

Political Communication in Social Media: A Bibliometrics Analysis

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Abstract

This study aims to explain the development of research on political communication in social media indexed by Scopus from 2013 to 2023. The scoping review method is employed in this investigation. The main finding of this study is that there has been little growth in the number of publications for research on political communication on social media over the past ten years that Scopus has indexed. This has an inverse relationship with the importance of social media in politics today. Additionally, all nations that contribute the most to the publication of research on this subject hold elections as part of their democratic systems. Further, politics, communication, campaigns, and social media are four crucial topic components for studying political communication in social media. Likewise, in terms of narratives, political communication by political actors in the social media aims to launch the dissemination of information to the public to increase electoral engagement. Then, Facebook has become the most used social media lately in political communication by politicians and political parties in a democratic country. Although this social media is not so popular among young people, it is still loved by many elderly voters who are new to the internet.

Keywords: political communication, social media, a bibliometrics analysis, Scopus

1. Introduction

Political campaigns' communication strategies increasingly rely on social media, which reflects information on the policy preferences and opinions of political actors and their constituents. Furthermore, the communications' informational substance provides an in-depth understanding of political concerns and how they are expressed during elections. The use of social media is widespread and well-liked (Nulty et al., 2016). The majority of political communication professionals (55%), who use platforms like Facebook and Twitter every day, use social media (Moreno et al., 2015). Therefore, it is unsurprising that social media has replaced face-to-face contact as an essential tool for global communication practitioners (Zerfass et al., 2016).

Political actors have increasingly used social media in their daily work and rate it increasingly relevant. In an annual survey, Zerfass et al., (2016) noticed that "only a small percentage of communication professionals rated social media [as] important between 2007 and 2011. This has changed." In 2016, three out of four respondents (76.2%) deemed social media necessary for the instrument, and 88.9% stated that the device would be required for stakeholders in 2019". Political actors use social media as the primary facility for participating in elections. Social media is used by election participants, namely personal candidates and political party institutions, to communicate with voters. This is done because it is considered adequate to reach a wider audience. Moreover, political communication on social media by-election participants is also an effort to expand popularity and increase electability (Alperin et al., 2018; Bayraktutan et al., 2014; Massner et al., 2020).

The growth of the Internet has significantly altered how people communicate and gather information. New methods "to create instant one-way and two-way communication between individuals, communities, and corporations" are made available by social media in particular. Additionally, social media helps many actors "find a voice." As a result, social media is utilized for promotional purposes by several actors, including political ones, in various circumstances (Davis, 2013). A new paradigm in political communication research has emerged due to technological advancements in recent

years (Allcott & Gentzkow, 2017). As a result, a critical component of the information flow between politicians and citizens has steadily moved online. Additionally, some studies indicate that using particular online technologies can support several democratic principles, including political efficacy (Moeller et al., 2013) and political involvement (Gil de Zúñiga et al., 2012). According to Bagić Babac & Podobnik (2018), social media gives politicians a chance to better represent the views of the people they represent by allowing them to engage constituents in a two-way and symmetrical conversation. Even politicians have been known to use social media to communicate their core political beliefs. As a result, social networks have taken on a crucial role in political communication and campaigns, altering how people interact, share information, and form opinions and attitudes (Dimitrova & Matthes, 2018).

Based on some of these explanations, the contribution of this research focuses on explaining the development of research related to the theme of political communication in social media. This is important because it will explore this theme's theoretical and practical aspects. Moreover, this research will also strengthen the study of digital politics in political communication, especially in social media. Therefore, this study aims to explain the development of research on political communication in social media indexed by Scopus from 2013 to 2023.

2. Theoretical Framework of Political Communication in Social Media

Political players, particularly politicians, the media, and the public, exchange information in an interactive political communication process (McLeod et al., 2009; McNair, 2017). Political communication is the application of various communication strategies by multiple players (politicians, the media, and citizens) that seek to sway others through instrumentalization or conversation. It encompasses the creation, dissemination, and reception of communications that may have an immediate or long-term impact on politics (Graber & Smith, 2005). The message must have a profound political impact on how people think, feel, and act as individuals, groups, institutions, societies as a whole, and the environments in which they live (Gurevitch et al., 2009).

Technological advancements are one of the reasons explaining how political communication is continually changing. Many academics have considered and researched the spread of new communication technologies and their effects on politics, preferring an instrumental or dialogical approach (Gainous et al., 2018). Some have considered digital political communication democratizing information, creating civil deliberation, and mobilizing citizens (Spierings et al., 2019). The equalization theory, as it is more commonly known, considers the Internet to be "a positive democratizing entity that helps reduce the barriers that favour particular groups and individuals in the electorate (Gainous & Wagner, 2014; Zebib, 2022). Conversely, academics who believe new technology will have little to no impact on political institutions' existing structure and power embrace the instrumental approach, sometimes known as the normalization theory (Bimber & Davis, 2003). This concept contends that political actors have more influence due to new communication technology. For instance, social media is only seen as the latest instrument available to political politicians regarding electoral campaigns (Jungherr, 2016). Politicians believe that social networks have enormous potential for guiding and regulating how citizens receive information online, which could polarize political attitudes (Bagić Babac & Podobnik, 2018).

Social media, particularly the Internet, have recently been hailed as viable remedies for the widening divide between citizens and representatives in politics and academia. Political blogs, social media, and other e-participation techniques now provide more options for direct communication. ICTs help to resolve challenges with ineffective communication and geographic distance Allcott & Gentzkow, (2017), and enable direct connection between individuals and legislators without the need for intermediaries like political parties and the media (Lewis & Nichols, 2014; Zeffass et al., 2016). Social media and ICTs also open new avenues for interactive communication between politicians and the general public. Scholars have forecast the creation of new kinds of representative democracy and political representation focused on ongoing communication between representatives and citizens, building on these primarily technological and procedural promises of contemporary political communication and engagement forms (Engesser et al., 2017; Stieglitz & Dang-Xuan, 2013; Zhuravskaya et al., 2020).

