Retrospective Study of Cultural Arts Research in ASEAN

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Abstract

Cultural arts are one of the important fields that studies human life activities. Cultural art being a human parameter is different from other creatures. So, research on cultural arts has developed and expanded over the centuries. Thus, the research departs from curiosity about the growing research trends in the field of cultural arts, especially in the ASEAN region. This study uses a bibliometric approach to see the research productivity of each country in the ASEAN region. So that it can be reviewed the development of research trends, especially in the last ten years in ASEAN countries. In addition, the results of the data analysis obtained will also be visualized using VOSviewer. This was done to see the clusters found related to cultural arts research in each ASEAN country. countries with many studies are significantly compared to countries with minimal research. The data used is sourced from the Scopus database. From the research carried out, it was found that countries with many studies are significantly compared to countries with minimal research. In addition, most of the documents are in the form of articles. In terms of clustering research themes, it was found that the results of visualizations that countries with many documents would produce a variety of research themes with diverse item relationships. So that there are still many research opportunities related to Cultural Arts that can be done by utilizing a variety of items resulting from clustering.

I. Introduction

Humans are cultured creatures; this statement is often listened to distinguish the position of humans from other creatures. Man is said to be a cultured being can be understood by understanding the meaning of the word culture itself. Talcott Parsons revealed that culture is a system that is oriented towards symbolic values in general to solve problems in a social system (Baecker, 1997). Thus the English anthropologist Edward B. Taylor explained that culture is a complex whole form including knowledge, beliefs, arts, morals, customary law, as well as all other abilities and customs acquired by man as a member of society (Koentjaraningrat, 1987). In the form of culture there is art which is one of the forms of culture. Human Resources (HR) is the most important component in a company or organization to run the business it does. Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired (Shah et al, 2020). The development of human resources is a process of changing the human resources who belong to an organization, from one situation to another, which is better to prepare a future responsibility in achieving organizational goals (Werdhiastutie et al, 2020).

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Discussing about cultural arts, there is an association of Southeast Asian countries or known as the Association of Southeast Asian Nations (ASEAN). ASEAN was established in Bangkok on August 8, 1967, initiated by Malaysia, Thailand, Philippines, Singapore, and Indonesia. The background of its establishment is based on the similarity of location in southeast Asia, is a former western colony, has the basis of Austronesian Malay culture, and has an interest in dealing with various problems in the political, economic, social and cultural fields. Thus, in the cultural arts area, each ASEAN country has a commitment to be able to contribute to each other in dealing with existing problems. In addition, countries in ASEAN are also countries that have a variety of cultural arts that are quite well known throughout the world. These countries are Indonesia, Malaysia, Thailand, Philippines, Singapore, Brunei Darussalam, Vietnam, Myanmar, Laos, and Cambodia (Febriani, 2022).

Cultural arts are one of the important fields that studies human life activities. Cultural art being a human parameter is different from other creatures. So, research on cultural arts has developed and expanded over the centuries. Thus, the research departs from curiosity about the growing research trends in the field of cultural arts, especially in the ASEAN region. The purpose of this study is to present data to review the productivity of research conducted by countries in the ASEAN region.

II. Review of Literature

Talcott Parsons revealed that culture is a system that is oriented towards symbolic values in general to solve problems in a social system (Baecker, 1997). Thus the English anthropologist Edward B. Taylor explained that culture is a complex whole form including knowledge, beliefs, arts, morals, customary law, as well as all other abilities and customs acquired by man as a member of society (Koentjaraningrat, 1987). In the form of culture there is art which is one of the forms of culture. The definition of art itself has a variety of meanings. Plato defined art as a representation or object of imitation. Tolstoy defines art as a medium used to transmit feelings (Davies, 2013).

Based on this definition, it can be understood that the relationship between culture and art is an inseparable relationship. Art is a form of culture that refers to the value of aesthetic which comes from the expression of human desire for aesthetic enjoyed by the senses. Humans can produce a variety of artistic patterns ranging from simple to complex. Through this understanding, art is a proof of the results of human culture. This is because cultural elements have three forms, namely: (1) as an idea, values of regulatory norms and so on; (2) as an activity of patterned behavior from humans in a community of people; and (3) human-made objects (Koentjaraningrat, 1987).

III. Research Method

This study is a study that uses a comparative approach. What is combined in this study is data on the productivity of research related to cultural arts in ASEAN countries. This study was conducted using bibliometric analysis. Bibliometric is a type of qualitative and quantitative evaluation (Wang et al., 2021). 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 (Maulana et al., 2021). The bibliometric search pattern carried out based on the level of research productivity in each ASEAN country, which is Brunei Darussalam, Cambodia, Indonesia, Laos, Malasyia, Myanmar, Philippines, Singapore, Thailand, and Vietnam.
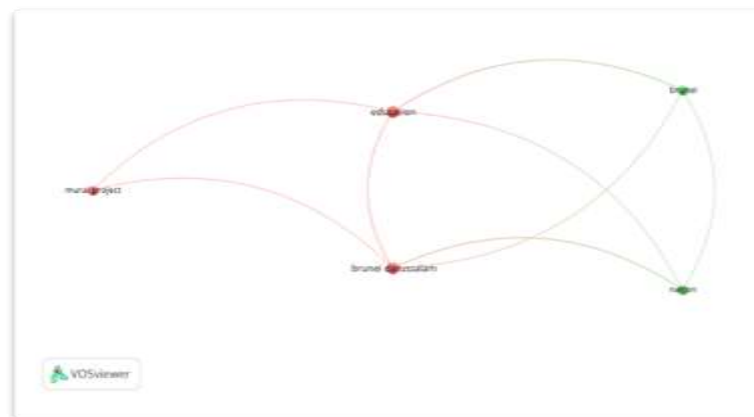
IV. Result and Discussion

