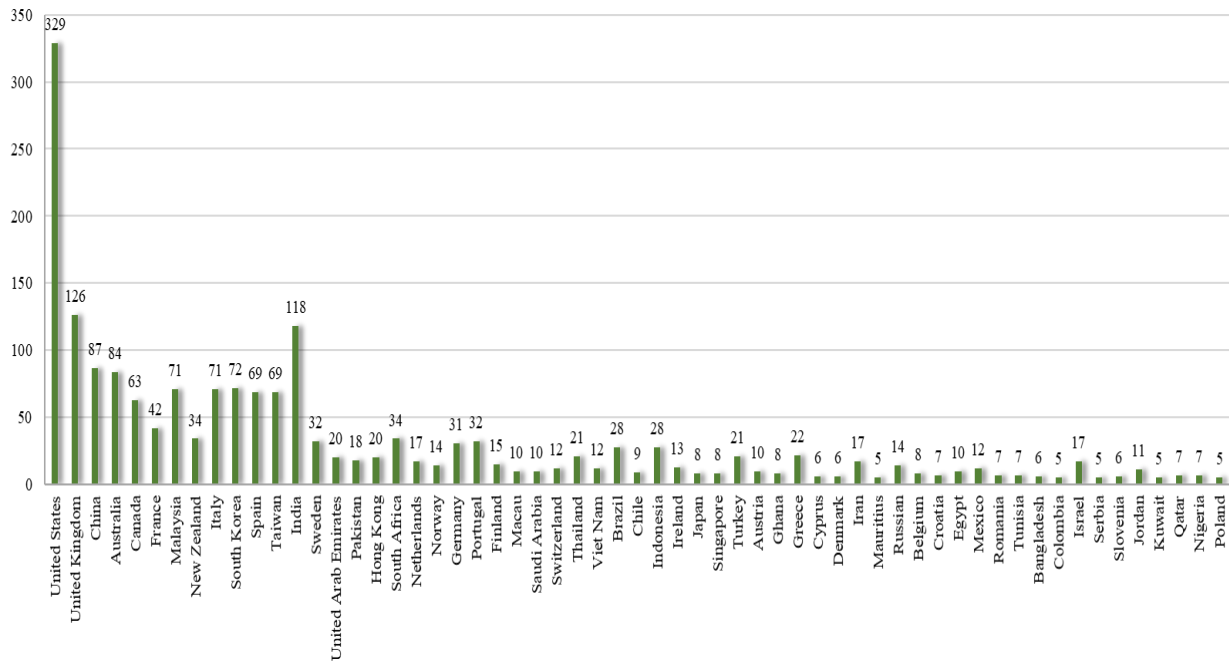
Figure 3. Number of marketing strategy Articles by Affiliate Country
Source: Data Processed by Author, 2022.

The above data can be stated that the United States and the United Kingdom, greatly influence the research on the topic of marketing strategy. This is supported by supporting data in the form of citations. The United States and the United Kingdom have the highest number of citations or citations compared to other countries that conducted the same research. United States with 326 citations, while United Kingdom with 126 citations.

Keyword Analysis

The results of mapping with keywords in articles using VOSviewer, a total of 251 keywords. Then the filtering process is carried out again with a minimum of seven occurrences in the database from Scopus that have been pre-filtered. The keyword results show 196 relevant keywords for further grouping.

The results of grouping using VOSviewer, obtained the most popular and most frequently appearing keywords are Purchase intention, marketing strategy, customer behavior, marketing strategy history, bussines to business marketing, customer engagement and market segmentation. In addition to describing the number of occurrences of each keyword, Table II analyzes the total link strength of emerging networks as well as keyword clusters.

Table 2.

