

Bibliometric analysis: The reputation of Indonesian law enforcement officials on social media

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ABSTRACT

Law enforcement plays a crucial role in maintaining public safety and welfare, making the reputation of law enforcement agencies a key concern, particularly in the digital space. This study maps the research landscape of the reputation of law enforcement organizations on social media through a bibliometric approach. Data was collected from Google Scholar using Publish or Perish (keywords: "organizational reputation," "law enforcement," "social media"; period 2020–2025), cleaned in Mendeley, manually selected for relevance (PRISMA), descriptively analyzed using Excel, and mapped with VOSviewer (network, overlay, density). A total of 100 publications were collected, with the trend showing a sharp increase in the last three years, contributing 83 publications out of the total, indicating a shift from the periphery to the mainstream. Using VOSViewer visualization, four clusters were identified in this study. Overlay shows a shift from a protective focus to digital communication management and public legitimacy; density highlights density in "media," "law," "Indonesia" and "data" and gaps in "credibility," "Instagram" and "victim." This trend shows a relationship between the reputation of law enforcement agencies and good, data-driven, and transparent digital communication strategies. However, there is a need for further research on the credibility, effectiveness, regulation, and performance of law enforcement agencies.

Keywords: bibliometric analysis, reputation organization, law enforcement, social media

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RESEARCH & PUBLISHING



1. INTRODUCTION

Law enforcement is one of the pillars and fundamental aspects of achieving public welfare. In Indonesia, law enforcement institutions include police, attorney general offices, judiciaries, bar associations, and correctional institutions (Rompis, 2015). Law enforcement institutions play a crucial role in society, leading to high public attention to the reputation and performance of these institutions. The reputation of law enforcement institutions affects their legitimacy and performance, encourages legal compliance, and promotes public participation in the resolution of cases. According to Carpenter and Krause (2012), reputation organization is a set of beliefs about capacity, goals, history, and mission-embedded organizations in various networks. According to Warta (2017) in Evrina & Wulansari (2023), reputation is a positive image obtained through assessment, wealth, and perspectives that prove quality, character, good abilities, and can be observed and recognized by interested parties. Thus, reputation is not merely the internal perception of an audience about an institution but also the result of an evaluation that looks at the quality, character, and performance of the institution in the form of a positive image. From the public's perspective, law enforcement institutions are viewed as a unified system, so a decline in the reputation of one institution will affect the public's view of other law enforcement institutions.

In this digital era, reputation from institutions is influenced not only by performance but also by issues and opinions spread in the public space. The development of social media has changed the insider's way of interacting, obtaining information, and discussing related issues. According to Carr & Hayes in Hady Surya & Pratamawaty (2022), social media is an internet based personal mass media that facilitates users For communicate, discuss and obtain information through a posts or content The rise use of social media for the community, organizations and state institutions to make digital space as the main arena formation opinion public about enforcer law. A survey conducted by the Association Indonesian Internet Service Providers (APJII) in 2024 showed that 79.5% of active Internet users in Indonesia use social media to obtain information and discuss the latest issues. From research conducted by Newman et al., (2021) it is said that Twitter (X) occupy position First as platforms used by social media users as platform For get news new with percentage of 25% and as place discuss as well as arguing around issue public with percentage 20%. Twitter (X) Lots are used as a medium to get news and discussion in a way critical to something news, while platforms other more dominant are used for relaxing and as a medium of entertainment.

Previous studies have shown that there has been much discussion about the relationship between social media and various organizations or government agencies, but there is still a significant lack of literature analyzing organizational reputation, especially those focusing on all law enforcement institutions. Most studies have discussed only one institution or specific cases. Given the importance of reputation as an institutional asset, and to address this gap, a bibliometric analysis of the reputation of law enforcement organizations on social media is an important topic for discussion. Bibliometric analysis has become one of the most effective research methods for studying the dynamics of research development in various fields, such as public policy, financial regulation, accounting, information systems, technology, and bureaucracy (Mudey et al., 2025). Bibliometric analysis can help identify research patterns and the extent to which scientific research on the reputation of law enforcement organizations has been a concern. By analyzing scientific publications, bibliometric research can identify the most researched topics, concepts that emerge consistently, and the relationships between relevant elements of the literature related to research (Hidayatun M, et al., 2025) . This study was conducted to examine research trends, measure scientific influence, and identify gaps in studies related to the reputation of law enforcement organizations on social media.

2. METHOD

This study used quantitative bibliometric analysis with the Preferred Reporting Items for Systematic Review and Meta-Analyses (PRISMA) flow. Bibliometric analysis is one of the most effective research methods for studying the dynamics of trend development, helping reveal important trends.