3. Research Methods

3.1 Obtaining Bibliometric Data

The scoping review method is employed in this investigation. A scoping review is a thorough and open process for locating and examining all pertinent literature associated with the research question. A scoping review aims to map the body of research on a subject. While systematic reviews strive to assemble empirical data from a relatively small number of studies related to the emphasis of the research question, scoping reviews aim to offer an overview of a potentially vast and diverse body of literature relevant to a broad issue (Pham et al., 2014). Sources of data in this study came from articles in the Scopus database. Scopus database is used because it is the most prominent index place in the world, is recognized, and has an excellent academic reputation (Thelwall, 2018). Then, this study uses criteria for documents used in the Scopus database. First, peer-reviewed articles published in scientific journals were included. After all, they are considered "certified knowledge" because other researchers have critically reviewed and approved

them. Second, articles indexed by Scopus from January 2013 to June 2023. Third, the articles used were in English because the software used for algorithm-based data analysis is in natural English. Documents were obtained using these parameters (table 1) in the Scopus database 24 papers. Documents were obtained using digital object identifiers (DOI) and bibliographic reference names. Table 1 shows the methodology for searching bibliometric references.

Table 1. Methodology for searching bibliometric references

Search term	“Political communication in social media”
Search field	Article title
Query string	TITLE (political AND communication AND in AND social AND media) AND PUBYEAR > 2012 AND (LIMIT-TO (SUBJAREA , "SOCI")) AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (LANGUAGE , "English")) AND (LIMIT-TO (SRCTYPE , "j"))
Period time	2013-2023
Document type	Journal article
Language	England
Search date	20 June 2023

3.2 Bibliometric Analysis

This research uses bibliometric analysis. Bibliometric analyses have frequently examined numerous research topics' development, expansion, and academic importance (Geaney et al., 2015). Bibliometrics analyzes empirical data from the published literature to investigate publication patterns within a discipline. As a result, researchers can examine the body of literature on their topic and identify essential themes using bibliometrics (Vogel & Güttel, 2013). In a wide range of subjects, the performance of publications has been assessed using bibliometric studies, which employ publication records to gauge the status and development of a particular topic (Gan & Wang, 2014).

3.3 Visualization of the Results

This research uses Nvivo 12 plus and Vosviewers software to analyze and visualize data. NVIVO 12 plus software in scientific research aims to streamline data analysis which is then displayed as attractive images. So that it can be interpreted easily by the author and read interestingly by the reader (Edhlund & McDougall, 2018). NVIVO 12 Plus helps analyze data records, search, code, and interpret them. NVivo also provides fast and accurate access to data records. Usually, qualitative researchers extract ideas and connect them with data to express their understanding of a particular research question. NVIVO 12 Plus helps researchers to connect-DataBites, DocLinks, and NodeLinks. DataBites are links created on selected text in a document. Researchers select text and easily link the text to photos, documents, etc. DocLinks and NodeLinks can be placed inside a document, anywhere in the text, or on a node. A DocLink can take researchers to an existing or new project document. A NodeLink can take the researcher to the text code of a current node or a textual section (Azeem et al., 2012; Tiwari & Kaurav, 2022).

Then, bibliometric mapping studies have been carried out in numerous study disciplines using Vosviewer. A large amount of data is compressed into a single graphical figure by the Vosviewer analysis, based on the visualization of similarities-VOS technique. As a result, related terms from the text-mining routine's map form a cluster (Van Eck & Waltman, 2013). Due to citation links, bibliographic coupling, and co-occurrence analysis, researchers can find themes or clusters of countries, institutions, and keywords utilized in the titles and abstracts of published works. Academics can assess several facets of an underlying study topic using a single colour to show the proximity of specific keywords, authors, journals, organizations, or countries in various research streams (McAllister et al., 2022).

4. Result

4.1 Bibliometrics Analysis of Political Communication in Social Media Research Publication

This study obtained data in the Scopus database as many as 24 documents related to political communication in social media from 2013-2023. The bibliometric analysis displayed is in the number of publications each year, publication sources, authors, countries, and affiliations contributing to published research on political communication in social media. It aims to see academic developments in political communication in social media themes worldwide. More than

that, this bibliometric analysis is also essential because it is an effort to build a way for academics interested in this topic to find out their job opportunities can be published. Furthermore, this bibliometric analysis also has the benefit of seeing which documents with the issue of political communication in social media have a significant impact in the academic world, in this case, based on the number of citations.