4.1 Ten Years Research Trend of Cultural Arts in Brunei Darussalam

Based on the Scopus database of the keyword Cultural Arts in Brunei Darussalam found that from 2011-2021 there were only 5 publication documents. The publications amounted to 1 document in 2012, 2 documents in 2014, 1 document in 2016, and 1 document in 2020. The type of published documents is 60.0% (3 documents) in the form of articles while 40% (2 documents) are reviews. The 5 top keywords used related to Cultural Arts research in Brunei Darussalam are 'borneo', 'brunei darussalam', 'bruneian cinema', customary law', 'islamic cinema', and 'MIB'. Each of these keywords amounts to 1 document. From the five documents, only 1 document has been cited, namely a journal article entitled "Public art education in Brunei Darussalam: The cultural language of community murals". This article was published in Teaching Artist Journal 12(1), pp. 24-36 in 2014 (Ho, 2014). Network visualization using VOSviewer illustrates that there are 2 main clusters, namely the red cluster with brunei darussalam, education, and mural project.
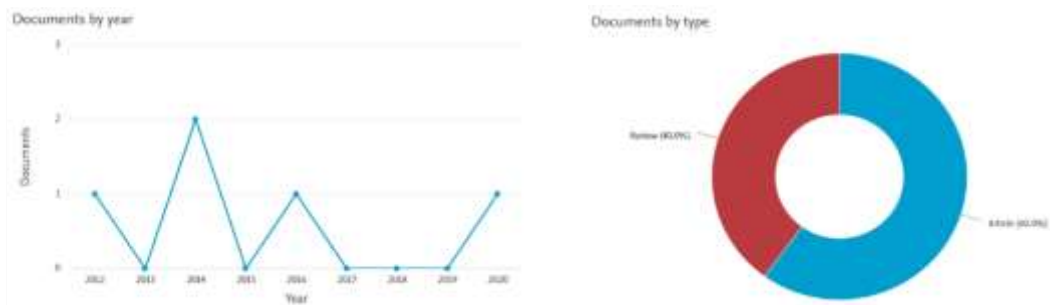
While the second cluster is the green cluster with brunei and nation.

***Figure 1.** Research Trend of Cultural Arts in Brunei Darussalam*

4.2 Ten Years Research Trend of Cultural Arts in Cambodia

Based on the Scopus database of the keyword Cultural Artrs in Cambodia found that from 2011-2021 there were only 1 publication document. The publications amounted to 1 document in 2021 and the type of document is article. The 5 top keywords used related to Cultural Arts research in Cambodia are 'biodiversity', 'diversity', 'environmental education', 'environmental policy', and 'higher education'. Each of these keywords amounts to 1 document. This 1 article title is "Making Ocean literary inclusive and accessible" and has been cited as 3 times. The document published on Ethics in Science and Environmental Politics 21, pp. 1-9 (Worm et al., 2021). Network visualization using VOSviewer illustrates that there are 1 main clusters, which is red cluster with 29 relations. The relation into red cluster is access, art, collective awareness, concept, constraint, decade, disconnect, diverse cultural setting, educator, engagement, environmental education circle, etc

Figure 2. Research Trend of Cultural Arts in Cambodia

4.3 Ten Years Research Trend of Cultural Arts in Indonesia

Based on the Scopus database of the keyword Cultural Arts in Indonesia found that from 2011-2021 there were 66 publication documents. The publications amounted to 2 documents in 2014, 1 document in 2015, 3 documents in 2016, 5 documents in 2017, 6

documents in 2018, 15 documents in 2019, 20 documents in 2020, and 14 documents in 2021. The percentage type of document is 87.9% is article (58 documents), 6.1% is review (4 documents), 4.5% is book chapter (3 documents) and 1.5% is conference paper (1 document). The 5 top keywords used related to Cultural Arts research in Indonesia are 'indonesia' with 5 documents, 'arts' with 4 documents, 'culture' with 4 documents, 'art' with 3 documents, and 'java' with 3 documents. There are 3 top citation articles from the keywords Cultural Arts research based on Scopus database (Oktaviana et al., 2016) (Arniati et al., 2020) (Wijayanti & Damanik, 2019). Network visualization using VOSviewer illustrates that there are 3 main clusters, which is red, green, and blue cluster.

**Table 1.** Top Cultural Arts Research Article Cited in Indonesia

No.	Title	Authors	Year	Source	Cited by
1.	Hand stencils with and without narrowed fingers at two new rock art sites in Sulawesi, Indonesia	Adhi Agus Oktaviana, David Bulbeck, Sue O'Connor, Budianto Hakim, Suryatman, Unggul Prasetyo Wibowo, Emma St Pierre, and Fakhri	2016	Rock Art Resesearch 33(1), pp. 32-48	14
2.	Moral and religious values in the Geguritan Dharma Prawerti song in Bali	Ida Ayu Arniati, Gede Marhaendra Wija Atmaja, and Gede Yoga Kharisma Pradana	2020	International Journal of Innovation, Creativity and Change 12(1), pp. 432-446	6
3.	Analysis of the tourist experience of management of a heritage tourism product: case study of the Sultan Palace of Yogyakarta, Indonesia	Ani Wijayanti and Janianton Damanik	2019	Journal of Heritage Tourism 14(2), pp. 166-177	5

Table 2. Network Visualization of Cultural Arts Research in Indonesia

No.	Cluster	Items	Relations
1.	Red	13	Indonesia, tradition, article, bali, context, creative industry, discourse, innovation, islam, paper, part, wayang, and yogyakarta
2.	Green	7	Data, meaning, function, interview, life, source, and indung
3.	Blue	2	Batik and use
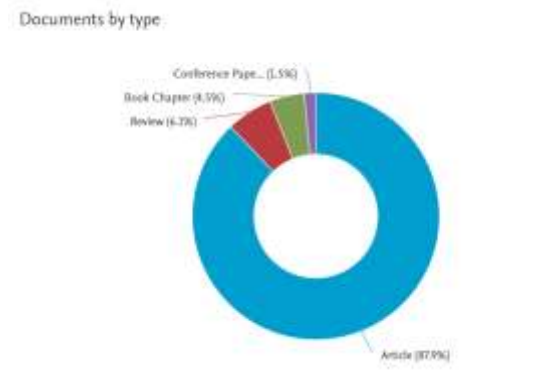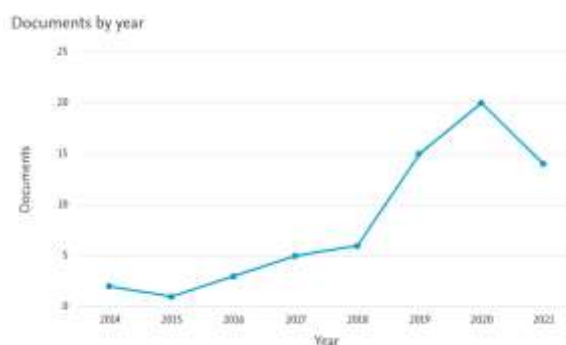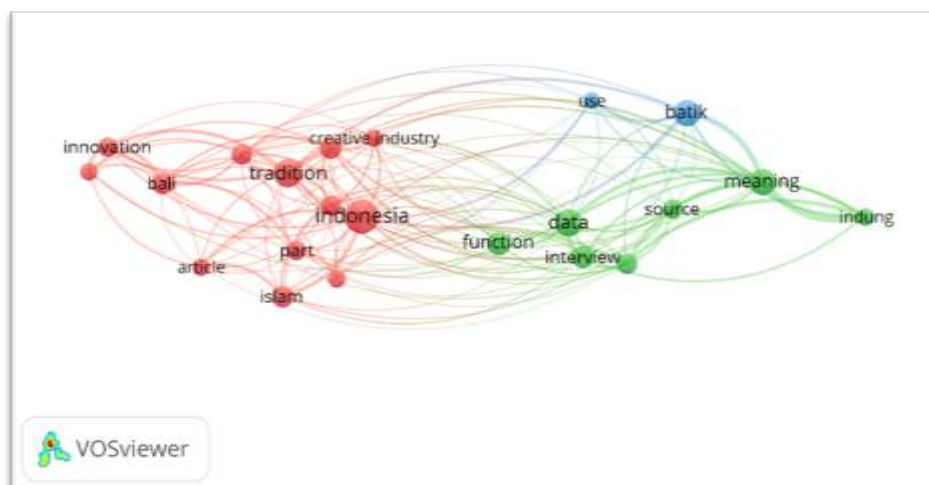
Figure 3. *Research Trend of Cultural Arts in Indonesia*

