

Bibliometric Analysis of Educative Communication Habituation: An Efforts in Shaping the Morals of Learners in Indonesia

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Abstract: This research was conducted in March 2024 through a search of the Google Scholar database with the title Educational Communication. Specifically, the maximum number of results was 500 articles as a sample, and the publication range was the last 10 years, starting from 2014-2024. Metadata retrieval using the Publish or Perish (PoP) application version 8.12 was then analyzed descriptively based on the year of publication, publication source, researcher productivity, and journal rank. To get an accurate map of research development, PoP data is exported to the PoPCites format, which will then be mapped simply using Excel and Result as RIS. PoPCites data is mapped by researchers, who are entered into the previously created table, and RIS data is analyzed using the VOSViewer (VV) application version 1.6.20. The results showed that the publication of research results on educational communication from 2014-2024 experienced fluctuations, and the largest source of publication was through e-journals, with as many as 406 articles. While the researchers published their research results 4 people, namely Rr. Tutik Sri Hariyati (4 articles), Ratih Kurniasari (15 articles), Hadi Pratomo (4 articles), and Heni Pujiastuti (6 articles). The VV visualization application shows that the development map of educational communication research consists of 5 clusters. Cluster 1 (5 items), cluster 3 (3 item), cluster 3 (2 items), cluster 4 (2 items), and cluster 5 (2 items) with the most research including literature review, Indonesian systematic literature review, and systematic review.

Keywords: bibliometrics, communication, education, learners

Introduction

Education has an undeniable role in building the character and morality of students. In this context, educational communication is the main foundation that facilitates this process. Several studies have highlighted how important effective communication between educators and students is in influencing moral and moral development (Doyle & Tanner, 2017; Graham et al., 2019; Teevan & Roberson, 2018; Wren-Lewis et al., 2020). In every interaction, both inside and outside the classroom, communication not only functions as a tool to transfer knowledge but also as a means to build supportive relationships, enrich learning, and strengthen desired values. Quality educational communication not only shapes students' thinking patterns and attitudes toward lessons but also becomes a role model that influences their behavioral patterns and morals.

Apart from educational communication, the concept of habituation also has a significant role in forming the character and morality of students. Habituation is the process of adapting to certain stimuli through repeated exposure, which is relevant to forming sustainable habits and behaviors (Kuo, 2016). In the educational context, educational communication is an important tool in building good habits and instilling expected values in students (Hayes et al., 2021; Ueno & Chen, 2019). With a consistent and constructive communication approach, educators are able to create a learning environment that supports positive character development in students (Allen et al., 2018; Pramling & Pramling Samuelsson, 2019).

However, with rapid technological advances and social dynamics, the challenges of forming students' morals are increasingly complex. The influence of social

media, changes in cultural values, and other social dynamics are factors that influence this process (Brown, 2019; Cavanaugh et al., 2020; Jalaluddin et al., 2018; Wahyuningsih & Sumarsono, 2021).

In the Indonesian context, this dynamic also shows its own characteristics that require a special approach to forming students' morals (Jalaluddin et al., 2018; Wahyuningsih & Sumarsono, 2021). A bibliometric analysis of habituation and educational communication becomes relevant to provide a deeper understanding of research trends, the most discussed topics, and the contribution of researchers in the context of the formation of students' morals in Indonesia (Gonzalez & Liu, 2019; Yang et al., 2020). Therefore, it is hoped that this research will provide useful insights for educational practitioners and researchers to increase the effectiveness of educational communication in shaping the character of students in Indonesia.

Various efforts have been made to build students' morals. Several studies have been carried out with relevant bibliometric analysis, as follows: firstly, Sanusi N. dkk (2023) *Bibliometric Analysis: Communication Skills Research in Higher Education*. This research shows that the number of publications related to communication skills in higher education increased every year from 2019 to 2021. The American country is the most influential in this field. The largest number of documents were at institutions or universities ("Nagasaki University") in the journal "*Academic Notes Series Pedagogical Science*", (Baird & Parayitam, 2019). Secondly, Ishmuradova, A. M., dkk (2023) A bibliometric overview of science communication research in STEM education, research results state that the number of articles increased between 2019 and 2022 regarding communication keywords; in this case, the United States and the United Kingdom have the most publications.