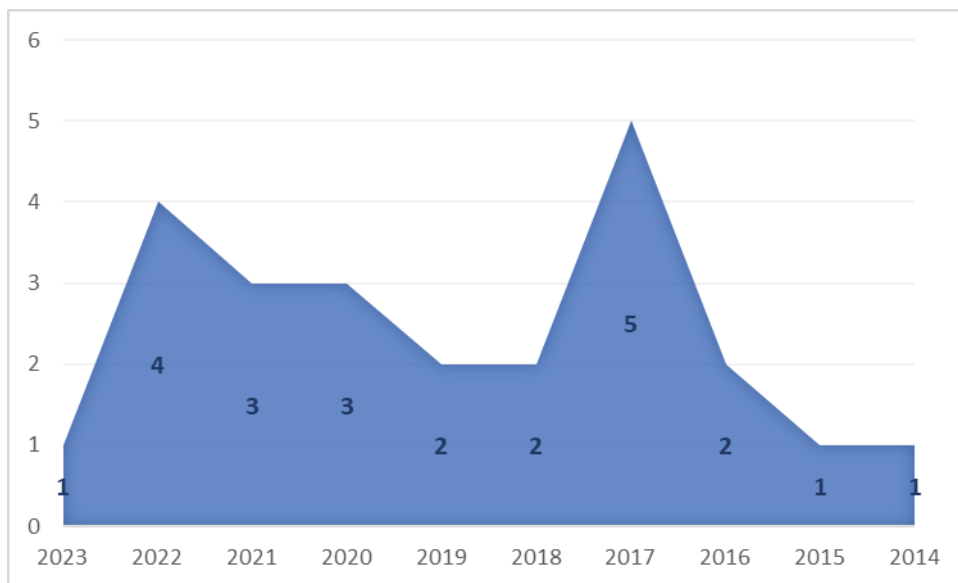


Figure 1. Document publication by year

Figure 1 shows the number of research publications on the themes of political communication in social media from 2013-2023, which Scopus index. Based on these data, it shows that research publications on these themes have experienced very significant developments over the last ten years. This is indicated by each year the publication has an increasing trend in terms of its number. In 2014 the number of publications was one document; in 2015 had one paper; in 2016, it rose to two publication documents. Then, in 2017 there were five documents; in 2018, there were two documents; in 2019, there were two documents; in 2020, there were three documents; in 2021, there were three documents. Furthermore, in 2022 there were four documents, and in 2023 there was one.

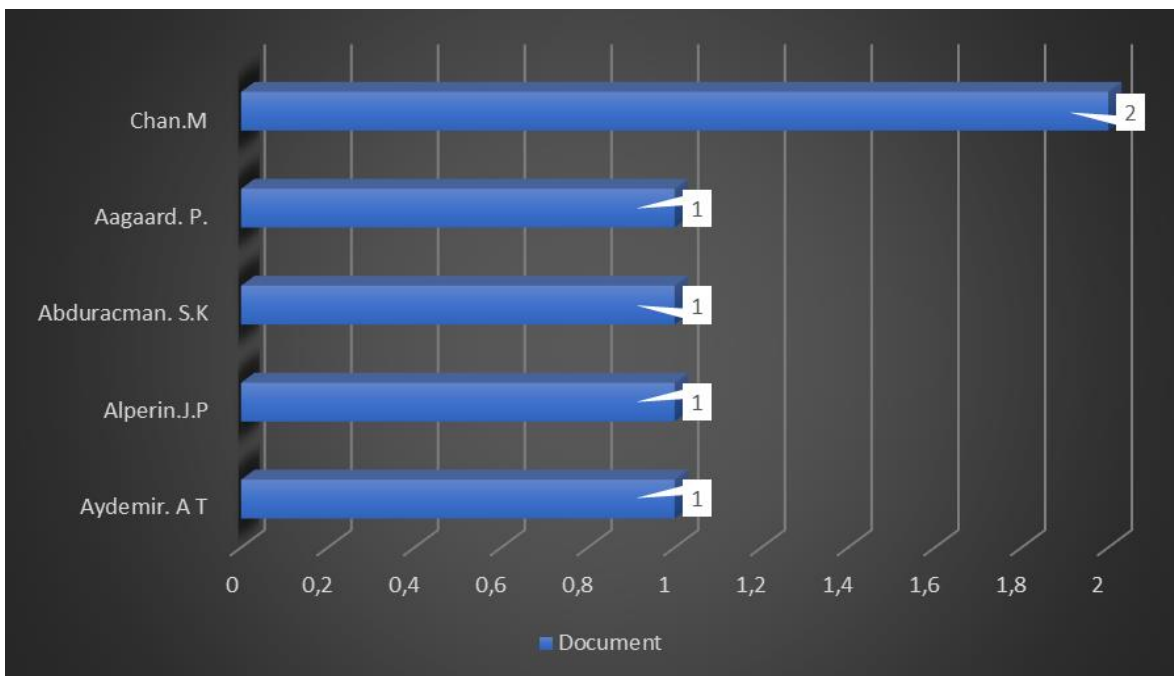


Figure 2. Document publication by author

Figure 2 shows the authors of published documents on political communication in social media from 2013-2023,

indexed by Scopus. Based on these data, Chan M is the author who contributed the most in publishing research on this theme, namely with two documents. later, Aagaard.P., Abdurachma. S.K., Alperin. A.T., and Aydemir. A.T. has two publication documents.