Keyword Clusters with Occurrence and Total Link Strength

Cluster	Keyword	Occurances	Total Link Strength
1	Purchase Intention	34	47
	Advertising	16	44
	Wines	15	49
	Energing Market	23	50
2	Marketing Strategy	269	510
	Marketing	65	121
	Innovation	31	68
	Social media	39	56
	Trust	34	52
3	Customer Behavior	30	45
	Service quality	22	43
	Satisfaction	22	40
	Culture	17	35

	Conceptual	7	33
4	Marketing strategy history	27	29
	Brand Equity	14	28
	Pricing	12	28
	Competitive Strategy	12	23
	Digital Marketing	9	22
5	Relation Marketing	25	33
	Green marketing	18	32
	Retailing	12	32
	Developing Countries	13	31
6	Customer Engagement	11	26
	Performance	12	12
	Creativity	5	8
	Learning	5	7
7	Market segmentation	32	58
	Quality	6	10
	Marketing	65	121
	Consumers	7	15

Source: Data processed (2022)

Topic Cluster Analysis

This analysis refers to keywords that appeared before, and the results of groupings based on climbing and relationships to be able to visualize the network. The clusters of each topic are distinguished through the color of each *keyword* on the network. The results of the topic cluster with VOSviewer obtained four clusters with red (first cluster), green (second cluster), blue (third cluster), yellow (fourth cluster), purple (fifth cluster), orange (sixth cluster) and light blue (seventh cluster). The first cluster contains 4 keywords, the second cluster contains 5 keywords, the third cluster contains 5 keywords, the fourth cluster contains 5 keywords, the fifth cluster contains 4 keywords, the sixth cluster contains 4 keywords and the seventh cluster contains 4 *keywords.* The chassis cluster can be seen in Table 2 and in Figure 4 for visualization.
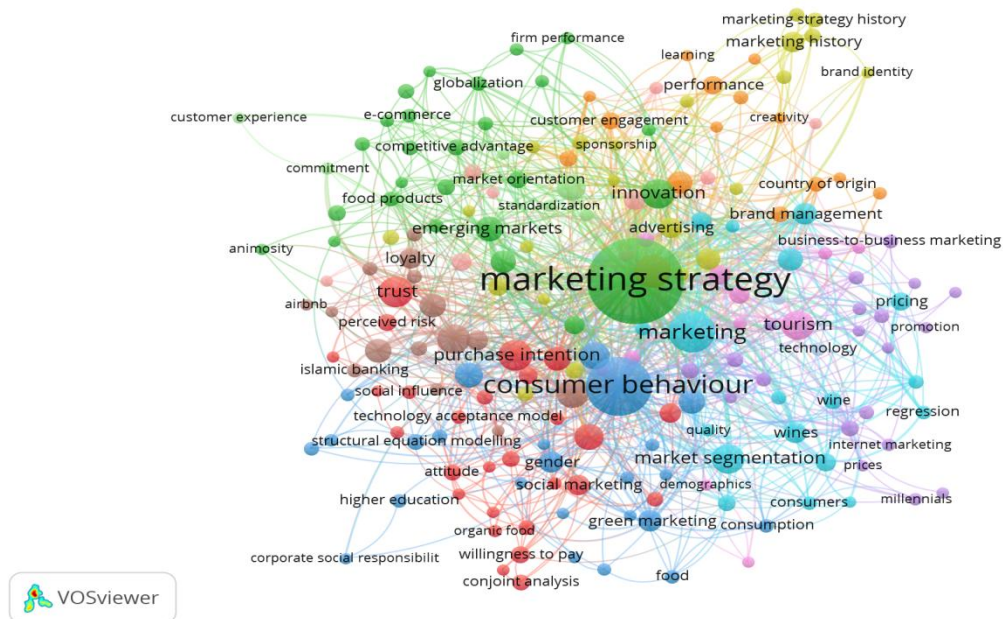

Figure 4. Visualization of Keyword Article Networks Related to *marketing strategy*
Source: Data processed by authors, 2022

The first cluster, illustrates that the use of marketing strategies is mostly carried out by business actors as or part of a strategic plan, in encouraging and developing the business that is being carried out [11], [12]. Buying interest is part of the behavioral component in the attitude of consuming. According to [13], buying interest is the stage of a respondent's tendency to act before a buying decision is actually implemented. Buying interest is obtained from a learning process and a thought process that forms a perception. This buying interest creates a motivation that is constantly recorded in his mind and becomes a very strong desire that in the end when a consumer has to meet his needs will actualize what is in his mind. [14] The hierarchical effect of buying interest is used to describe the sequence of processes in which beliefs emerge.