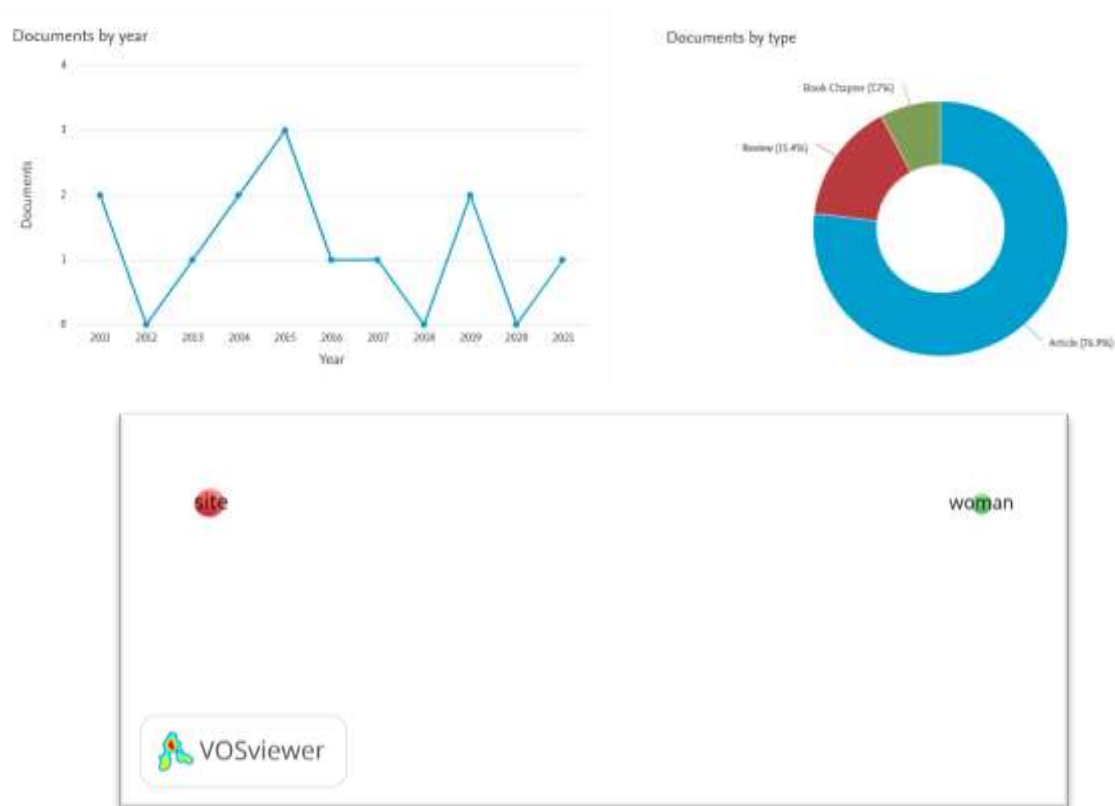## 4.4 Ten Years Research Trend of Cultural Arts in Laos

Based on the Scopus database of the keyword Cultural Arts in Laos found that from 2011-2021 there were 13 publication documents. The publications amounted to 2 documents in 2011, 1 document in 2013, 2 documents in 2014, 3 documents in 2015, 1 document in 2016, 1 document in 2017, 2 documents in 2019, and 1 document in 2021. The persentage type of document is 76.9% is article (10 documents), 15.4% is review (2 documents), and 7.7% is book chapter (1 documents). The top keywords used related to Cultural Arts research in Laos are 'laos' with 8 documents, 'southeast asia' with 5 documents, 'copper' with 3 documents, 'lao pdr' with 3 documents, 'lead isotope' with 3 documents, 'metallurgy' with 3 documents, 'archaeology' with 2 documents, 'ethnic group' with 2 documents, 'health promotion' with 2 documents, and 'historical perspective' with 2 documents. There are 3 top citation articles from the keywords Cultural Arts research based on Scopus database (Bardosh et al., 2014) (Pryce et al., 2011) (Pryce et al., 2014).

Table 3. Top Cultural Arts Research Article Cited in Laos

No.	Title	Authors	Year	Source	Cited by
1.	Controlling parasites, understanding practices: The biosocial complexity of a One Health intervention for neglected zoonotic helminths in northern Lao PDR	Kevin Bardosh, Phouth Inthavong, Sivilai Xayaheuang, and Anna L Okello	2014	Social Science and Medicine 120, pp.215-223	41
2.	More question than answers: The Southeast Asian Lead Isotope Project 2009-2012	Thomas Oliver Pryce, Sandrine Baron, Berenice H.M Bellina, Peter S Bellwood, Nigel Chang, Pranab Chattopadhyay, Eusebio Dizon, Ian C Glover, Elizabeth Hamilton, Charles F.W. Higham, Aung Aung Kyaw, and Vin	2014	Journal of Archaeological Science 42(1), pp. 273-294	40

| 3. | Isotopic and technological variation in prehistoric Southeast Asian primary copper production | Laychour Thomas Oliver Pryce, Michael Brauns, Nigel Chang, Ernst Pernicka, A. Mark Pollard, Christopher Ramsey, Thilo Rehren, Viengkeo Souksavatdy, and Thongsa Sayavongkhamdy | 2011 | Journal of Archaelogical Science 38(12), pp 3309-3322 | 32 |

Network visualization using VOSviewer illustrates that there are 2 main clusters, which is red cluster with 2 relations. The relation into red cluster is site and southeast asia. The second cluster is green cluster with 1 relation which is woman.

