# Mapping Research Trend of Storynomics

**Audio Valentino**

[1]Entrepreneurship Department, BINUS Business School Undergraduate Program, Bina Nusantara University, Indonesia, Jakarta 11480
✉ audio.valentino@binus.ac.id

## ABSTRACT

Storynomics is the concept of storytelling in a way that surprises listeners and readers. Currently used for marketing through advertising and can be used in a wide range of contexts. This research conducted to analyzed Storynomics research through bibliometric approach. The data used in this study is based on SCOPUS database an VOSViewer to analyze the data. The results from advanced search of dcoument in SCOPUS database found there is only 8 documents related with storynomics from 2019 until 2021. This number of documents has increased in 2021 with total is 6 documents. The most type of publication document is article with 6 documents. The countries with the most document related to storynomics is Indonesia with 2 documents. Based on VOSViewer, the results of mapping research through Storynomics are related with use, part, and study.

**Keywords**: storynomics, mapping research, bibliometric

## INTRODUCTION

Indonesia's tourism sector during the Covid-19 pandemic experienced various challenges. Since 2020 the pandemic has resulted in the number of tourists both domestic and foreign experiencing a significant decrease [1]. This happened because during the Covid-19 Pandemic, policies were imposed such as the implementation of large-scale social restrictions (PSBB) in several regions and the closure of international access from various countries which then had an impact on the Indonesian tourism industry [2]. To overcome this, the Ministry of Tourism and Creative Economy of the Republic of Indonesia then initiated an approach called storynomics to increase Indonesia's tourism opportunities. Storynomics is to use the narrative behind each topic as DNA in the creative content designed [3]. Thus, this research was conducted to review related research on Storynomis. This is done to see the next research opportunities that open related to storynomics.

Storynomics tourism is an approach that prioritizes narrative, creative content, cultural life, and uses the power of culture as the DNA of tourist destinations. Storynomics tourism uses a narrative that can attract tourists, so they decide to visit the tourist location. The constructed narrative also applies several principles such as: (1) Have adequate information, based on the results of research or from written sources, as well as from unrecorded sources such as growing trust in society, public perception of

something, and technological information about objects. (2) The ability to reveal the truth through the information possessed. (3) Utilization of information to show the relationship between objects expressed by visitors. (4) Persuasive abilities that can arouse visitor interest through the communication media used. (5) Convey thoroughly all existing information in accordance with the actual circumstances [4].

The purpose of this study is to conduct the research trend related with Storynomics keywords. This research is based on publications in the Scopus database during 2019-2021. This was done to do an overview about reseach trends that realated with Storynomics. In addition, this research can also present data related to various research topics that have not receive enough attention about Storynomics.

## METHODOLOGY

This study used bibliometric methods. Bibliometric is a type of qualitative and quantitative evaluation [5]. These variables were measured using the following criteria: institutional, affiliation, productive author, subject area, source document, year of publication, number of copies by country, and paper citation [6]. Data collection is done by identifying keywords based on Scopus database. This is because Scopus is one of the centers of a comprehensive database related to citatons and abstracts of literature reviewed [7]. Data is collected based documents search within article title, abstract, and keywords. The documents search is storynomics AND *( LIMIT-TO ( PUBYEAR , 2021 ) OR LIMIT-TO ( PUBYEAR , 2020 ) OR LIMIT-TO ( PUBYEAR , 2019 ) )*. Based on Scopus database, 8 documents were found related to the research containing with Storynomics. The data restrictions are excluding 2022 as the time of publications. So, the data conducted in time range between 2019-2021. The documents than extradited in RIS format for proccessing with help of the VOSviewer software.

## RESULTS

The number of Storynomics publications from 2019-2021 shows an upward trend every year. In 2019 the number of publications was 1 document. Then it still 1 document in 2020. The documents increase in 2021 with 6 documents based on Scopus.
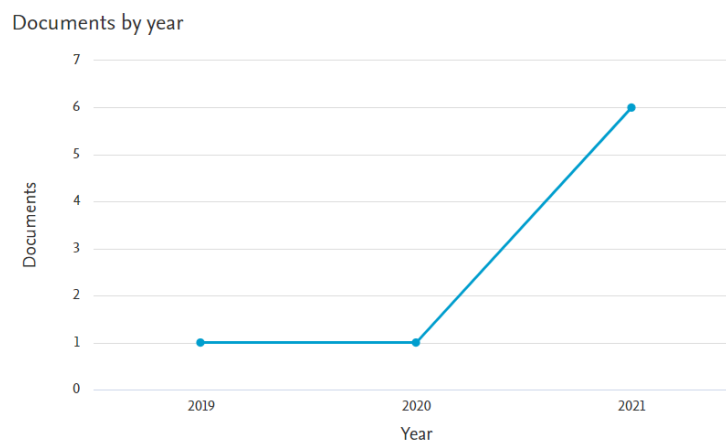


**Figure 1.** Graph of the storynomics research documents from 2019-2021.

(Source: Scopus, 2022)