The second cluster, illustrates that marketing strategy can be used as an approach to achieve competitive advantage of a company [15]. [16] found that entrepreneurial orientation is a managerial attitude that increases exports when managers also make efforts in organizational learning and innovation. Another study by [17] found that organizational learning ability affects the innovative performance of small and medium-sized companies, but the influence of learning ability in the performance of large organization not significant. Although learning analysis has become an increasingly significant field of study in recent years, there is a dearth of studies investigating the role of organizational learning in the survival and growth of small businesses [18]. This study aims to fill this glaring gap by investigating marketing strategies, product innovations, and market orientation on small business growth. As such, the study offers anew insight into how companies leverage their learning abilities for business development and thus improve overall marketing performance.

The third cluster illustrates that research leads to *marketing* strategy as a strategy in facing competition or business competition, building supply chains, strengthening the foundation and business construction of a company [19], [20]. Consumer behavior or its actions that are directly involved in the acquisition, consumption, and completion of products or services, as well as any process that precedes and follows such actions [21], [22]. Consumer behavior is all activities, actions, and psychological processes that encourage these activities both at the time before buying, when buying, using and until spending the product or service which is then carried out the evaluation action [22], [23]. Based on the above understanding, it can be understood that consumer behavior is all the actions of consumers in getting the product they want, starting from before buying to evaluating the product used.

The fourth cluster, illustrates that in the application of Marketing is a creation and satisfaction of the demand for a product or service [24]. Marketing can also mean the science or art of exploring, creating, and delivering the satisfaction value needed by the target market to achieve a profit [25]. So, to motivate consumers and create benefits for sellers and inform that the goods or services offered have advantages or use value for buyers or consumers until purchasing these goods or services requires marketing knowledge. In digital marketing, it is also possible to exchange currencies but also create value in the product or service. Digital marketing also has several different terms but has the same meaning, namely with the terms online marketing, internet marketing, and web marketing [26]. Digital marketing that can increase sales has a function as a sales tool, as a customer service, as a communication tool, as a cost efficiency, as a developer tool [26].

The fifth cluster, illustrates that in the application of *marketing strategy* affects the B2B of the company, Business to business or B2B is a transaction that is carried out electronically or physically and occurs between one business entity to another. B2B is the sale of products or services provided by the business and intended for other businesses, not to customers. Business-to-business (B2B) e-commerce involves the sale of intercompany products and services. Characteristics of Business to Business according to [27] namely, Trading partners who already know each other and between them have established a relationship, which lasts quite a long time, Data exchange is carried out repeatedly and periodically with a data format that has been, mutually agreed upon, One of the actors does not have to wait for their other colleagues to send data and the commonly used model is peer to peer, Where processing intelligence can be distributed in both business people.

The sixth cluster, illustrates that in the application of marketing strategies to customer engagement, the benefits and understanding of the concept of customer engagement to companies, empirical research on the emergence of this concept is still very little, most of the previous research has been limited to conceptual relationships without empirical testing [28] . Specifically, the application of customer engagement strategies has been widely used by companies and there are researchers who research the concept and measurement of customer engagement in tourism and hospitality brands, with trust and loyalty as a consequence [29]. However, no researcher has yet applied customer engagement to mobile operator brands with consequences on customer satisfaction. This study aims to fill this gap through the application of customer engagement measurement by [29] to mobile operators with the context of online engagement by positioning satisfaction, trust and loyalty as consequences of customer engagement.

