
BLIBLIOMETRIC ANALYSIS: TRENDS AND DYNAMICS OF ONLINE BEGGING IN DIGITAL SOCIAL BEHAVIOR

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ABSTRACT

Social media is a platform that allows users to express themselves by sharing, connecting, talking with other users, and establishing virtual social relationships through the use of the internet. The emergence of technology and especially the internet has revolutionized many things including the mode and pattern of begging. Begging is the act of asking for help from others in the hope of getting something, such as money, food, or clothing, without expecting anything in return. Begging is considered an anti-social behavior that is common in many countries, especially in developing countries such as Indonesia. The phenomenon of cyber begging or online begging has grown rapidly in the digital era. This research aims to understand the trends and dynamics of cyber begging as a form of social behavior change in digital society using a bibliometric approach. This method is applied to map the development of relevant research, identify the main keywords, publication trends, and author collaboration networks on related topics over the past five years.

Keywords: Cyber Begging, Social Media, Social Behavior

INTRODUCTION

The development of digital technology and the emergence of social media have brought significant changes in the lives of modern society. The emergence of various social media makes it easier for people to socialize and get information from various sources. Social media is a medium on the internet that allows users to present themselves and interact, cooperate, share, communicate with other users so as to form virtual social ties (Sumarni, 2023). In the latest data published by the Indonesian Internet Service Providers Association (APJII) in the results of the Indonesian Internet Penetration Survey, the number of Indonesian internet users in 2024 reached 221.56 million. shows that the behavior of internet users in Indonesia continues to grow.

In capitalizing on the opportunities presented by the growth of digital technology in Indonesia in 2024, it is expected that people will increase attention to the development of innovative and interesting content and are expected to make the best use of digital technology platforms, one of which is through social media. Social media has become an integral part of the daily lives of Indonesians. Social media is an internet and mobile-based service that allows users to join online conversations, contribute to user-generated content, or join online communities (Ratri, 2018). Social media is a platform that allows its users to express themselves by sharing, connecting, talking with other users, and establishing virtual social relationships through the use of the internet. Social media allows users to

communicate and interact by sending messages in the form of photos, text, audio, and video. blogs, wikis, and other forms of social media are very popular today (Feroza and Misnawati, 2020).

The development of social media has made people compete in building relationships with communities through the internet network, especially social media consisting of Facebook, Twitter, YouTube, Tiktok, Instagram, WhatsApp, Online Games and many more. The emergence of technology and especially the internet has revolutionized many things including the mode and pattern of begging. Begging is the act of asking for help from others in the hope of getting something, such as money, food, or clothing, without expecting a reward or return Begging is considered an anti-social behavior that is common in many countries, especially in developing countries, one of which is Indonesia (Ndidiama, 2022).

The digital age has not just changed the way people interact and create content. But almost all aspects of life have experienced real and tangible changes. One of the impacts of the emergence of social media is online begging, which has recently become popular and attracted the attention of the wider community. Begging is as old as humans. But the advent of technology, especially the internet, has changed many aspects of society, including the ways and patterns of begging (Singh, 2023). Today, street begging or traditional begging is gradually being replaced by another form of begging called internet begging or cyber begging or e-begging. The phenomenon of begging is a global problem, which is more commonly seen in developing countries, one of which is Indonesia.

Today, more and more people are utilizing digital platforms, especially social media such as TikTok, to conduct online begging activities. One of the social media that is often used by Indonesians is the TikTok application, TikTok is the 4th social media that is widely used by the public. According to the website databoks.katadata.co.id WhatsApp became the most widely used social media application in Indonesia in January 2024. Of all internet users in Indonesia aged 16 to 64 years, the majority or 90.9% were recorded using the application. Instagram took second place with a proportion of 85.3% users, followed by Facebook 81.6%, and TikTok 73.5%. Then those who use Telegram are 61.3%, and X (formerly Twitter) 57.5%. There are also those who use Facebook Messenger, Pinterest, Kuaishou (Kwai and Snack Video), and LinkedIn with smaller proportions as shown in the graph.

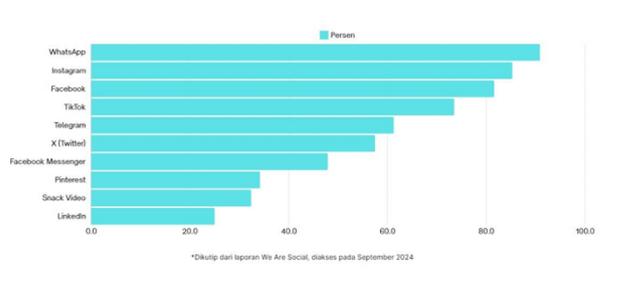


Image. 1 Social Media Applications Most Used by Indonesians 2024 Source: wearesocial.com 2024

TikTok is an official Chinese music video application and social network that enlivens the digital industry in Indonesia. TikTok makes the user's cell phone a walking studio. This social media presents interesting and easy-to-use special effects so that everyone can easily create a cool video (Rahmawati, 2018). This TikTok application allows users to quickly and easily create unique short videos and then share them with others. Empowering creative thoughts as a form of content revolution, making this social media a form of new benchmarks in creativity for content creators around the world, especially Indonesia.

So that people in this era are competing to become content creators on TikTok social media. Apart from being fun, it turns out that this makes them get jobs and income from the content they create, easily and instantly. Starting from workers, children to adults, even parents are competing to create interesting content and this has many negative impacts. One of the negative ones is becoming an 'internet beggar' or cyber begging. This makes everyone able to share video content on social media, especially TikTok, from positive things to negative things, one of which is the phenomenon of cyber begging or online begging on social media. The phenomenon of begging is a social reality that is currently rife in Indonesia, coupled with the presence of the online begging phenomenon, this is a problem that must be addressed immediately (Dhamayanti, et al, 2024).