Figure 4. Research Trend of Cultural Arts in Laos

4.5 Ten Years Research Trend of Cultural Arts in Malaysia

Based on the Scopus database of the keyword Cultural Arts in Malaysia found that from 2011-2021 there were 853 publication documents. The publications amounted to 20 documents in 2011, 38 documents in 2012, 35 documents in 2013, 77 documents in 2014, 65 documents in 2015, 89 documents in 2016, 80 documents in 2017, 82 documents in 2018, 126 documents in 2019, 93 documents in 2020, and 148 documents in 2021. The persentage type of document is 78.1% is article (666 documents), 10.9% is book chapter (93 documents), 6.6% is review (56 documents), 2.0% is book (17 documents), 1.6% is conference paper (14 documents), 0.7% is editorial (6 documents), and 0.1% is note (1 document). The 5 top keywords used related to Cultural Arts research in Malaysia are 'malaysia' with 98 documents, 'human' with 20 documents, 'culture' with 19 documents,

'humans' with 16 documents, and 'islam' with 15 documents. There are 3 top citation articles from the keywords Cultural Arts research based on Scopus database (Spence et al., 2016) (Leong et al., 2013) (Katmon et al., 2019). Network visualization using VOSviewer illustrates that there are 8 main clusters, which is red, green, blue, yellow, purple, cyan, orange, and brown cluster.

Table 4. Top Cultural Arts Research Article Cited in Malaysia

No.	Title	Authors	Year	Source	Cited by
1.	Eating with our eyes: From visual hunger to digital satiation	Charles Spence, Katsunori Okajima, Adrian David Cheok, Olivia Petit, and Charles Michel	2016	Brain and Cognition 110, pp. 53-63	200
2.	Modeling the stimulators of the behavioral intention to use mobile entertainment: Does gender really matter?	Lai-Ying Leong, Keng-Boon Ooi, Alain Yee-Loong Chong, and Binshan Lin	2013	Computers in Human Behavior 29(5), pp. 2109-2121	108
3.	Comprehensive Board Diversity and Quality of Corporate Social Responsibility Disclosure: Evidence from an Emerging Market	Nooraisah Katmon, Zam Zuriyati Mohamad, Norlia Mat Norwani, and Omar Al Farooque	2019	Journal of Busines Ethics 157(2), pp. 447-481	79

Table 5. Network Visualization of Cultural Arts Research in Malaysia

No.	Cluster	Items	Relations
1.	Red	156	Identity, history, woman, art, architecture, woman, novel, east, man, product, public art, malacca, etc.
2.	Green	65	Relationship, factor, intention, behavior, risk, university, etc.
3.	Blue	31	Student, strategy, classroom, teacher, english, code, etc.
4.	Yellow	23	Translation, text, source text, comment, content, footnote, etc.
5.	Purple	22	Response, engagement, goal, topic, preference, selangor, parliament, measure, authenticity, body, etc.
6.	Cyan	19	Malay, scale, version, home, food, self efficacy, peer attachment, previous study, traditional foold, etc.
7.	Orange	19	Engagement, response, goal, response, measure, creativity, preference, openness, implementation, step, etc.
8.	Brown	19	Tourist, resident, mindfulness, visitor, heritage site, level, male, melaka, mindfulness, etc.

Figure 5. *Research Trend of Cultural Arts in Malaysia*

4.6 Ten Years Research Trend of Cultural Arts in Myanmar

Based on the Scopus database of the keyword Cultural Arts in Myanmar found that from 2011-2021 there were 13 publication documents. The publications amounted to 2 documents in 2014, 1 document in 2015, 1 document in 2016, 3 documents in 2018, 2 documents in 2019, 1 document in 2020, and 3 documents in 2021. The persentage type of document is 76.9% is article (10 documents) and 23.1% is review (3 documents). The 5 top keywords used related to Cultural Arts research in Myanmar are 'myanmar' with 6 documents, 'archaeology' with 3 documents, 'southeast asia' with 3 documents, 'bagan' with 2 documents, and 'bronze age' with 2 documents. There are 3 top citation articles from the keywords Cultural Arts research based on Scopus database (Pryce et al., 2014) (Minkov et al., 2018) (Pryce et al., 2018). Network visualization using VOSviewer illustrates that there are 1 main clusters, which is red cluster with 3 relations. The relation into red cluster is myanmar, research, and southeast asia.