Cluster seven, illustrates that the application of marketing strategy to market segmentation, segmentation is to divide a market into groups of buyers with different desires, characteristics, or behaviors [4]. According to [30], market segmentation is the process of dividing the entire market for a particular product or a

particular product category into relatively homogeneous segments or into groups. There are four market divisions according to [31] namely Geography, Demographics, Psychographics and Behavior. Behavioral segmentation is dividing the market into groups based on knowledge, attitudes, usage, or consumer response to a product. Many marketers believe the best behavioral variables as the initial value for building market segmentation are Occasions, Benefits, User Status, User Rate, Buyer-Readiness Stage, Loyalty Status and Attitude.
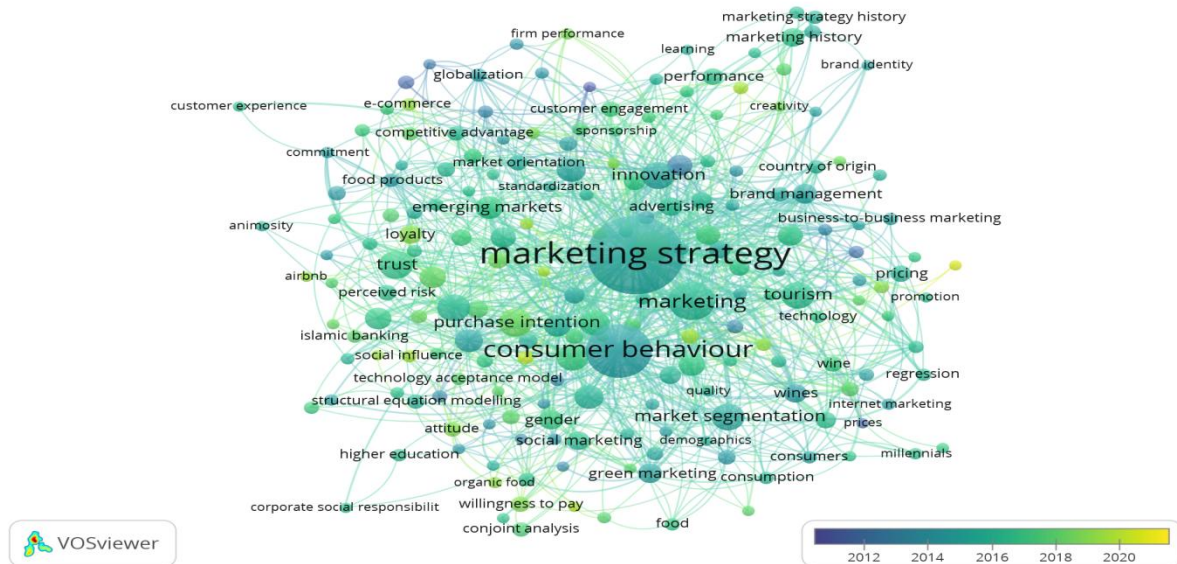

Figure 5. Overlay Network of Keyword Articles Related to *marketing strategy*
Source: Data processed by author, 2022

Figure 5 illustrates the beginning of research around marketing strategy to date. The color of the node in the keyword indicates the research period. When viewed in the picture above, many research topics around marketing strategy were carried out in the 2011-2021 period. Therefore,before 2011, research on this topic was still minimally carried out. So it can be stated that research on marketing strategy is quite often carried out at this time, regarding this fact, this research can help to deepen and develop research on the topic of marketing strategy.

The limitation in this study is that it only uses one database, namely Scopus. Then from the application for mapping used only the VOSviewer application. It is hoped that in the future research development can be carried out by comparing research databases more broadly outside Scopus, as well as by using applications for different bibliometric analyses.

V.   CONCLUSION

The bibliometric analysis carried out in this study, provides an overview and core innovations of articles on Scopus around the topic of marketing strategy research. The results showed that research trends and patterns on the Scopus database tended to fluctuate, the peak of research around this topic occurred in 2016-2018 with 396 research articles. The countries that contributed the most were the United States and the United Kingdom, and were strengthened by a very high number of citations.

The mapping results using VOSviewer result in four clusters. The clusters are divided by color patterns such as the first cluster contains 4 keywords, the second cluster contains 5 keywords, the third cluster contains 5 keywords, the fourth cluster contains 5 keywords, the fifth cluster contains 4 keywords, the sixth cluster contains 4   keywords and the seventh cluster contains 4 keywords.Topics regarding Purchase intention, customer behavior, marketing strategy history, business to business marketing, customer engagement and market segmentation, Mis the latest topic in the study of marketing strategy.

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