METHODOLOGY

This research uses a descriptive approach, with bibliometric methods through mapping journal metadata obtained on the Google Scholar database related to research on the theme of cyber begging or online begging. This is done to determine the trend of research development, as well as to provide recommendations for the direction of further research.

The data source of this research is publication documents in the form of journals from 2019 - 2025 with the research theme "Online Beggars". Data collection was carried out with Publish or Perish (PoP) software with the source of articles contained in the Google Scholar database with the keyword "Online Beggars". From the search results, there were 941 articles published, after checking the completeness of the keywords in the article, out of 941 articles in the search results, 50 articles were carried out in further data analysis. Analysis of the development trend of publications about online begging or cyber begging in this study was carried out using VOSviewer software. VOSviewer is software for building and visualizing bibliometric networks (Van Eck & Waltman, 2017).

RESULT AND DISCUSSION

Based on the results of documents collected from the Google Scholar database, it shows that the development of research on the theme of online begging or cyber begging using the social network analysis method during the period 2019 - 2025 was 941 articles. In this study, bibliometric analysis was carried out with the

The relationship between terms and other terms is shown in each cluster. Referring to the opinion of Al Husaeni & Nandiyanto (2022) that each term is marked with a colored circle. The size of the circle for each term distinguishes the frequency of occurrence of the term. The size of the label circle shows a positive correlation with the appearance of the term in the title or abstract. The more often the term appears, the larger the circle size. Based on the network visualization results listed in Figure 2, it shows the relationship between terms depicted in a coherent network. The cluster of each term that is often researched and related to the research topic, namely online begging, can be separated into 4 cities, study, research, online begging.

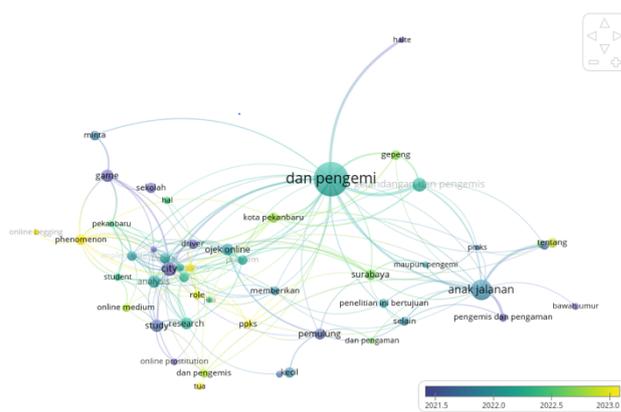
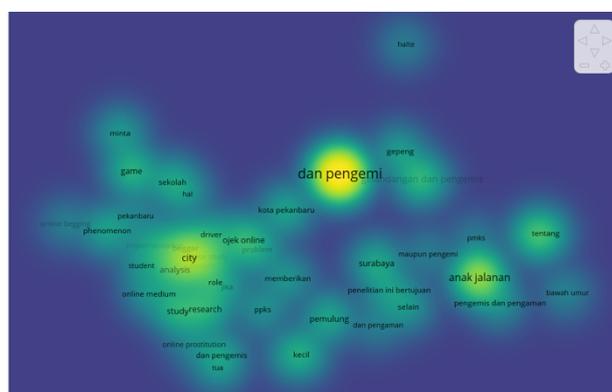


Image 3. Mapping results of “Online Emissary” with Overlay Visualization display method

After identifying mapping and clustering in Figure 2, then mapping and clustering research trends based on historical traces or years of research publication. Information that can be obtained from the results of Overlay Visualization in Figure 3. Can be used as a reference to identify and detect the state of the art of research in the field of “Online Begging” conducted in the period 2019 - 2025.

Based on Figure 3, it can be seen that the colors on the nodes represent keywords that indicate the year of publication. For example, the keyword “online begging” has a blue node, which means that the article containing the keyword was published in 2021. Another example is the term “gepeng” which is depicted as having green colored nodes, this means that the term was discussed in 2022.



Gambar 4. Hasil Pemetaan “Pengemis Online” dengan metode tampilan Density Visualization

Furthermore, the analysis of the display density above shows that the most research related to online begging is begging, beggars, begging, vagrancy, begging, street children, scavengers, old beggars, buskers, gepeng, online begging, pmks, underage beggars, case study, Surabaya, pekan baru, city, and research. Thus, there are opportunities for renewable research by taking these items.

CONCLUSION

The results of a bibliometric analysis on the theme of “online begging” or “cyber begging” show significant trends in scientific publications related to this phenomenon during the period 2019-2025. Of the 941 articles identified, 50 were analyzed in more depth to map research dynamics and trends. Network visualization with VOSviewer revealed seven main clusters representing keywords such as beggars, street children, scavengers, as well as specific cities of research focus such as Pekanbaru and Surabaya. This map indicates that online begging is not only a social issue, but also a phenomenon that has attracted widespread attention from researchers, with close connections to the topics of poverty, minors, and digital space as a medium of interaction.

Furthermore, overlay analysis and density visualization illustrated the temporal progression of the research highlighting peaks of interest in 2021 and 2022, and identified new research opportunities related to specific issues such as child begging, digital begging in big cities, and symbolic interactions in social media ecosystems such as TikTok. These results confirm that the phenomenon of cyber begging in the digital era is a complex manifestation of social behavior change, requiring an interdisciplinary approach in formulating adaptive policies and intervention strategies in the era of digital communication transformation.

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