According to Sidiq (2019) in Utami & Sartika, (2025) bibliometric analysis, also known as scientometrics, is part of research evaluation methodology. From the available literature, this opens up opportunities for the application of bibliometric analysis using its own methods. This study will use PRISMA flow through identification, screening, eligibility, and inclusion. PRISMA is a series of evidence-based minima aimed at helping authors present systematic research summaries and useful meta-analyses (Suriadi, 2025). This research was conducted using the Publish or Perish application, Mendeley Excel, and VOSviewer. Table 1 lists the stages of the bibliometric analysis.

Table 1. Stages of the Bibliometric Analysis Process

STAGES	DESCRIPTION
Selecting techniques for bibliometric data analysis	Quantitative approach using keyword co-occurrence; network visualization, overlay, and density; interpretation of clusters, total link strength (TLS), and theme evolution
PRISMA Identification	Searching through Publish or Perish (PoP) with sources from Google Scholar, filters used in searching for documents are publication name (journal), years (2020–2025), keywords ("organizational reputation", "law enforcement", "social media"). The results were exported in RIS (Research Information Systems) and Excel formats. The next step was to import the RIS data into Mendeley to update the details/metadata (title, author, year, DOI, journal name). A total of 530 data points were generated, and the RIS was re-exported as clean data.
PRISMA Screening	Assessment of titles, abstracts, and keywords based on inclusion/exclusion criteria.
PRISMA Eligibility	Full text review to ensure scope and basic quality, studies that do not meet the criteria are excluded.
PRISMA Included	Selecting the 100 most relevant publications for co-occurrence analysis and visualization.
Quantitative descriptive (summary & graphs)	Excel is used to process data on the number of publications per year in the form of bar charts. These results provide an overview of trends and publication outlets prior to bibliometric mapping.
Conduct bibliometric analysis and report findings	RIS data is analyzed in VOSviewer v1.6.20 and the results are visualized in networks, overlays, and density maps, then reported (number of clusters, dominant keywords, TLS, and thematic/chronological findings).

Source: Author's Processed Results (2025)

3. RESULT AND DISCUSSION

3.1 Result

3.1.1 Development of Scientific Publications on the Digital Opinion Movement

Based on the results of data processing from Publish Or Perish with the keyword filters "organizational reputation," "law enforcement," and "social media" for the period 2020-2025 and using the Preferred Reporting Items for Systematic Review and Meta-Analyses (PRISMA) flow, 100 publications discussing this topic were obtained (see Figure 1)

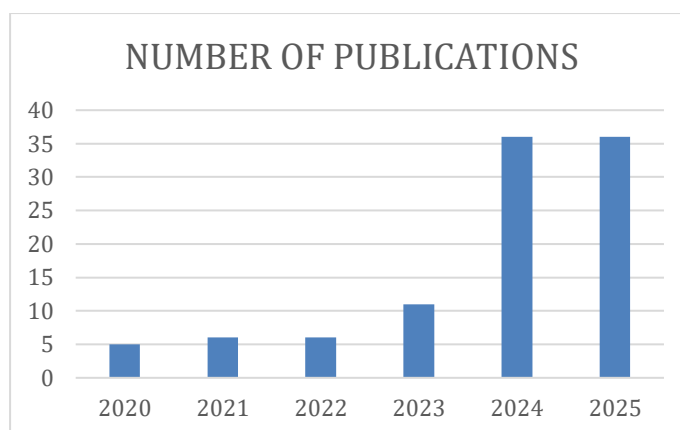


Figure 1. Number of Research Publications on Reputation Trends Organization Law Enforcement on Social Media

Source: Author's Processed Results (2025)

Overall, the number of publications with this trend has increased, especially in the last three years. The table shows that in 2020, there were five relevant publications, while in 2021-2022, there were six publications each year. Cumulatively, research conducted in these three years with this trend only contributed 17 out of a total of 100 data points that had been collected and selected using the PRISMA flow. From this data, it can be seen that the trend or topic regarding the reputation of law enforcement organizations on social media has not been widely discussed, with few publications and little change. In 2023, there was an increase of 11 publications, and in 2024-2025, there were 36 publications each. Research on this trend over the last three years has contributed to 83 publications based on the data collected. The topic of law enforcement agency reputation on social media has gained momentum over the last three years; therefore, the most accurate discussion reflecting the current situation and trends should focus on this period.