Publication data with the keyword Storynomics in each year found 5 publications. Both publications have 1 document in the source. The first source is Journal of Creative Communications with 1 document. The second is Journal of Strategic Marketing with 1 document. The third is Lecture Notes In Computer Science Including Subseries Lecture Notes in Artificial Intelligence And Lecture Notes In Bioinformatics with 1 document. The others is Leisure Sciences with 1 document and Marketing Education Review with 1 document.
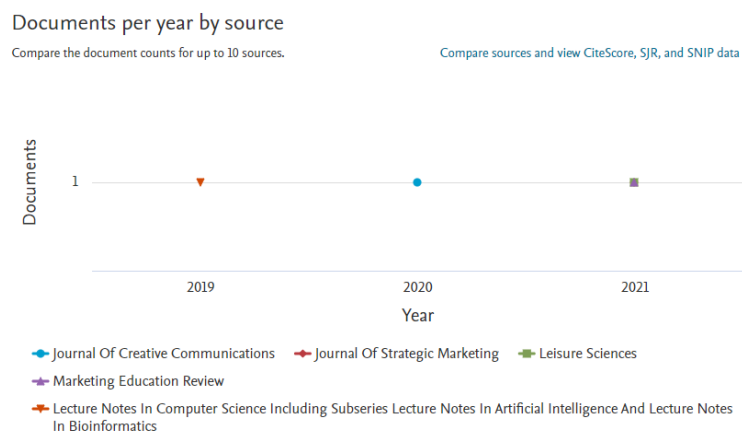


**Figure 2.** Graph of the storynomics research documents per year
by source from 2019-2021.
(Source: Scopus, 2022)

Based on the analysis of SCOPUS data, there is a percentage of document sources. The data shows that the most documents are article with 6 documents (75.0%), book with 1 document (12.5%), and conference paper with 1 document (12.5%).
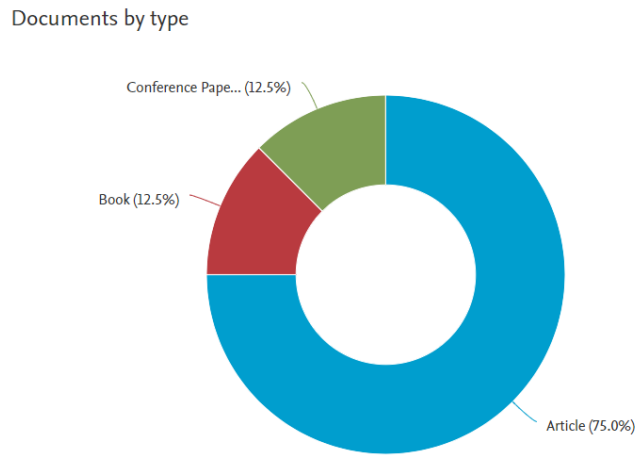
Documents by type



**Figure 3.** Graph of the storynomics research documents
by type of the documents from 2019-2021.
(Source: Scopus, 2022)

The regions or countries with Storynomics researchs that are in the top 10 list are the Indonesia with 2 documents, United States with 2 documents, Italy with 1 document, Netherlands with 1 document, South Africa with 1 document, South Korea with 1 document, Spain with 1 document, and United Kingdom with 1 document.
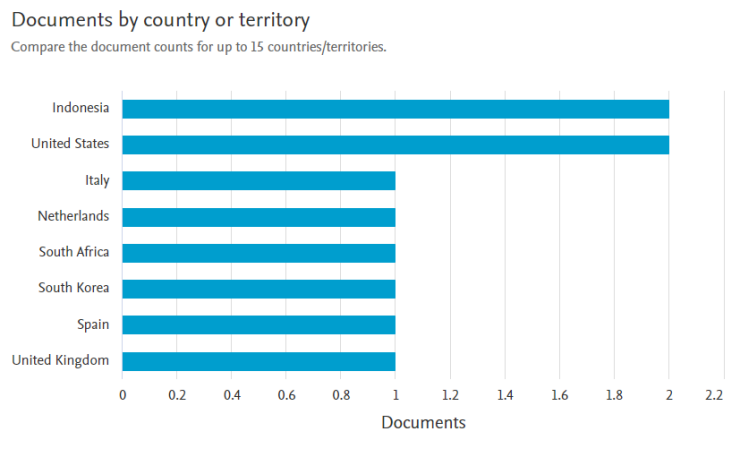


**Figure 4.** Graph of the storynomics research documents
by country from 2019-2021.
(Source: Scopus, 2022)

There are top 10 affiliates of the data related to the Storynomics publication. The affiliates are The Ministry of Environment and Forestry with 1 document. Yeunam University with 1 document. Stellenbosch University with 1 document. University of Winchester with 1 document. SUNY Empire State College with 1 document. Universidad Rey Juan Carlos with 1 document. Trinity University with 1 document. Universita