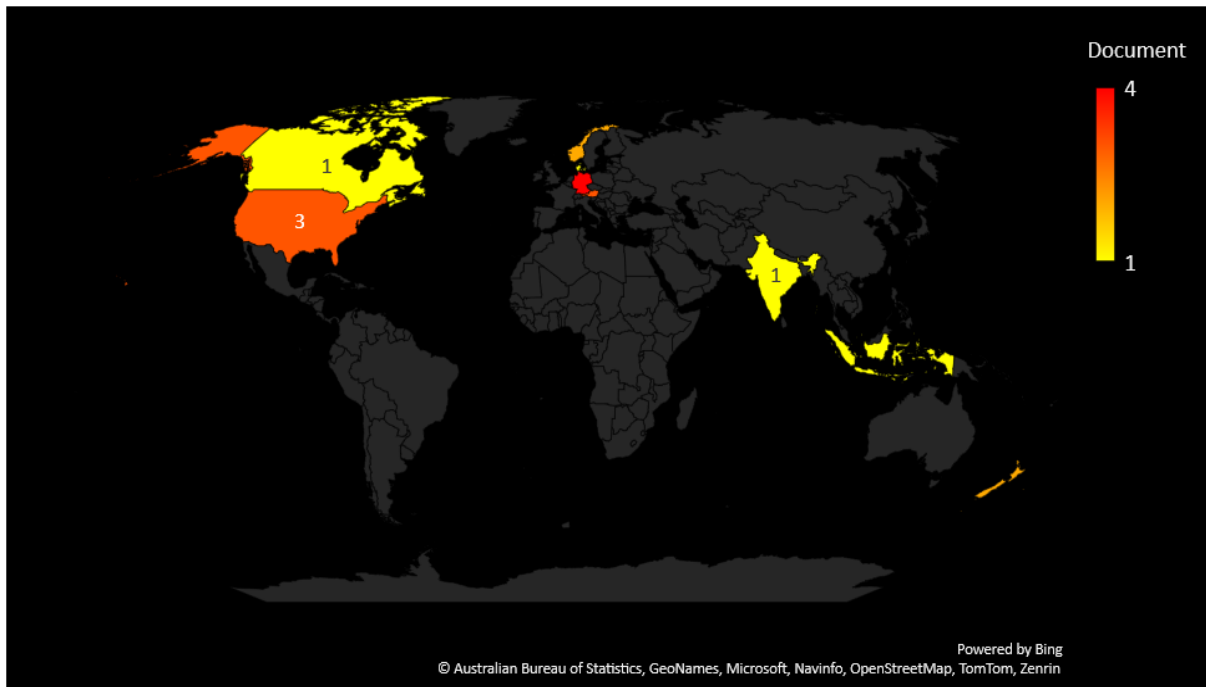
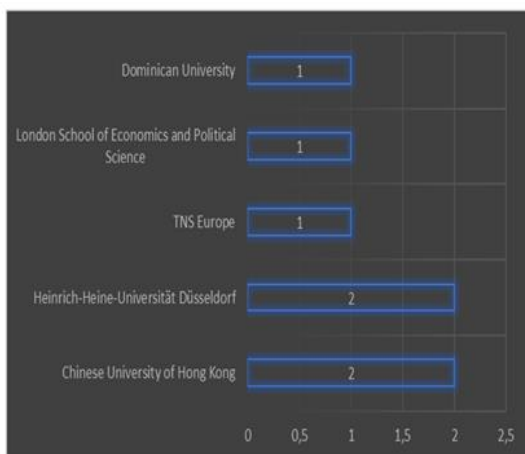
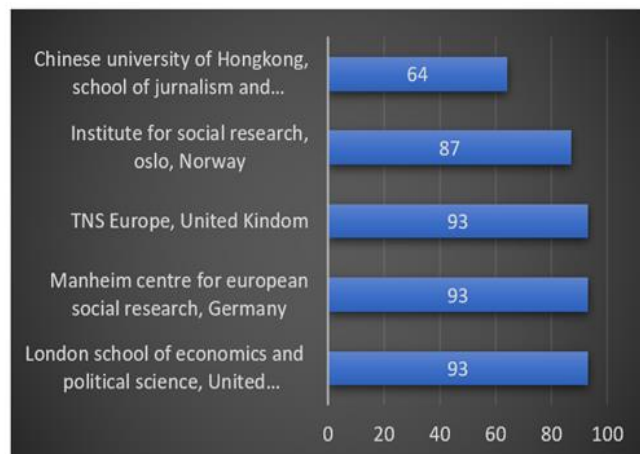


Figure 3. Document by country

Figure 3 shows data on the ten countries that have contributed the most to publishing research on political communication on social media from 2013-2023, indexed by Scopus. The data shows that Germany is the country that contributes the most to the publication of research on this theme, with four documents—followed by Austria and the United States, which each have three papers. Furthermore, Hong Kong, New Zealand, and Norway have two copies. Moreover, Canada, Denmark, India, and Indonesia each have only 1 document (see Figure 3).



a



b

Figure 4. Institutions contribution. (a): Document total publication by institutions. (b): Document total citation by institutions

Figure 4 displays the institutions that contributed the most, in terms of several publications and citations in research on political communication in social media from 2013-2023, indexed by Scopus. Among the 39 institutions identified, the London School of Economic and political science, united kingdom; Manheim Center of European social research,

Germany; and TNS Europea, United Kingdom, is the most prominent, with 93 citations each. They were followed by the Institute for social research, Oslo, with 87 citations. Then, the Chinese University of Hong Kong has 64 citations. Meanwhile, regarding document publication contributions, the Chinese University of Hong Kong and Heinrich Heine Universitat Dusseldorf are the highest, each having two publication documents. They were followed by TNS Europea, the London School of Economics and political science, the United Kingdom, and the Dominican University, each with only one publication document.

Table 2. Main journal

No	Journal	Document	Quartile	Citation
1	Electoral studies	1	Q1	93
2	International journal of press/politics	1	Q1	87
3	New media and society	1	Q1	64
4	Journal of broadcasting and electronic media	1	Q1	61
5	Online social network and media	1	Q1	44

Table 2 displays data on the source of publications that contribute the most based on citations in research on political communication in social media from 2013-2023, indexed by Scopus. Electoral Studies stand out among the 24 journals identified, with 93 citations, followed by the International Journal of Press/politics and New Media and Society, with 87 and 64 citations. Then, the Journal of Broadcasting and electronic media and Online Social Network and Media have 61 and 44 citations.