Table 6. Top Cultural Arts Research Article Cited in Myanmar

No.	Title	Authors	Year	Source	Cited by
1.	More questions than answers: The Southeast Asian Lead Isotope Project 2009-2012	Thomas Oliver Pryce, Sandrine Baron, Berenice H.M Bellina, Peter S Bellwood, Nigel Chang, Pranab Chattopadhyay, Eusebio Dizon, Ian C Glover, Elizabeth Hamilton, Charles F.W. Higham, Aung Aung Kyaw, and Vin Laychour	2014	Journal of Archaeological Science 42(1), pp. 273-294	40
2.	A Reconsideration of Hofstede's Fifth Dimension: New Flexibility Versus Monumentalism Data From 54 Countries	Michael Minkov, Michael H Bond, Pinaki Dutt, Michael Schachnmer, Oswaldo Morales, Carlos Sanchez, Janar Jandosova, Yerlan Khassenbekov, and Ben Mudd	2018	Cross-Cultural Research 52(3), pp. 309-333	36
3.	A first absolute chronology for Late Neolithic to Early Bronze Age Myanmar: New AMS ^{14}C dates from Nyaung'gan and Oakaie	Thomas Oliver Pryce, Aung Aung Kyaw, Myo Min Kyaw, Tin Tin Win, Thu Thu Win, Khin Htwe Win, May Myat Mon, Mar Mar Aye, Su Hlaing Htay, Aye Aye Mar, Berenice Bellina, and R. Alexander Bentley	2018	Antiquity 92(363), pp. 690-708	11
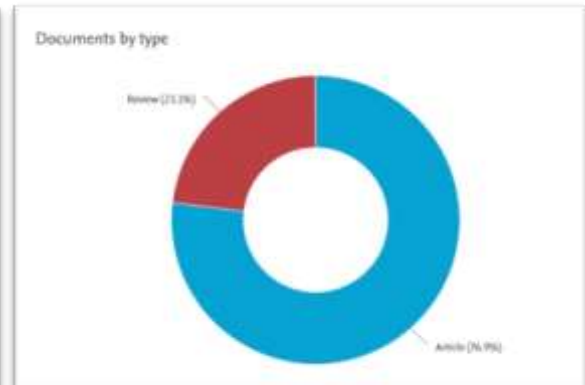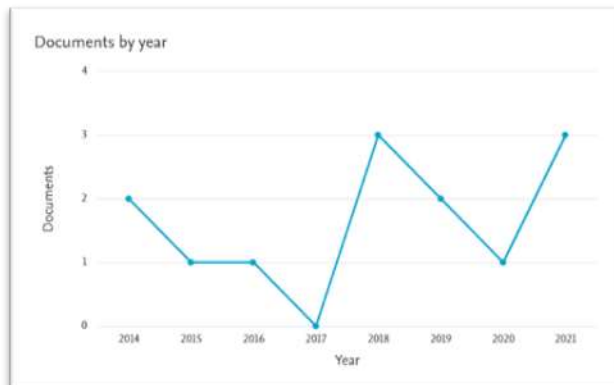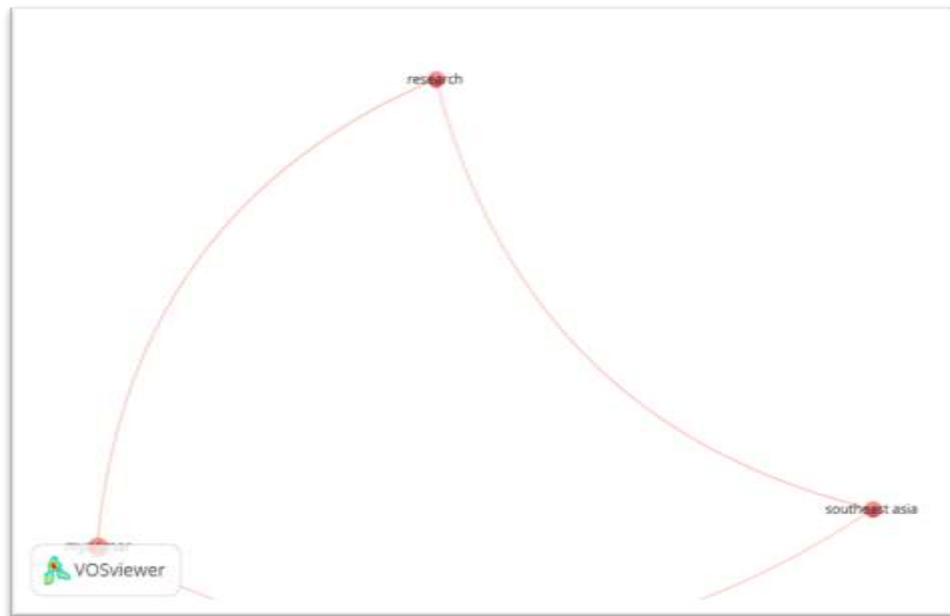
Figure 6. Research Trend of Cultural Arts in Myanmar

4.7 Ten Years Research Trend of Cultural Arts in Phillipines

Based on the Scopus database of the keyword Cultural Arts in Philippines found that from 2011-2021 there were 295 publication documents. The publications amounted to 8 documents in 2011, 14 documents in 2012, 10 documents in 2013, 18 documents in 2014, 19 documents in 2015, 25 documents in 2016, 25 documents in 2017, 40 documents in 2018, 39 documents in 2019, 38 documents in 2020, and 59 documents in 2021. The percentage type of document is 80.0% is article (236 documents), 9.2% is review (27 documents), 7,1% book chapter (21 documents), 1.7% is conference paper (5 documents), 1.0% is book (3 documents), 0.7% is note (2 documents), and 0.3% is editorial (1 document). The 5 top keywords used related to Cultural Arts research in Philippines are 'philippines' with 33 documents, 'human' with 7 documents, 'filipino' with 6 documents, 'humans' with 6 documents, and 'archaelogy' with 5 documents. There are 3 top citation articles from the keywords Cultural Arts research based on Scopus database (Pryce et al., 2014) (Barrot, 2016) (Smith et al., 2016). Based on network visualization using VOSviewer illustrates that there are 6 main clusters in Cultural Arts research in Philippines.

Table 7. Top Cultural Arts Research Article Cited in Philippines

No.	Title	Authors	Year	Source	Cited by
1.	More questions than answers: The Southeast Asian Lead Isotope Project 2009-2012	Thomas Oliver Pryce, Sandrine Baron, Berenice H.M Bellina, Peter S Bellwood, Nigel Chang, Pranab Chattopadhyay, Eusebio Dizon, Ian C Glover, Elizabeth Hamilton, Charles F.W. Higham, Aung Aung Kyaw, and Vin Laychour	2014	Journal of Archaeological Science 42(1), pp. 273-294	40

No.					
2.	Using Facebook-based e-portfolio in ESL writing classrooms: impact and challenges	Jessie S Barrot	2016	Language, Culture and Curriculum 29(3), pp. 286-301	36
3.	Individual and culture-level components of survey response styles: A multi-level analysis using cultural models of selfhood	Peter B Smith, Vivial L. Vignoles, Maja Becker, Ellinor Owe, Matthew J. Easterbrook, Rupert Brown, David Bourguignon, Ragna B. Garuoarsdottir, Robert Kreuzbauer, Boris Cendales Ayala, Masaki Yuki, and Jianzin Zhang	2016	International Journal of Psychology 51(6), pp. 453-463	33

Table 8. Network Visualization of Cultural Arts Research in Philippines

No.	Cluster	Relations
1.	Red	History, theory, text, narrative, image, manila, idea, nation, story, problem, philosophy, film, critique, etc.
2.	Green	Language, use, word, term, business, importance, sadok, theater, origin, perspective, strategy, etc.
3.	Blue	Life, technology, change, poetry, covid, god, response, theme, participant, novel, church, end, death, etc.
4.	Yellow	English, relatioship, student, teacher, education, writing, university, opportunity, cultural identity, etc.
5.	Purple	Group, influence, program, level, school, parental involvement, home, and condition.
6.	Cyan	Woman, model, researcher, man, religion, crsi, number, and gender.

