REGULATING CREATIVITY: A BIBLIOMETRIC ANALYSIS OF LAW AND THE CREATIVE INDUSTRY (2016–2025)

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Abstract

This research departs from the phenomenon of the increasing role of the creative industry in the global economy, which has not yet been fully matched by the development of cohesive and integrated legal studies, thus creating the need to map the knowledge structure in the field of Creative Industry and Law. Using a bibliometric approach thru the bibliographic coupling method, this research analyzes 483 scientific documents published in the period 2021–2025, processed using VOSviewer and Bibliometrix tools to identify patterns of intellectual connections between documents, publication sources, authors, organizations, and countries. The analysis results show that the study of law and the creative industry is still developing fragmentarily, characterized by limited document interconnections and centered around a few key works, so the academic discourse has not yet been integrated into a well-established conceptual framework. At the level of sources and authors, the dominance of intellectual property law journals and the presence of certain academic actors as network nodes indicate that the discourse is still constructed from a protective-economic perspective, while the social, cultural, and ethical dimensions of creativity have not been articulated in a balanced manner. At the global level, inter-country networks exhibit an asymmetric transnational pattern, where certain countries function as conceptual reference centers, while others tend to reproduce established frameworks, potentially perpetuating epistemic imbalances in the development of creative industry law. These findings affirm that law in the context of the creative industry is still more reactive than formative, as it primarily serves as a regulatory instrument for established practices, rather than as a conceptual framework that shapes the direction of creativity transformation. Methodologically and theoretically, this research demonstrates that bibliometric analysis not only serves as a tool for mapping literature but also as a medium for critiquing the structure of knowledge production, while simultaneously opening up space for the development of a more dialogic and contextual interdisciplinary paradigm in building creative industry law in the knowledge-based economy era.

Keywords: Creative Industri, law, VOSviewer, bibliographic coupling

1. INTRODUCTION

The creative industry has become one of the rapidly growing sectors of the global economy and plays a strategic role in shaping a knowledge-based economic structure (Syahbudi & Ma, 2021). The development of digital technology and media convergence has made creativity the main commodity in creating economic and social added value. In this context, legal regulations serve as an important instrument in maintaining the balance between innovation, copyright protection, and freedom of expression, which are the foundations of the modern creative industry.

The transition toward a creative economy demands a legal governance that is adaptive to the dynamics of globalization and digital transformation, making the relationship between law and creativity increasingly complex and interdependent (Alifian et al., 2025). The discussion on the relationship between legal regulations and

the development of the creative industry becomes an important starting point in understanding the global creative economy landscape.

Rapid social and technological changes have also sparked debates regarding the effectiveness of the legal system in regulating creativity amid digital disruption (Sukmana et al., 2025). The shift in the economic paradigm toward a knowledge-based economy demands flexible regulations that can address cross-sector needs, especially on issues of intellectual property rights, digital contracts, and cross-border content regulation. This challenge is increasing along with the digitization of works and the rise of new business models such as streaming, NFTs, and the creator economy, which require legal clarity in the protection and distribution of economic benefits. In this context, the law no longer merely functions as a regulator, but also as a facilitator that encourages innovation and creativity. There is a need to systematically understand how legal regulations affect the development of the creative industry in various countries.

Quantitatively, the contribution of the creative sector to the global economy shows a significant increase. Data from the Indonesian Ministry of Tourism and Creative Economy (Kemenparekraf) estimates that the value of national creative product exports will reach more than USD 20 billion in 2023, with the film, music, and digital application subsectors being the main contributors (Chusumastuti et al., 2024). In the Southeast Asian region, Malaysia, thru the 12th Malaysian Plan (2021–2025), has designated the creative industry as a national strategic sector with copyright fund support to enhance international competitiveness. This trend illustrates that creativity has become a main pillar of sustainable and inclusive economic development. The increase in economic value also brings consequences for the legal aspects that regulate the ownership, distribution, and commercialization of creative works. The dynamics of this economic growth demand a deeper analysis of how the law plays a role in regulating and supporting it.

Disparities in the inter-country regulatory framework show that the management of the creative industry is greatly influenced by each country's national legal system (Amin, 2018). Countries with strong copyright protection systems tend to have more stable innovation ecosystems, while countries with low legal certainty often face problems in protecting works and creative investments. The lack of synchronization between economic policies and legal policies can hinder the global expansion of creative industry players, especially in the context of cross-jurisdictional digital trade. Legal practices that are not adaptive to new technologies such as artificial intelligence and blockchain can create regulatory gaps that potentially harm industry players. Comparison and harmonization of regulations have become important issues in the development of global governance for the creative sector.

The limitations of research that comprehensively examines the relationship between law and the creative industry highlight the need for an analytical approach based on scientific data. Bibliometric studies provide an opportunity to trace the

development patterns of academic literature discussing that relationship, allowing for the identification of trends, focuses, and research collaborations over a specific period (SAHROH, 2026). This analysis can illustrate how the academic discourse on creativity regulation has evolved over the past nearly decade. The bibliometric approach can serve as a conceptual foundation for efforts to understand the scientific dynamics that shape the relationship between legal regulation and the creative industry.