Thirdly, Majied, A. A. (2023), *Bibliometric Analysis of Research Developments, is in the Study of Noble Morals in Dimensions*. This research shows that the study of noble morals has attracted the attention of communities in the country. Indonesia is one of the countries that has contributed a lot to the development of research related to the study of noble morals. The most productive source of publications in a journal is "Basicedu." Apart from that, there is also the journal "Edukatif: Journal of Educational Sciences." Fourthly, Ozcinar M. (2021), *A Bibliometric Analysis of Communication Education Research (1990–2020)*. This bibliometric analysis was conducted on articles and conference papers published in the field of educational communication between 1990 and 2020, indexed by Web of Science. The findings of this study indicate that the majority of research in educational communication was conducted in the United States and European countries, with the majority of educational communication research focused on health education. Fifthly, Haniyah, D., & Soebagyo, J. (2021), *Bibliometric Analysis of Mathematical Communication Skills Based on Gender*

Literature Review

Bibliometric Analysis

Bibliometric analysis is a method of tracking publications that have developed from the past to the present using master data such as scopus, web of science, copernicus, dimension, and others (Selvaduray et al., 2023). Not only searches, but the development of publications from a particular field is displayed using tools such as VOSViewer with analysis including authors, number of citations, and research keywords (Siyavuş & Aydın, 2022).

The benefits of using bibliometric analysis itself are very useful for the

Differences based on VOSViewer. This research concludes that 34 keywords were found, which were divided into nine clusters. In an authorship network of 1676 authors with a minimum of 3 published documents, 33 authors meet the minimum authorship network threshold. The most publications occurred in 2020, with 306 in Google Scholar. Sixthly, Arwan, dkk (2020): *Overview of educational communication research trends using bibliometric analysis*. The results of this research show that there were trending topics with the highest citations of 58 in 2020, while keywords related to education were 190 items and communication was 73 items.

Based on a review of previous research, there has not been much research related to the focus of educational communication, especially since the existing research is dominated by countries in America and Europe. So researchers see that there is still a lot of room for this topic, including bibliometric analysis regarding the habituation of educational communication in shaping students' morals, especially in Indonesia.

development of a particular field so that it can solve current problems that did not exist before. Another advantage of this method is that it provides detailed recommendations ranging from the smallest level to the country scale (Alsadi et al., 2023; Sonkor & Soto, 2024).

Educational Communication

In the realm of education, communication is very important, especially in carrying out the learning process. It is a means of delivering educational messages between education and learners, which, when traced, trace its history from ancient Greek and Roman times to today (Morreale

et al., 2014). The development of educational communication has grown over time, and several kinds of educational communication include social communication, persuasive communication, and online communication (Abraham et al., 2007; Gutiérrez-Santiuste & Gallego-Arrufat, 2017; Terblanché, 2015). In addition, educational communication is divided into one-way, two-way, and many-way communication, as can be seen in the following illustration:



Picture 1: Educational Communication in terms of Quantity, namely One Way, Two Directions, and Many Directions (Kandiri & Mahmudi, 2020)

The implementation of educational communication takes place both in the learning process and outside of learning, including steps, namely the willingness of educators to initiate communication with students, provide time for education to interact with students, allow students to express opinions, the existence of attention between educators and students, accompany students from beginning to end, provide responses, provide support, motivation, warmth, enthusiasm, appreciate and sit with students (Rosadi, 2021).

Learner Morals

Learners as subjects and also objects of education, especially in Indonesia, do not escape their attitudes being in the spotlight and even become one of the many assessments, namely self-research. Some of the morals of students in the learning process include morals towards themselves,

morals to the Creator (Allah), morals to the Messenger, social morals, morals in the home environment, and morals in using social media (Huda, 2023).