Cattolica del Sacro Cuore with 1 document. Regent University with 1 document. Bina Nusantara University with 1 document.
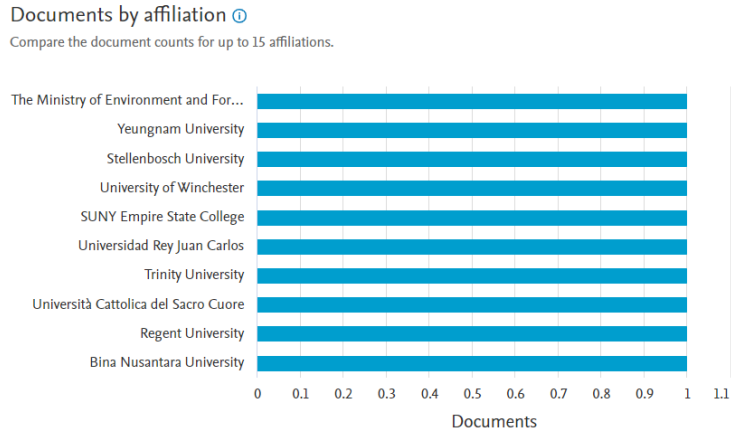


**Figure 5.** Graph of the storynomics research documents
by affiliation from 2019-2021.
(Source: Scopus, 2022)

Based on the analysis of SCOPUS data from 2019-2021, 3 documents with the highest number of citations were found. "Apple's Tale: The Engagement and Sense Making of Apple's Story-Based Advertisements" with 6 citations. This document published in 2020 on Journal of Creative Communications 15(3), pp. 255-268 [8]. The second document is "The role of plot in brand story construction: a neurophysiological perspective" with 2 citations. This document published in 2021 on Journal of Strategic Marketing [9]. The third document is "Creativity As A Reflective Learning Exercise: Informing Strategic Marketing Decisions Through Digital Storytelling" with 2 citations. This document published on Marketing Ecuation Review 31(2), pp. 138-146 [10].

In order to be able to overview research trends related to Storynomics, VOSviewer software assistance is used. The data visualization results found 2 related clusters based on the title and abstract. A green cluster consisting of use. The second cluster is the red cluster. The red cluster consists of study and related with "part".
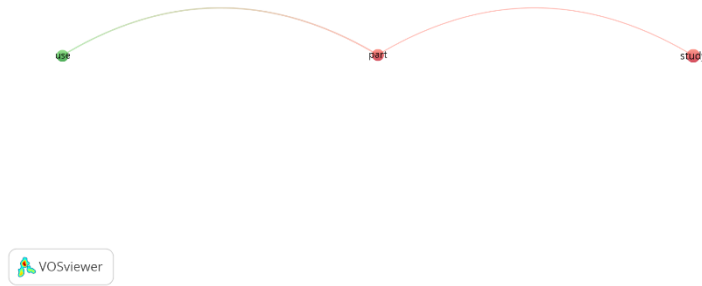
**Figure 6.** Graph of the storynomics research documents network visualization
(Source: Vos viewer, 2022)

Based on VOSViewer map based on bibliographic data found 4 authors with documents related to Storynomics. There is Myers, M.E., Giles, D.C., Stever, G.S., and Cohen, J.D.
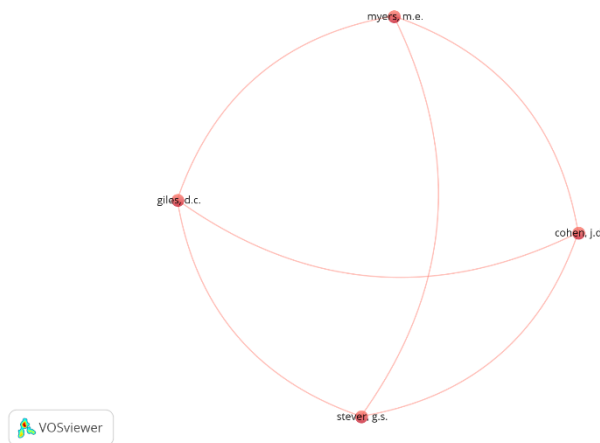


**Figure 7.** Graph of the storynomics research documents
based on authors network visualization
(Source: Vos viewer, 2022)

## CONCLUSION

Based on the data related to Storynomics sourced from SCOPUS database around 2019-2021 found a few results. The first result is that a document related to Storynomics shows an increasing trend, especially starting from 2019 to 2021. In 2019 theres only 1 document found and then continued increased to 6 documents in 2021. The dominant type of document is article with 6 documents. The source of documents is in the publication of Journal of Creative Communications, Journal of Strategic Marketing, Lecture Notes In Computer Science Including Subseries Lecture Notes in Artificial

Intelligence And Lecture Notes In Bioinformatics, Leisure Sciences, and Marketing Education Review. Both of publications have 1 document. The country with the most documents is Indonesia with 2 documents. The affiliate with the dominating number is The Ministry of Environment and Forestry. The document with the most citations was "Apple's Tale: The Engagement and Sense Making of Apple's Story-Based Advertisements" with 6 citations. Research trends related to Storynomics found there are 2 clusters which is green clusters consisting of "use" and red cluster consisting of "study" and related with "part". Based on VOSViewer map based on bibliographic data found 4 authors with documents related to Storynomics. There is Myers, M.E., Giles, D.C., Stever, G.S., and Cohen, J.D.

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