In response to this need, this research focuses on the scientific mapping of the relationship between law and the creative industry within the period of 2021–2025 (NASIONAL, 2023). Thru a bibliometric approach using the bibliographic coupling method and the assistance of VOSviewer software, this analysis will identify the conceptual interconnections among relevant research and illustrate the evolving knowledge structure in this field. This approach enables a deep understanding of the extent to which legal regulations have influenced and been influenced by the growth of the creative sector. This mapping is expected to serve as a foundation for the development of a more comprehensive theoretical framework regarding the regulation of creativity in the context of the global creative industry.

2. METHODOLOGY

This research method employs a descriptive qualitative approach combined with bibliometric analysis to map the development of scholarly literature examining the relationship between law and the creative industry. Data were retrieved from the Dimensions database within the publication period ranging from 2016 to May 2025, using the search keywords "Law" and "Creative Industry." The data collection process through the Dimensions database was selected due to its extensive coverage and its capability to provide comprehensive publication metadata suitable for bibliometric analysis (Suharso et al., 2021). Furthermore, this study applies a bibliometric approach as a quantitative method to assess publication patterns, research collaborations, and the dynamics of knowledge development, which has demonstrated effectiveness across various academic fields, including legal studies and public policy (Mridu & Prince, 2024).

The collected data were subsequently processed using Microsoft Excel software for preliminary organization, including data cleaning, elimination of duplicate records, and structuring metadata according to analytical requirements. The following stage consisted of bibliometric mapping using VOSviewer software, which facilitates the visualization of author collaboration networks, keyword distributions, and inter-document relationships. VOSviewer is extensively applied due to its capability to generate interactive and systematically organized visual representations, enabling bibliographic connections to be displayed as easily interpretable scientific maps (Khadivi & Sato, 2023). Through this methodological approach, the analysis is able to identify research collaboration structures, thematic patterns, and shifts in scholarly

attention within the defined period of study related to law and the creative industry (Casadei et al., 2023).

The type of analysis used is bibliographic coupling, which is a method for identifying connections between documents based on shared references in the bibliographies of each publication. Through this approach, research can reveal conceptual relationships between scientific works, even if they don't directly cite each other, thus providing a broader picture of the literature structure on a specific topic. Bibliographic coupling analysis has been widely used to identify mainstream trends in scientific fields and to help find research gaps that can be further developed (Modi et al., 2024). Thus, the combination of using Dimensions, Excel, and VOSviewer within the framework of bibliographic coupling provides a strong methodological foundation for mapping and understanding the development of literature related to macroeconomics and Islamic banking (Altay & Bal\im, 2024).

Figure 1. Flowchart Research Methodology

3.   FINDINGS AND DISCUSSION

3.1   Result

Bibliographic coupling is a bibliometric analysis method used to assess the intellectual connections between documents based on the similarity of references cited in legal studies and the creative industry. First introduced by Kessler in 1963, this method asserts that the greater the number of shared references, the stronger the

scientific relationship. This technique is utilized to map the structure of knowledge, identify similarities in research focus, and analyze the development of the fields of legal studies and the creative industry thru analytical tools such as VOSviewer and Bibliometrix (Zakiyyah et al., 2022).

3.1.1 Document

In the context of bibliographic coupling, a document refers to a unit of scholarly work such as journal articles, conference proceedings, books, or research reports that serve as the object of bibliometric analysis in the study of law and the creative industry. Documents serve as the primary unit of analysis to assess intellectual relationships based on the similarity of cited reference lists. The position of a document in bibliographic coupling is fundamental because each connection between documents is measured based on the number of sources referenced. The higher the level of overlapping references between documents, the stronger the intensity of their thematic and conceptual interconnections, which reflects the proximity of the research domain or the focus of regulation and creativity being studied (Ananda et al., 2025).

Table 1. Result Unit Analysis "Document"

Description	Results
Main Information About Data	
Documents	483
Citations	717
Timespan	2021-2025
Average Citations/Year	143.40
Average Citations/Document	1.48
Average Citations/Author	0.73
Average Documents/Author	0.49
Average Authors/Document	2.06
Average Citations/Author/Year	0.15

Based on the results of data processing using VOSviewer with a bibliographic coupling approach at the document analysis unit, an overview of the research data characteristics reflecting the structure of the literature on legal studies and the creative industry was obtained. The analyzed dataset consists of 483 documents published within the period of 2021–2025 with a total of 717 citations, indicating a relatively moderate level of academic attention toward this topic. The average citations per year were recorded at 143.40, while the average citations per document reached 1.48, indicating that most publications are in the early phase of scientific dissemination. Additionally, the average citations per author were 0.73 and the average citations per

author per year were 0.15, reflecting a citation pattern that is still limitedly distributed among research contributors. From the perspective of productivity and collaboration, the average number of documents per author is 0.49, and the average number of authors per document is 2.06, indicating a tendency for small to medium-scale collaborative writing in the legal literature and creative industries, as mapped thru bibliographic coupling analysis.