Table 3. Main article

No	Title	Author	Source	Cited
1	Social media and political communication in the 2014 elections to the European Parliament	(Nulty et al., 2016)	Electoral Studies 44, pp. 429-444	93
2	Styles of Social Media Campaigning and Influence in a Hybrid Political Communication System: Linking Candidate Survey Data with Twitter Data	(Karlsen & Enjolras, 2016)	International Journal of Press/Politics 21(3), pp. 338-357	87
3	Examining the roles of mobile and social media in political participation: A cross-national analysis of three Asian societies using a communication mediation approach	(Chan et al., 2017)	New Media and Society 19(12), pp. 2003-2021	64
4	Second Screening Politics in the Social Media Sphere: Advancing Research on Dual Screen Use in Political Communication with Evidence from 20 Countries	(Gil de Zúñiga & Liu, 2017)	Journal of Broadcasting and Electronic Media 61(2), pp. 193-219	61
5	Political communication on social media: A tale of hyperactive users and bias in recommender systems	(Papakyriakopoulos et al., 2020)	Online Social Networks and Media 15,100058	44
6	Motivations for Social Media Use and Impact on Political Participation in China: A Cognitive and Communication Mediation Approach	(Chen & Chan, 2017)	Cyberpsychology, Behavior, and Social Networking 20(2), pp. 83-90	30
7	“Beer is more efficient than social media”—Political parties and strategic communication in Austrian and Swiss national elections	(Klinger & Russmann, 2017)	Journal of Information Technology and Politics 14(4), pp. 299-313	22
8	Imaging Egypt’s political transition in (post-)revolutionary street art: on the interrelations between social media and graffiti as media of communication	(de Ruiter, 2015)	Media, Culture and Society 37(4), pp. 581-601	15
9	Social media in political communication and the use of twitter in the 2011 general elections in Turkey	(Bayraktutan et al., 2014)	Bilig 68, pp. 59-96	8
10	Social Media Activities of Political Communication Practitioners: The Impact of Strategic Orientation and In-Group Orientation	(Kelm et al., 2017)	International Journal of Strategic Communication 11(4), pp. 306-323	7

Citation analysis applied to articles allowed us to define a recommended “reading list” (Ivanović & Ho, 2016; Subekti et al., 2022). In this case, the article by (Nulty et al., 2016) is the most cited by other researchers. This article uses tweets by and referencing political figures during the 2014 European Parliament election campaign to explain the social media environment in Europe. The language and geographic distribution of the messages are then discussed, along with the relative volume of the various forms of communication and the factors influencing candidates' adoption and use of

social media. Additionally, it examines the dynamics of communication volume and substance for the campaign concerning the dimensions of EU integration in the discussion and the advantages of the most well-known candidates. According to his research, the leading candidates and their televised debates significantly impact the volume and content of communications, and the content and emotional tone of communications more accurately reflect preferences along the EU dimension of political contestation than traditional national issues related to left-right divides.

Then, research from (Karlsen & Enjolras, 2016) is the second high contribution in terms of other researchers' citations. This article discusses a study that combines the 2013 Norwegian Candidate Survey with candidate Twitter data to examine the connection between individualization and digital social media. According to his results, social media campaigning may be divided into two broad categories: personalized and party-focused. Additionally, while having a unique style did enhance the likelihood of being active on Twitter, it had a detrimental impact on Twitter's influence. The influential people on Twitter tend to be male, young and positioned relatively in the middle of their parties. In a hybrid communication system, candidates who can combine traditional media outlets with social media are the ones who gain influence on social media.

4.2 Mapping of Network, Overlays and Density: Political Communication in Social Media Themes

This study displays the network, overlay and density of research publications on political communication in social media from 2013-2023, which Scopus index. The analysis shows the network aims to find out what keywords have a strong relationship with the topic of political communication in social media. This will help us understand the phenomena that occur in the academic world, reflected in the publication of scientific research on this topic. This analysis will also help us understand the study of political communication in social media related to keywords. Then, the overlay analysis is more to see the trend of the topics examined in this theme for the last ten years. More than that, the purpose of density analysis is to find out what keywords have a significant enough opportunity to be investigated further by researchers studying political communication in social media. Density analysis is used to see which keywords have been discussed a lot or which have yet to be widely discussed related to this topic.

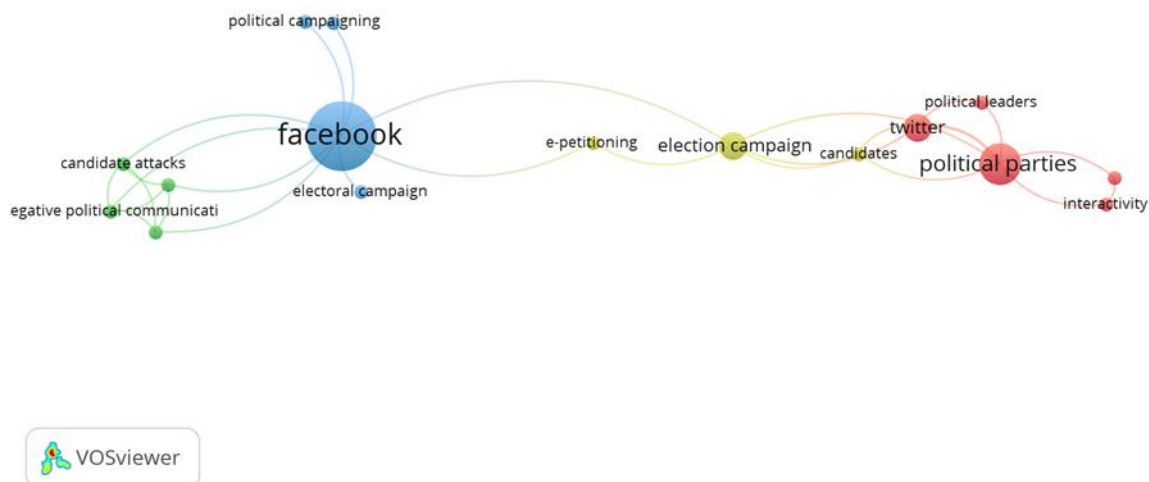


Figure 5. Network Visualization by keyword

Figure 5 shows the political communication network on social media based on keywords. The analysis in Figure 5 was made using Vosviewers software. This data illustrates the theme of this study conducted by researchers with various viewpoints taken. The research results in 4 clusters marked with different colours. Cluster 1, with red, consists of the keywords political leader, political parties, interactive, and Twitter. Then, cluster 2 is marked in green, consisting of candidate attacks and negative political communication. Furthermore, cluster 3 is marked in blue with the keywords Facebook, political campaigning, and electoral campaign. Moreover, cluster 4 is observed in yellow, which consists of the keywords e-positioning, election campaign and candidates.