Figure 7. Research Trend of Cultural Arts in Philippines

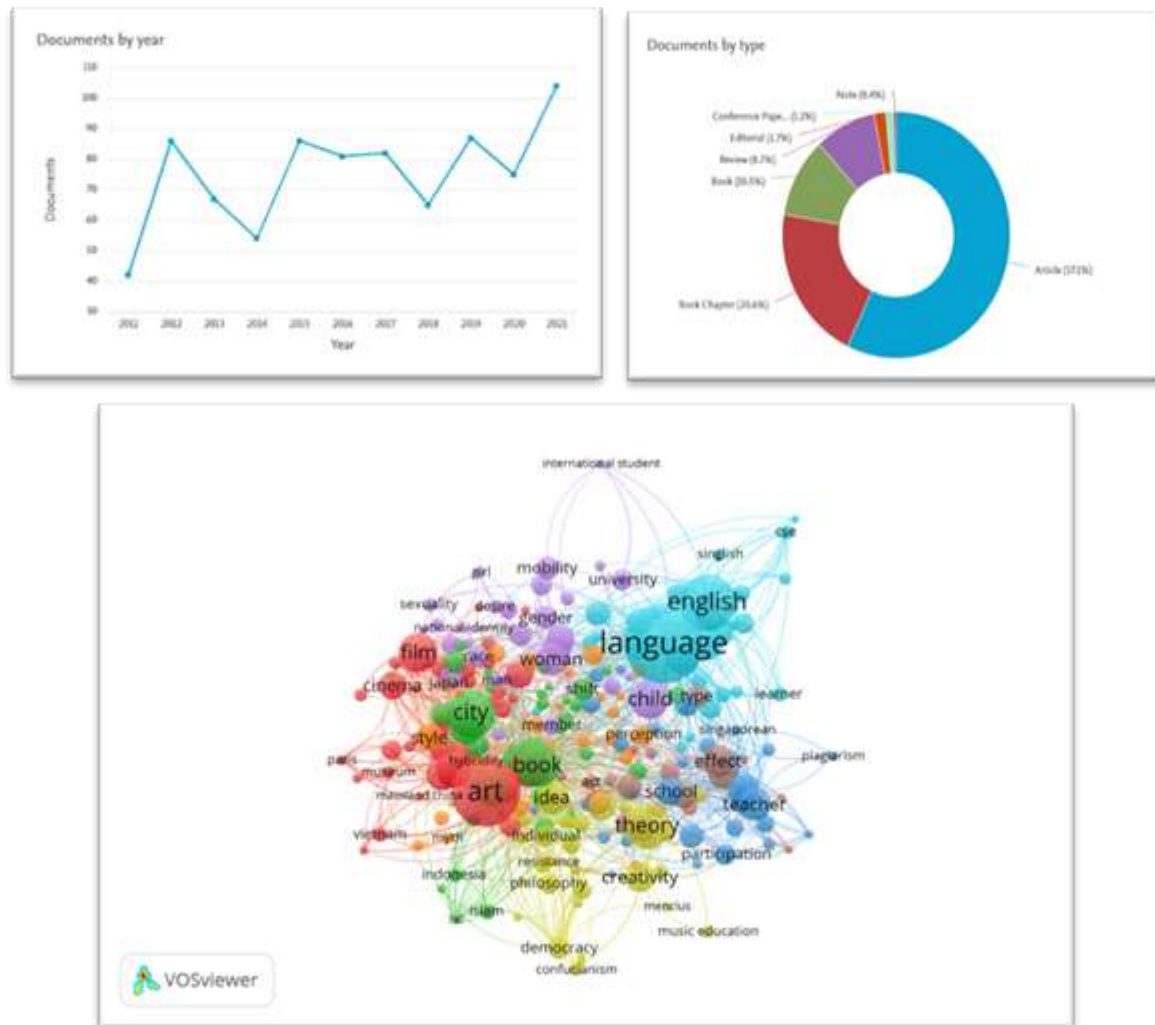## 4.8 Ten Years Research Trend of Cultural Arts in Singapore

Based on the Scopus database of the keyword Cultural Arts in Singapore found that from 2011-2021 there were 829 publication documents. The publications amounted to 42 documents in 2011, 86 documents in 2012, 67 documents in 2013, 54 documents in 2014, 86 documents in 2015, 81 documents in 2016, 82 documents in 2017, 65 documents in 2018, 87 documents in 2019, 75 documents in 2020, and 104 documents in 2021. The percentage type of document is 57.1% is article (473 documents), 20.6% is book chapter (171 documents), 10.5% is book (87 documents), 8.7% is review (72 documents), 1.7% is editorial (14 documents), 1.1% is conference paper (9 documents), and 0.4% is note (3 documents). The 5 top keywords used related to Cultural Arts research in Phillipines are 'singapore' with 60 documents, 'human' with 41 documents, 'humans' with 26 documents, 'article' with 24 documents, and 'china' with 21 documents. There are 3 top citation articles from the keywords Cultural Arts research in Singapore based on Scopus database (Stanaland et al., 2011) (Hu et al., 2014) (Scott et al., 2017). Based on network visualization using VOSviewer illustrates that there are 8 main clusters in Cultural Arts research in Singapores.

Table 9. Top Cultural Arts Research Article Cited in Singapore

No.	Title	Authors	Year	Source	Cited by
1.	Consumer Perceptions of the Antecedents and Consequences of Corporate Social Responsibility	Andrea J.S. Stanaland, May O Lwin, and Patrick E. Murphy	2011	Journal of Business Ethics	268
2.	English-medium instruction at a Chinese University: Rhetoric and reality	Guangwei Hu, Linna Li, and Jun Lei	2014	Language Polici 13(1), pp. 21-40	128
3.	Selling pain to the saturated self	Rebecca Scott, Julien Cayla, and Bernard Cova	2017	Journal of Consumer Research 44(1), pp. 22-43	111

Table 10. Network Visualization of Cultural Arts Research in Singapore

| No.	Cluster	Items	Relations
1.	Red	47	Art, scholar, technique, view, film, malaya, cinema, painting, artist, southeast asia, etc.
2.	Green	39	Book, city, economy, nation, heritage, dance, party, indonesia, islam, etc.
3.	Blue	38	Participant, teacher, school, music, pedagogy, participation, teaching, etc.
4.	Yellow	31	Theory, creativity, idea, self, individual, science, philosophy, conception, etc.
5.	Purple	30	Woman, representation, novel, gender, mobility, university, character, man, war, etc.
6.	Cyan	30	Language, english, word, feature, meaning, argument, emotion, variation, speaker, malay, etc.
7.	Orange	23	Perception, function, category, voice, audience, god, style, etc.
8.	Brown	18	Effect, factor, impact, record, comparison, act, evolution, happiness, etc.