To further deepen our understanding of this trend, several selected studies were taken from publication data and can provide further insight into this topic. These studies were manually selected using the PRISMA method by the author from 530 publications that had been collected. This presentation was carried out to show the latest picture of the topic and to see the gaps in research on this topic that require further study (see Table 2)

Table 2. Publications Selected

WRITER	TITLE
Sjoraida et al., (2021)	The Use of Social Media in Building the Reputation of Legislative Members in West Java.
Widhara (2023)	Public Relations Crisis Management in Building a Positive Image Through Social Media.
Faradiba Muhammad (2025)	The Strategic Role of the Legal Profession in the Era of Society 5.0: Between Innovation and Professional Ethics.
Komalasari & Harahap (2025)	Implementation of Cyber Public Relations in Building a Positive Image of the West Jakarta Metro Police on Social Media Instagram @polres_Jakbar.
Rivaldhy N. Muhammad, Lestari Wulandari S and Biloka Tanggahma (2024)	The Influence of Social Media on Public Perception of the Justice System: A Sentiment Analysis on Twitter.
Suriadi (2025)	The Crisis of Public Trust in Public Institutions in the Era of Digital Disinformation.
Hidayatullah et al., (2023)	The Role of Baubau City Police Public Relations in Delivering Public Information.
Nurwandri et al., (2024)	Public Perception of Professionalism and Compliance in Law Enforcement by the Police.

Izzul Hudia Alfaza and Prahastiwi Utari (2024)	Cultivating Police Image on Social Media.
Novemyanto (2025)	Social Media as Public Oversight : Implications to Law Enforcement and Social Justice

Source: Author's Processed Results (2025)

3.2 Discussion

3.2.1 Visualization of Keywords in articles on "Organizational Reputation," "Law Enforcement," and "Social Media" using VOSViewer

A total of 100 publications collected will be visualized using VOSviewer, where co-occurrence of keywords is found, limited to a minimum occurrence of 4 out of 2,677 keywords. After that, 63 types of keywords that meet the threshold are obtained. In VOSViewer, there are three visualization displays: network visualization, overlay visualization, and density visualization (Zakiyyah & Winoto, 2022).

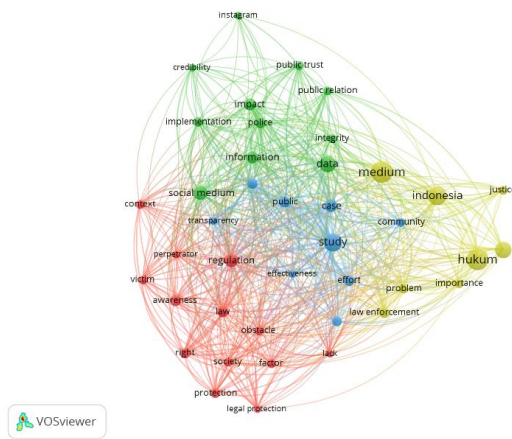


Figure 2. Network Visualization of the Bibliometric Analysis Study "The Reputation of Law Enforcement Organizations on Social Media"

Source: Author's Processed Results (2025)

In network visualization, one can see the network, collaboration, trends, and interrelationships between keywords in various publications. The network serves to show the network between words that have been visualized. If the network in the image is thick, it indicates a strong relationship between words. However, if the network between words is faint, it indicates a weak relationship between words (Zakiyyah & Winoto, 2022). The following is an explanation of Figure 2: (1) The first cluster, marked in red, consists of keywords such as "awareness," "context," "factor," "lack," "law," "legal protection," "obstacle," "perpetrator," "protection," "regulation," "right," "society," and "victim." This cluster shows how rules, protection, treatment of victims and perpetrators in handling cases become a public concern, thereby determining reputation; (2) The second cluster, marked in green, consists of the keywords "credibility," "data," "impact," "implementation," "information," "Instagram," "integrity," "police," "public relations," "public trust," and "social media." This cluster shows and focuses more on how law enforcement institutions communicate on social media by providing information and emphasizing integrity and credibility to build public trust; (3) The third cluster, marked in blue, consists of keywords such as "case," "challenge," "community," "effectiveness," "effort," "government," "public," "study," and "transparency." This cluster looks at discussions of evaluation and management, such as case studies, effectiveness, challenges, and others. This cluster assesses performance and transparency that affect credibility; (4) The fourth cluster, marked in yellow, consists of the words "law," "importance," "Indonesia," "justice," "law

enforcement," "society," "medium," and "problem." This cluster shows the Indonesian context and law enforcement with linking it to major issues such as society, justice, and law on social media.