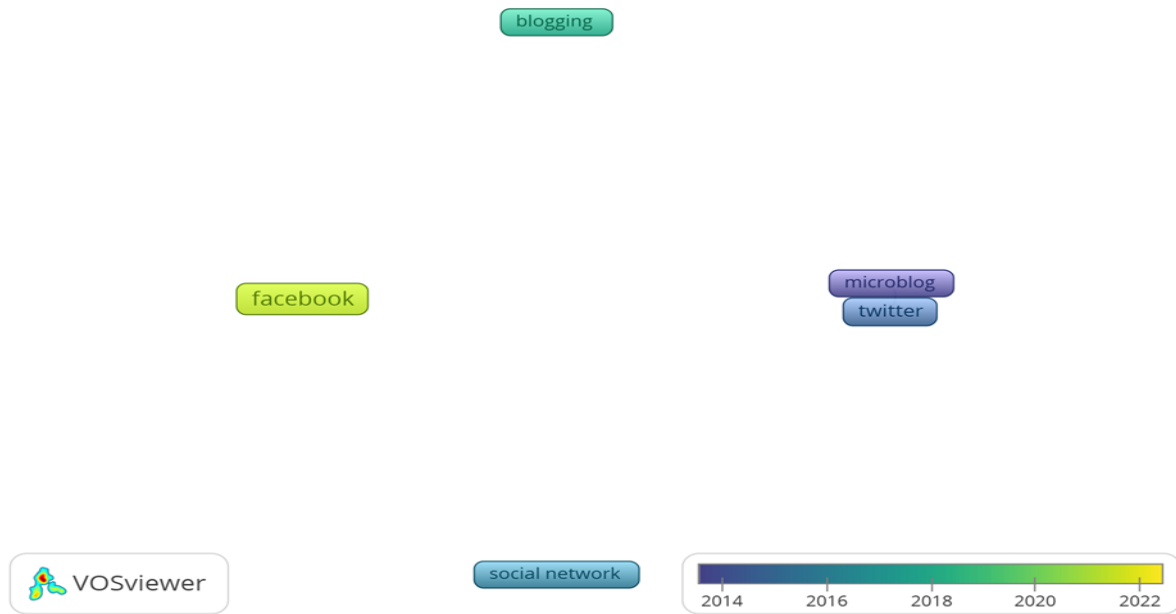


Figure 6. Overlay Visualization by keywords

Figure 6 shows that two social media are frequently used in political communication: Twitter and Facebook. The data in Figure 6 shows that from 2014 to 2016, political communication used Twitter a lot. However, this study found that most recently, in 2020-2023, political communication used Facebook more as a digital tool for political actors. This indicates that social media used in political communication has a period of use. The findings of this research are interesting because Facebook as social media has been abandoned by the younger generation today. However, it is still used by political actors to communicate with the public to increase popularity and electoral electability.

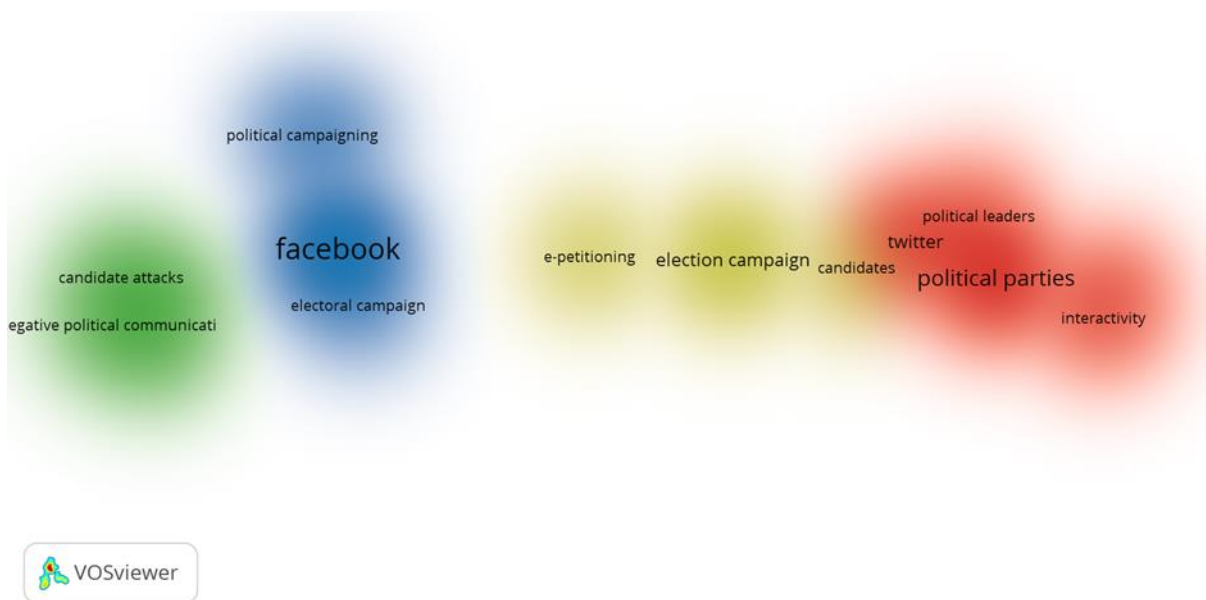


Figure 7. Density Visualization by Keywords

Red, green, and blue (RGB) are the primary colours used in each visualization created by Vosviewer. The density visualization displays the quantity or density of a topic under investigation. The amount of study done on a node is indicated by how reddish it is. On the other hand, research on a case will be less active the greener a node is (Van Eck & Waltman, 2014, 2020). Figure 7 shows the density mapping regarding political communication in social media from 2013 to 2023, indexed by Scopus. Figure 8 shows the level of density indicated by the number of keywords frequently discussed by researchers with red colour surrounding the labels political leader, political parties, interactive, and Twitter.