Figure 8. Research Trend of Cultural Arts in Singapore

4.9 Ten Years Research Trend of Cultural Arts in Thailand

Based on the Scopus database of the keyword Cultural Arts in Thailand found that from 2011-2021 there was 1 publication document. The publications amounted to 1 document in 2018. The type of document is article. The article published on Kasetsart Journal Of Social Sciences 39(3) pp. 789-800. The author is Chinarong Sriruk, Apichart Jaiarree, and Prasong Tanpichai (Sriruk et al., 2018). The keyword used related to Cultural Arts research in Thailand are 'border special economy policy', 'border special economic zone', 'cultural adaptation', 'social impact', and 'tai-yai culture'. The publication has no citation yet. Based on network visualization using VOSviewer illustrates that there are 1 main clusters in Cultural Arts research in Thailand.

Documents by year

Documents by type
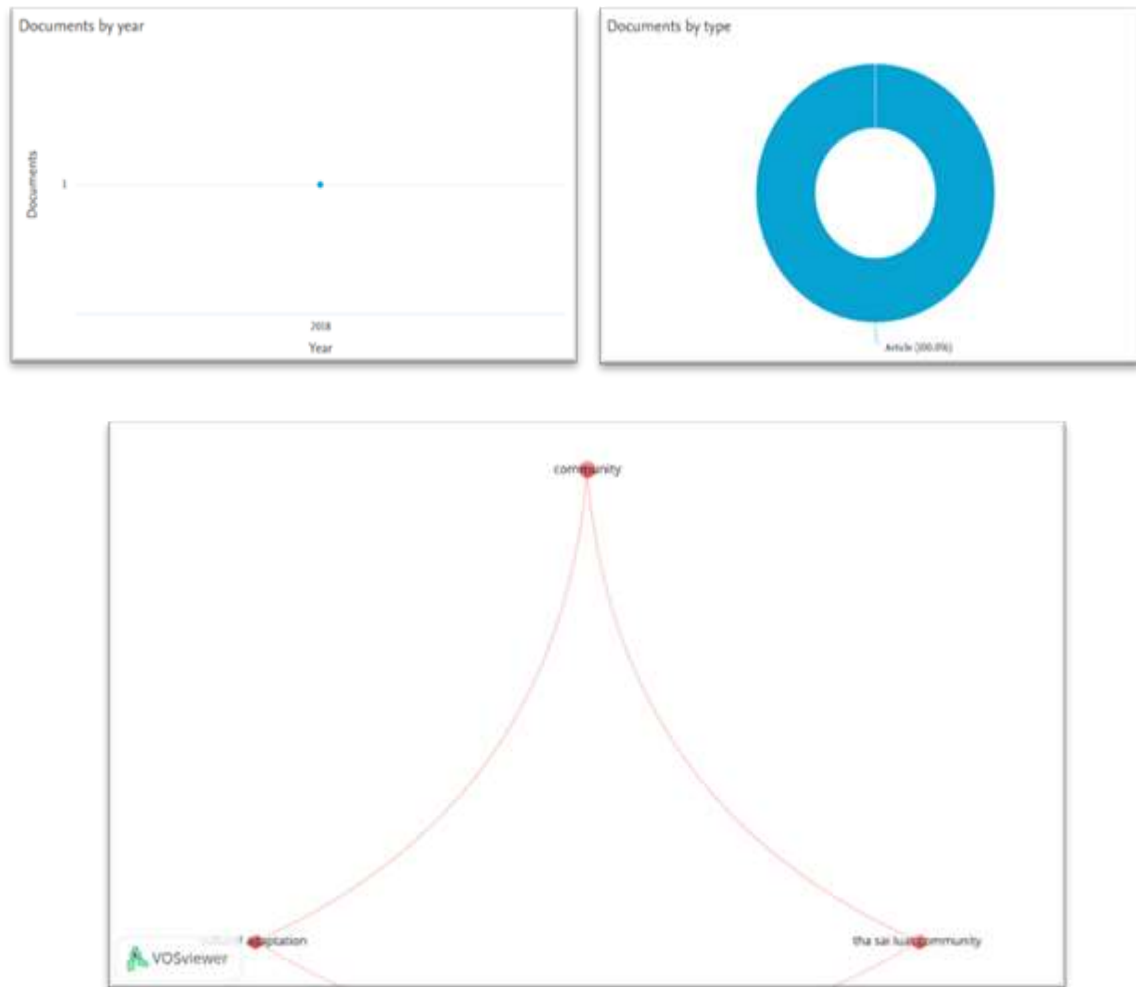
Figure 9. *Research Trend of Cultural Arts in Thailand*

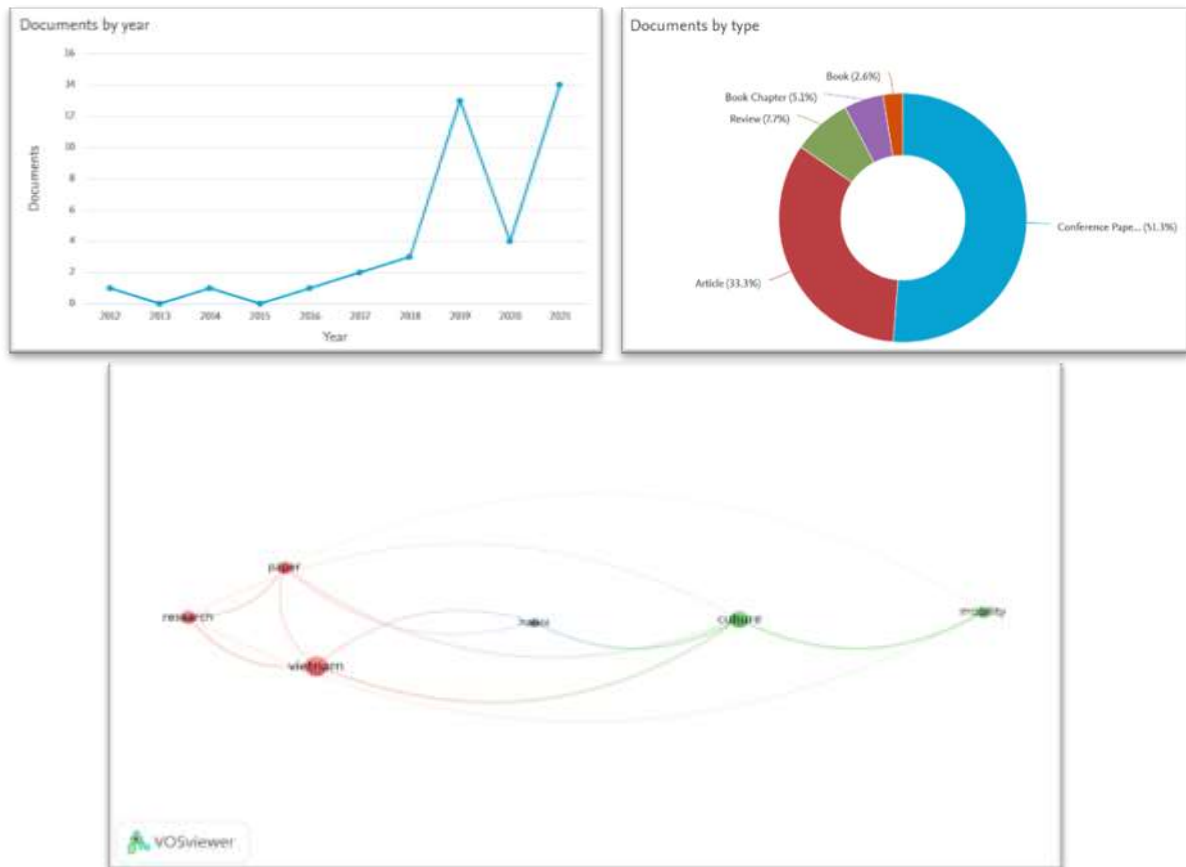## 4.10 Ten Years Research Trend of Cultural Arts in Vietnam