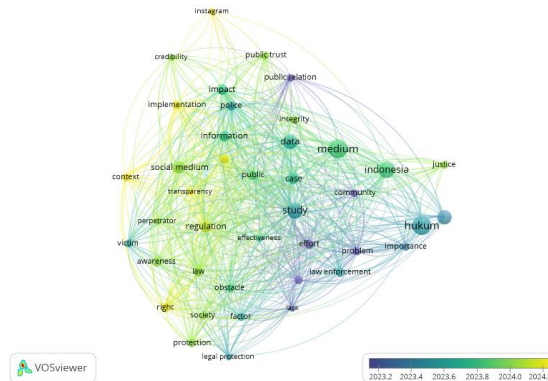


Figure 3. Overlay visualization of the bibliometric analysis research "Reputation of Law Enforcement Organizations on Social Media"

Source: Author's Processed Results (2025)

Figure 3 is an overlay visualization that is useful for displaying previous research traces and helping to understand the evolution of topics over time. The colors in the image indicate the time of the research; the brighter the color of the network, the more recent the research, while the darker colors indicate that the research was conducted a long time ago (Zakiyyah & Winoto, 2022). The image shows that the blue color appeared at the beginning of 2023, the green color in the middle to the end of 2023, and the yellow color in 2024. The blue color with words such as "study," "effort," "problem," "law enforcement," "legal protection," and "victim" indicates an initial focus on evaluative studies of basic issues, efforts, and obstacles in law enforcement. The words "data," "medium," "Indonesia," "integrity," "regulation," "public," and "public trust" are depicted in green, indicating a focus on strengthening data-based approaches related to social media, integration, public trust, and regulation. Key words such as "Instagram," "social medium," "credibility," "implementation," "information," "context," and "right" are colored yellow, indicating a gradual shift in trends toward discussions of protection efforts in digital communication management and public legitimacy.

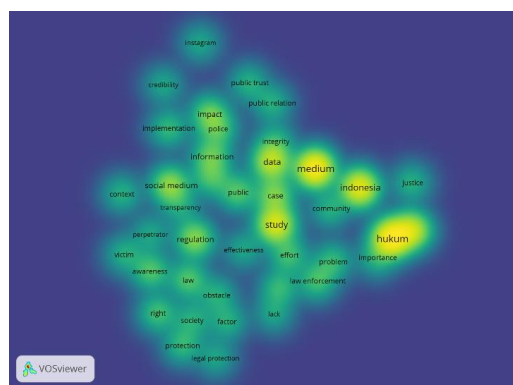


Figure 4. Density Visualization of Research Trends on "Reputation of Law Enforcement Organizations on Social Media"

Source: Author's Processed Results (2025)

Figure 4 shows the density visualization used to view the density in the research group. The saturation range in yellow indicates the density of publications, and words marked in dark colors identify

topics that have not been widely researched (Zakiyyah & Winoto, 2022) . The image shows that high density is found in the words "medium," "law," "Indonesia," "data," and "study." Medium density is found in the words "information," "social medium," "regulation," "public," "community," "public trust," "implementation," "impact," "integrity," and "police." Finally, areas with low density include "credibility," "Instagram," "context," "victim," "perpetrator," "awareness," "right," "society," "protection," "legal protection," "obstacle," "lack," "law enforcement," "problem," "importance," and "justice," indicating that the discussion is still predominantly scattered. The discussion in this publication trend addresses the intersection of regulatory issues, trust, and information in the media and law in Indonesia, analyzed through a study or data. However, there is still much room for further research on the credibility of platforms, protection, and the evaluation of law enforcement performance.

4. CONCLUSION

Research on 530 publications with the keywords "organizational reputation," "law enforcement," and "social media" published between 2020 and 2025 shows a sharp increase in the last three years, contributing about 83 publications out of a total of 100 publications selected through the PRISMA flow. This indicates that the issue of law enforcement agency reputation on social media has transformed from a fringe topic to a mainstream one. Vosviewer mapping divides the data into four thematic clusters and shows a shift in discussion trends from protective evaluation to digital communication management and public legitimacy. The density visualization marks the density of "media," "law," "Indonesia," "data," and "study" and points to a relative void in topics such as "credibility," "Instagram," and "victim."

The findings show that the trend reveals a relationship between the reputation of law enforcement agencies and good, data-driven, and transparent digital communication strategies. However, there is a need for further research on the credibility, effectiveness, regulation, and performance of law enforcement agencies.

Informed Consent Statement

Not Applicable

Authors' Contributions

IRV contributed to the conceptualization, legal framework analysis, and supervision of this study. He also served as corresponding author. M contributed to empirical data collection through interviews, literature reviews, and the preparation of the manuscript draft.

Disclosure Statement

The Authors declare that they have no conflict of interest

Data Availability Statement

The data presented in this study are available upon request from the corresponding author for privacy.

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