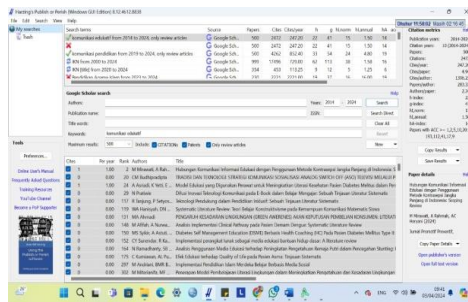
Educational communication applied in the learning process helps in the formation of students' morals al-karimah, this is the result of research by Yosi, et al (2022) that the teacher's educational interaction has an influence of 98% on the student's personality based on the results of quantitative descriptive tests as clear evidence that the role of communication that implies educational messages will be very useful for the morals of students as provisions in the future

Research Method

This research used a bibliometric method through a metadata mapping model of scientific journals with the subject of educational communication studies from the Google Scholar site. This bibliometric method is one of the information research studies in the field of library science that is simple and affordable in terms of research funding.

Bibliometric analysis is carried out by collecting scientific publication data such as the number of authors, articles, and citations. The analysis uses bibliographic and citation data to map research that has been carried out in a field. This method also focuses on quantifying and measuring the influence of a study (Kurdi & Kurdi, 2021). Practically, the bibliometric method is a statistical analysis of scientific texts by collecting journal data, identifying study keywords, and analyzing study development trends (Huang et al., 2019). Besides that, bibliometric analysis also has several procedures in practice, such as determining objectives and scope, technical selection, data collection, processing bibliometric analysis, and describing the findings (Donthu et al., 2021).

The use of the Google Scholar database in this research utilizes the Publish or Perish (PoP) application version 8.12 because its features can map journal categories and provide easy access for free. Data collection was carried out in March 2024 by entering the keyword "educational communication" in the 2014–2024 time period shown in the image below:



Picture 2: Result of metada research PoP Version 8.12

Based on search results, there were 500 published article titles. The data contained articles about educational communication, authors, author origins, productivity, and publishers, which were analyzed using Microsoft Excel 2021. Meanwhile, the development map of school educational communication publications was analyzed using the VOSviewer application version 1.6.20 because this application is able to map research clusters and is free to access.

Finding and Discussion

Number of Research

Based on search results on the Google Scholar database, it appears that the development of educational communication habituation research in the last 10 years, namely 2014–2024, has experienced fluctuating conditions. The highest development of educational communication habituation research occurred in 2023 with

147 published studies; the lowest was in 2014 with only 2 studies; and it decreased again in 2024 with only 33 studies. This can be clearly illustrated in Table 1.

Table 1: Number of Publications on Developments in Educational Communication Habituation Research by Year.

Year of Publication	Total
2014	2
2015	3
2016	3
2017	3
2018	9
2019	12
2020	70
2021	92
2022	126
2023	147
2024	33
Total	500

Source: Self-processing of data

Based on the table above, it appears that the research trend regarding educational communication habituation from 2014 to 2019 experienced fluctuations. This is due to several factors, including language skills, attitudes, and perceptions between the sender and the recipient of the message, which are different, the level of knowledge possessed by the sender of the message and the recipient of the message, as well as socio-cultural background. (Latief et al., 2018). Communication's role in life cannot be avoided because interaction through conversation between one individual and another can create harmonious relationships, get to know each other, and serve as a means of self-promotion. (Salsabila et al., 2023).

In the educational context, educational communication has enormous benefits for developing students' abilities

and potential. Conversations between educators that are warm and educationally content provide an attraction for students so that harmonious relationships can be established not only within the school environment but after becoming alumni. (Muchith, 2015).

To create the educational communication that arises, several strategies are needed, including knowledge, growth, perception, roles and relationships, emotions, and the environment. (Chandra et al., 2023).

Main source in National Publications on Educational Communication Topics

Based on the selection of 500 research articles obtained from searches through the Google Scholar database, 4 publication sources frequently appear, such as e-proceedings, e-journals, ebooks, and repositories. Table 2 indicates the sources of publications regarding educational communication along with their distribution and quantity, including e-proceedings with 25 research articles, e-journals with 406 research articles, 1 ebook, and a repository with 68 research articles.