Then, the blue colour surrounds the labels Facebook, political campaigning, and electoral campaign. Some of these keywords are topics that have been widely researched. Unlike the issues covered in green, such as candidate attacks and negative political communication. This green label indicates that the topic has yet to be widely studied. Therefore, the opportunity to discuss and research this last topic is still wide open.

4.3 Categorization of Topics and Narrative of Political Communication in Social Media Themes

To analyze the categorization of the most important topics of the research theme on political communication in social media, this research uses NVIVO 12 plus software (Edhlund & McDougall, 2018). Auto code is an NVIVO version 12 Plus feature to display topic categorization. The analysis results in Figure 8 shows four main topics in the research theme on political communication on social media: communication, social media, politics and campaign.

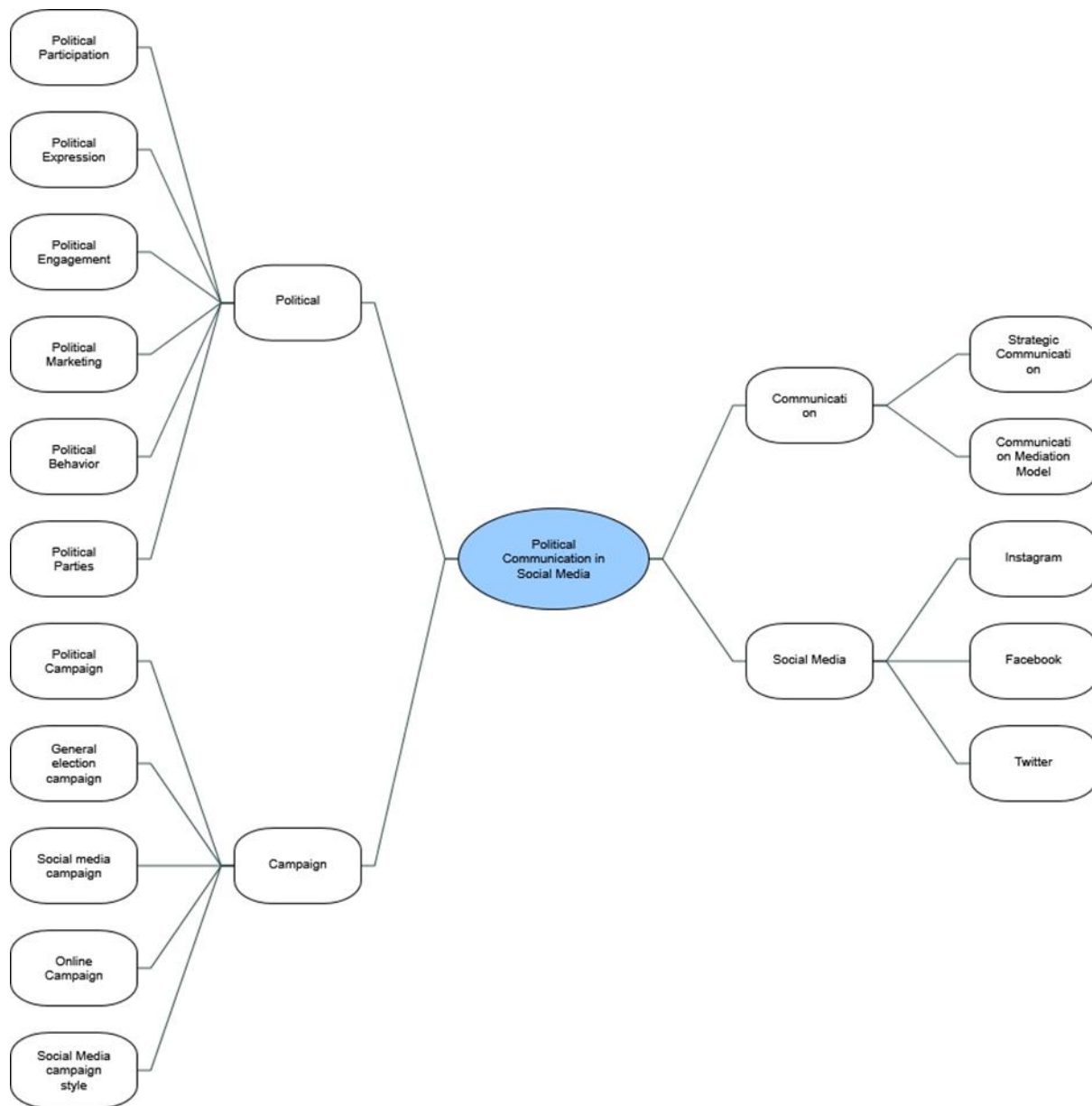


Figure 8. Categorization of topic

Figure 8 shows the four main topics that form the basis of the discussion of the theme of research on political communication in social media from Scopus-indexed articles from 2013-2023. The first topic is politics, which includes several sub-topics: political participation, political expression, political engagement, political marketing and political behaviour. Then the second topic is a campaign with sub-topics, namely political movement, social media campaign, online campaign and social media campaign style. Furthermore, the third topic is communication with its sub-topics: strategic communication and the communication mediation model. The last one is social media which has a sub, namely

Instagram, Facebook and Twitter.