Based on the Scopus database of the keyword Cultural Arts in Vietnam found that from 2011-2021 there were 39 publication documents. The publications amounted to 0 documents in 2011, 1 document in 2012, 0 documents in 2013, 1 document in 2014, 0 documents in 2015, 1 document in 2016, 2 documents in 2017, 3 documents in 2018, 13 documents in 2019, 4 documents in 2020, and 14 documents in 2021. The percentage type of conference paper is 51.3% is article (20 documents), 33.3% is article (13 documents), 7.7% is review (3 documents), 5.1% is book chapter (2 documents), and 2.6% is book (1 documents). The 5 top keywords used related to Cultural Arts research in Vietnam are 'vietnam' with 11 documents, 'vietnamese' with 6 documents, 'viet nam' with 5 documents, 'ontology' with 4 documents, and 'artificial intelligence' with 3 documents. There are 3 top citation articles from the keywords Cultural Arts research in Vietnam based on Scopus database (Nosartabadi et al., 2019) (Vuong et al., 2018) (Voung et al., 2019). Based on network visualization using VOSviewer illustrates that there are 3 main clusters in Cultural Arts research in Vietnam.

Table 10. Top Cultural Arts Research Article Cited in Vietnam

No.	Title	Authors	Year	Source	Cited by
1.	Sustainable business models: A review	Saeed Nosratabadi, Amir Mosavi, Shahaboddin Shamshirband, Edmundas Kazimieras Zavadskas, Andry Rakotonirainy, and Kwok Wing Chau	2019	Sustainability (Switzerland), 11(6), 1663	150
2.	Cultural additivity: behavioral insights from the interaction of Confucianism, Buddhism and Taoism in folktales	Quan-Hoang Vuong, Quang-Khiem Bui, Viet-Phuong La, Thu-Trang Vuong, Viet-Ha T Nguyen, Manh-Toan Ho, Hong-Kong T Nguyen, and Manh-Tung Ho	2018	Palgrave Communicatio n 4(1), 143	66
3.	Artificial intelligence vs Natural stupidity: Evaluating ai readiness for the Vietnamese medical information system	Quan-Hoang Vuong, Manh-Tung Ho, Thu-Trang Vuong, Viet-Phuong La, Manh-Toan Ho, Kien-Cuong Nghiem, Bach Xuan Tran, Hai-Ha Giang, Thu-Vu Giang, Carl Latkin, Hong-Kong T Nguyen, and Cyrus S.H. Ho	2019	Journal of Clinical Medicine 8(2), 168	29

Table 10. Network Visualization of Cultural Arts Research in Vietnam

No.	Cluster	Items	Relations
1.	Red	3	Vietnam, paper, research.
2.	Green	2	Culture, mobility.
3.	Blue	1	Hanoi.

Figure 10. *Research Trend of Cultural Arts in Vietnam*

4.11 Discussion

Based on the data that has been described above, it is found that several countries in ASEAN have cultural arts research that is quite productive and some of them are still lacking in publication. The research theme with the subject area of Arts and Humanities related to Cultural Arts from each country in ASEAN is also quite diverse. The data is described as follows:

Table 11. Comparative Results

No.	Title	Total Publication	Dominant Publication Sources	Total Cluster	Item Clusters
1.	Brunei Darussalam	5	Article	2	Education; nation
2.	Cambodia	1	Article	1	Field
3.	Indonesia	66	Article	3	Indonesia; meaning; batik
4.	Laos	13	Article	2	Site; woman
5.	Malaysia	853	Article	8	Art; relationship; student; text; authenticity; version; goal; tourist
6.	Myanmar	13	Article	1	Myanmar
7.	Philippines	295	Article	6	History; language; life; english; woman; group
8.	Singapore	829	Article	8	Art; teacher; city; theory; language; woman; style; effect
9.	Thailand	1	Article	1	Cultural adaptation
10.	Vietnam	39	Conference Paper	3	Vietnam; culture; hanoi

From the results of comparing data based on the Scopus database, it was found that the country with the highest number of publications related to Cultural Arts research was Malaysia with a total of 853 documents. In second place is Singapore with a total of 829 documents. In third place is the Philippines with a total of 295 documents. This number is quite significant compared to other countries. For example, with Cambodia which is only 1 document. Most of the publication sources are in the form of articles that can be assumed to be journal articles. Only Vietnam has the largest source of publications coming from conference papers. Based on VOSviewer's network visualization of each country to Cultural Arts research, various clusterings were found. This clustering is found based on the relationship between the topic of Cultural Arts which is related to other topics. In some countries such as Malaysia, Singapore and the Philippines, where the number of publication documents is large, there is a diversity of research clusters. Meanwhile, in countries with a minimal number of publication documents, the number of clusters and items in them will also be minimal with diversity.

V. Conclusion

Thus, this research has found the results of comparative research productivity related to Cultural Arts in ASEAN countries. The results found were very variative. Where countries with many studies are significantly compared to countries with minimal research. This is for example like Malaysia with 853 documents which is drastically compared to Cambodia which is only 1 document. In addition, most of the documents are in the form of articles. So that the dissemination of research related to Cultural Arts for ASEAN countries

still needs to be strengthened in the form of conference papers. This is so that the variety of sources of documents related to Cultural Arts research is even greater. In terms of clustering research themes, it was found that the results of visualizations that countries with many documents would produce a variety of research themes with diverse item relationships. However, countries with a minimal number of documents will produce a variety of research themes with minimal item relations as well. So that there are still many research opportunities related to Cultural Arts that can be done by utilizing a variety of items resulting from clustering.

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