Tabel 2: 4 Publication Sources that Often Appear with the Keywords Educational Communication

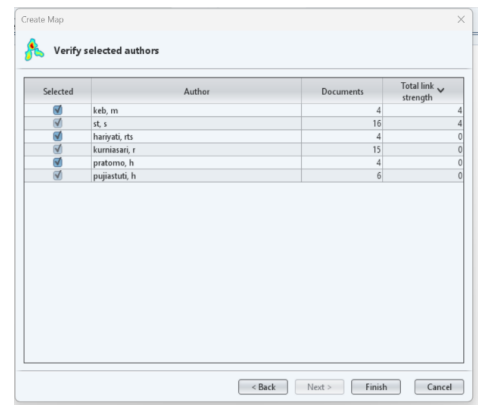
No	Publication Source	Number
1	E-Prosiding	25
2	E-Journal	406
3	Ebook	1
4	Repository	68
Total		500

Based on the four sources of publication, the most frequently found is through electronic journals. This is due to the advantages of e-journals themselves, namely saving in terms of space, time, ease

of access, simplicity, ease, and affordability (Jamaluddin, 2015; Rusdiana, 2019).

Productive Researchers Produce Articles on Educational Communication Topics

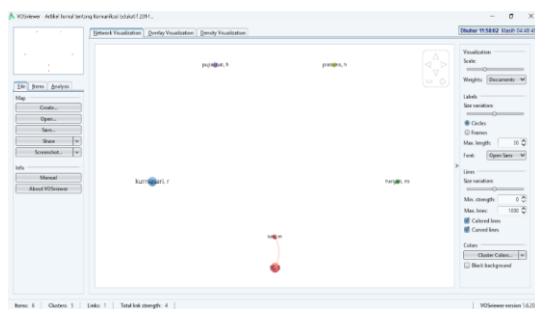
Mapping the development of educational communication habituation research using VOSViewer version 1.6.20. In selecting the type of data, researchers used a map based on bibliographic data. After that, the data source used the read data from the reference manager files option with supported file types (RIS). The next step was to continue with the counting method by selecting full counting with a maximum number of authors per document of 25 and a minimum number of documents by an author of 4. The result was that out of 928 researchers, 6 met the criteria as shown in Picture 3.



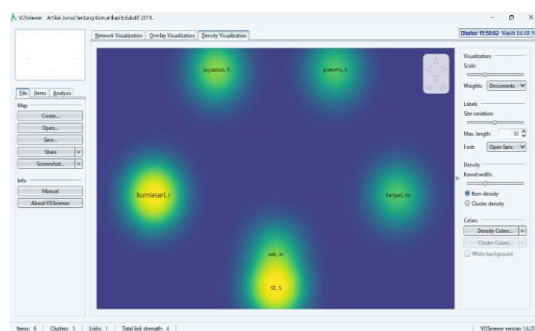
Picture 3: The most productive researcher on the topic of educational communication

Based on the 928 researchers selected, six researchers published the most research on educational communication. However, after looking closely at the six selected researchers, two were not researchers but rather the title of the researcher, so based on these findings, the researcher evaluated them not to be categorized as productive researchers. Therefore, there are only four most productive researchers who frequently publish their studies on educational communication topics from 2014 to 2024.

The four researchers are Rr. Tutik Sri Hariyati, an academic from the Faculty of Nursing, University of Indonesia, with 4 articles; Ratih Kurniasari, an academic from the Faculty of Health Sciences, University of Indonesia, with 15 articles; Hadi Pratomo is also the same as the previous two, namely an academic from the Department of Health and Behavioral Sciences, Faculty of Public Health, University of Indonesia, with 4 articles, and Heni Pujiastuti, who comes from the Mathematics Education Study Program, Sultan Ageng Tirtayasa University, with 6 articles.



Picture 4: Correlation of the most productive researchers with the topic of educational communication



Picture 5: Correlation of the most productive researchers with the topic of educational communication in Density mode

Development Map of Educational Communication Research

Mapping the development of educational communication research used VOSviewer 1.6.20. In selecting the type of

data, researchers used the create a map-based text data feature. After that, in the data source used the read data from reference manager files option with supported file types RIS. The next step was to continue with the counting method using Binary Counting with a minimum number of occurrences of term of 8 and the number of terms to be selected of 14.