Figure 9. Narrative of themes

Table 3. List of the dominant word

Word	Length	Count
Politics	8	192
Information	11	138
Public	6	110
Society	7	101
Facebook	8	100
Participation	13	100
Twitter	7	97
Elections	9	75
Party	5	67
Digital	7	66
Campaign	8	65
Internet	8	63
Campaigning	11	62
Effects	7	58
Influence	9	58
Parties	7	58
Campaigns	9	57
Engagement	10	49
Democracy	9	45
Gender	6	44
Studies	7	44
Technology	10	42
Mass	4	40
Data	4	39
Model	5	38
Network	7	38
Role	4	37
Strategic	9	37
Behavior	8	33
Efficacy	8	33
Government	10	33
Candidates	10	32

Then, Figure 9 displays the outstanding narratives from research publications with the theme of political communication in social media from 2013-2023 indexed by Scopus. Some of the words that appear are politics, public,

facebook, participation, information, internet and others. Table 3 shows the strength of the narrative emergence of the word. This study found that the most dominant narrative of this research theme is politics with 192 times appearing, information with 138 times, public with 110 times. Then, the word facebook also appeared 100 times, followed by participation also 100 times appeared and Twitter with 97 times appeared and others.

5. Discussion

Politicians and political parties use social media platforms to energize voters, encourage participation, and sustain continuing discourse. Most importantly, social media makes it easier for highly motivated people to create an environment where moderately motivated people may influence others without becoming activists, creating a perfect situation for politicians to take advantage of. The rise of social media and its impact on the public and politics have altered the political system and communication tactics. Politicians' use of social media and the Internet has created new opportunities for grassroots politics (Narasimhamurthy, 2014). The opposition and the majority party both place a strong emphasis on elevating candidates. The main opposition party uses a two-pronged strategy, supporting its candidates and denouncing the ruling party and its leaders simultaneously (Chadwick & Stromer-Galley, 2016).

One of the logical justifications for thinking about political parties and politicians using social media for political campaigns or public communication is its popularity. In recent years, Instagram has gained popularity among the general public, particularly among millennials and Generation Z. Political parties and politicians see this as a chance to elicit possible voices from young people (Subekti et al., 2022). However, the findings of this research refute the argument that it is Facebook that politicians and political parties have recently used in conducting political communication. This is an exciting finding because Facebook has now been abandoned by its users, especially the younger generation. However, what still needs to be widely revealed is that Facebook users are now mostly parents who can only access and understand the Internet (social media). So it is also logical that politicians and political parties stay on Facebook to be used as a means of political communication to target users over 40. Meanwhile, politicians and political parties prefer to use Instagram and Twitter to attract young voters.

Therefore, political communication is a two-way process in which information is shared among political actors, particularly politicians, the media, and the general public (voters) (McNair, 2017). Additionally, it combines with or is directly related to other facets of politics, such as political campaigns, opening up new discussion areas (McLeod et al., 2009). This is in line with this study's findings that the research theme on political communication has a primary topic, one of which is political campaigns. However, several sub-topic fractions are significant in political communication in social media within this political campaign topic. Technological innovations have greatly influenced political communication and opened new paradigms (Allcott & Gentzkow, 2017). As a result, most information exchanges between politicians and voters are gradually moving to online environments. Moreover, the use of specific online tools can support certain democratic attributes, such as political participation (Effing et al., 2011; Gil de Zúñiga et al., 2014; Yamamoto et al., 2013) or (internal) political efficacy (Moeller et al., 2013). Politicians can better represent the views of the people they represent by engaging constituents in two-way and symmetrical conversations through social media. It's conceivable that some politicians will use social media to share their core political belief (Bagić Babac & Podobnik, 2018).

More than that, this study found that the theme of political communication in social media is inseparable from the topic of strategic communication. This aligns with research Strömbäck & Kioussis, (2014) that political candidates carry out political communication in presidential and general elections. Likewise, the research theme of political communication on social media and the topic of campaigns are strongly intertwined. Online social media, particularly the new ones like Facebook and Twitter, allow candidates to connect with voters more independently of the major party (Karlsen, 2011; Zittel, 2009). A "hybrid media system" has been defined as the result of the use of social media in the campaigning media environment (Karlsen & Enjolras, 2016). Politicians and campaign teams use a range of media platforms to target material at various audiences in such a media environment. The hybrid media system may potentially alter the power relationships between actors involved in an election campaign because social media enables decentralized and free content development and dissemination (Chadwick, 2017).

Then, this study also found that the most essential narratives developed in research publications on political communication in social media are information and the public. This indicates that political parties and politicians use social media to deliver information to the published political actors who pursue these behaviours to get voters' attention. More than that, what you want to convey, both vision and mission and other things, can be carried out with social media. This result supports the findings of Karlsen & Enjolras, (2016), who found that social media is a crucial and integrated component of politicians in newly developed hybrid political communication among Syrians. You can utilize this hybrid communication system to sway party politics and individual politicians. This is consistent with how traditional and new possibilities interact in hybrid political communication systems, leading to some changes in power even while it is not destroyed (Chadwick, 2011; Chadwick et al., 2015).

6. Conclusion

Research on political communication in social media in ten years indexed by Scopus has yet to experience significant development in the number of publications. This is inversely proportional to social media's use or role, which is crucial in politics these days. Moreover, the countries that contribute the most to publishing research related to this theme all adhere to a democratic system by organizing elections. European countries dominate the contribution, followed by Asian countries such as Indonesia. Furthermore, research on political communication in social media has four important topic components: politics, communication, campaign and social media. These four topics have a solid theoretical relationship with the theme. Likewise, in terms of narratives developed in research publications with this theme on Scopus in the last ten years, the words politics, information and politics have become dominant. This indicates that political communication by political actors in the media aims to launch the dissemination of information to the public to increase electoral engagement. Then, Facebook has become the most used social media lately in political communication by politicians and political parties in a democratic country. Although this social media is not so popular among young people, it is still loved by many elderly voters who are new to the internet. Furthermore, research topics that have great opportunities for further research concerning this theme are candidate attacks and negative political communication.

Finally, although this study can explain the development of research on political communication in social media in the last ten years, this research has limitations, namely, only using the Scopus database to retrieve article data. Therefore, the recommendation for future research is to use other reputable databases such as Web of Science (WOS) or Pubmed. This is so that the article data obtained is more extensive and comprehensive.

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