Picture 6: Results of Mapping Educational Communication Topics using Network Visualization display mode

From picture 6, it is known that there were 14 items divided into 5 clusters. Cluster 1 had five items consisting of a systematic literature review and a systematic review. Cluster 2 consists of 3 items, including KI, literature review, and media. Cluster 3, with 2 items, includes a literature review. As for cluster 4, there were 2 items, namely review and also. Meanwhile, cluster 5 consists of 2 items, namely process and literature review.

In addition, based on the mapping results, educational communication topics are connected to 40 research links and 123 strongest links in 5 clusters. Some of the strongest links marked with large circles include literature reviews, Indonesia, systematic literature reviews, and systematic reviews. Meanwhile, the related links are not so strong in the 5 clusters marked with small circles, namely process, literature review, and review, with, besides, kie, media, literature review, and giving. These small dots still do not have many research results

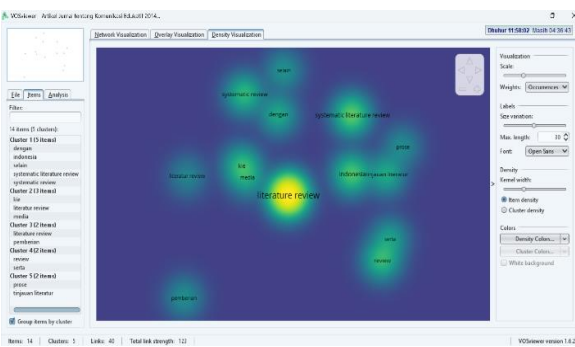
and do not have the opportunity to carry out renewable research.

for other renewable research on the topics mentioned.



Picture 7: Results of Educational Communication Topic Mapping with display mode Overlay Visualization

The latest research that is most closely related to the topic of educational communication is in 2022. This research is related to Indonesia, systematic literature reviews, literature reviews, and so on.



Picture 8: Results of Educational Communication Topic Mapping with Density Visualization display mode

The density display mode above showed that most research is related to educational communication topics, namely literature reviews. The brighter the color, the more research has been produced. The research topics that are still very little discussed and published include process, Indonesia, literature review as well as, review, giving, literature review, kie, media, systematic review, besides, and with. Therefore, there are still open opportunities

Conclusion

Based on the results of the research, it could be concluded that the number of studies on educational communication topics from 2014 to 2024 has experienced fluctuations. This was caused by many factors, such as age, knowledge, cultural background, and so on. The most publications will occur in 2023, namely 147 articles. Then, the researchers who published the most about educational communication were four researchers, including Rr. Tutik Sri Hariyati, Ratih Kurniasari, Hadi Pratomo, and Heni Pujiastuti. Three researchers have the same affiliation, namely, they come from the University of Indonesia campus with different fields of expertise, and one researcher comes from Sultan Ageng Tirtayasa University.

The most research related to the topic of educational communication is literature reviews, Indonesia, systematic literature reviews, and systematic reviews marked with a bright yellow color; the brighter the color, the more research there is related to the topic. There is still relatively little research, including process, Indonesia, literature review, as well as review, giving, literature review, kie, media, and systematic review, apart from being marked with an off-color.

At first glance, there is no difference between this research and existing ones; however, in the study of educational communication in shaping students' morals, there are still not many of them, and this is an opportunity. Therefore, this opportunity is filled by researchers through the results of this research study. Therefore, this research concludes that the latest research that is of interest to researchers on the topic of educational communication is related to

process, Indonesia, literature review, as well as review, giving, literature review, kie, media, systematic review, besides, and with.

Meanwhile, the limitations of this research are the use of keywords that are not precise, specific, and detailed, as evidenced by the presence of errors in the authors of two researchers, the amount of data that is not fully representative, and international publications that have not been described. With these limitations, it becomes an opportunity for future researchers to develop it more deeply and broadly.

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