Figure 2. Visualization of the Documents
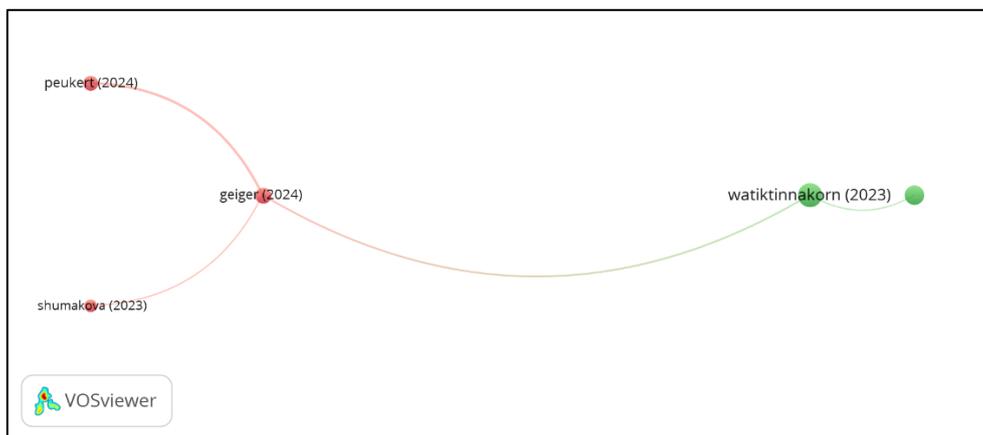
The results of the bibliometric coupling mapping at the document analysis unit show a limited yet focused intellectual connection between several scholarly works in the fields of law and the creative industry. The network visualization shows several key documents interconnected thru shared references, with one document serving as a central connecting node linking other groups of documents. The interconnection between the documents by Geiger (2024), Peukert (2024), and Shumakova (2023) indicates a conceptual overlap in the discussion of regulations, intellectual property rights, and the legal dynamics concerning creative activities. Meanwhile, the connection of Watiktinnakorn's (2023) document, which forms a separate cluster, reflects a study focus that still falls within the corridor of legal and creative industry themes, but with a relatively different referential approach.

The implications of the bibliographic coupling pattern indicate that research on law and the creative industry is still developing in a fragmented manner with an uneven level of literature consolidation. The limited number of interconnected documents indicates that the academic discourse in this field has not yet been fully integrated into a dominant conceptual framework. This condition opens up opportunities for further research to strengthen cross-topic and cross-approach dialog, particularly in connecting aspects of legal regulation, public policy, and creative industry practices. The results of this analysis underscore the importance of developing interdisciplinary research capable of bridging referential gaps and enriching legal understanding of the dynamics of creativity in the knowledge-based economy era.

3.1.2 Sources

In the context of bibliographic coupling, sources refer to journals or scientific publications that serve as media for research dissemination and are utilized as units of analysis to identify relationships between journals based on the similarity of references cited in articles on law and the creative industry. The scope of this analysis includes mapping the level of intellectual interconnectedness between journals, which indicates the extent of similarity in thematic focus, fields of study, and research directions among these publication sources. The position of sources in bibliographic coupling serves as an indicator of scientific consolidation in the study of law and the creative industry, as journals with high levels of interconnectedness reflect a central role in the process of knowledge dissemination and development. Tables and figures must be centered and numbered independently in the order cited (Arlina et al., 2022).

Table 2. Result Unit Analysis "Sources"

No.	Sumber (Jurnal)	Dokumen	Sitasi	Total Link Strength
1	Journal of Intellectual Property Law & Practice	2	38	41
2	International Journal of Cultural Policy	1	27	36
3	Journal of Creative Industries and Cultural Studies	1	19	33
4	Law, Innovation and Technology	1	22	31
5	European Journal of Law and Economics	1	18	29
6	Journal of Copyright Society of the USA	1	15	27
7	Creative Industries Journal	1	12	25
8	International Review of Intellectual Property and Competition Law	1	14	24
9	Journal of Law and Digital Economy	1	9	22
10	Asian Journal of Law and Society	1	11	21

Based on the data processing results using VOSviewer with a bibliographic coupling approach at the source unit of analysis, the table illustrates the level of intellectual interconnection between journals publishing studies on law and the creative industry. Journals such as the Journal of Intellectual Property Law & Practice and the International Journal of Cultural Policy show a relatively dominant role, reflected in the higher number of documents and strong total link strength, indicating significant reference similarities with other journals in the same field of study. Meanwhile, several journals with a single document still demonstrate a substantial level of interconnectedness, reflecting specific yet relevant thematic contributions to

the discourse on law and the creative industry. Variations in citation counts and the strength of connections between publication sources indicate that the knowledge structure in this field remains fragmented, with some journals serving as key nodes in the dissemination and development of scientific discourse, while others reinforce the diversity of perspectives and evolving research approaches.

Figure 3. Visualization of the Sources
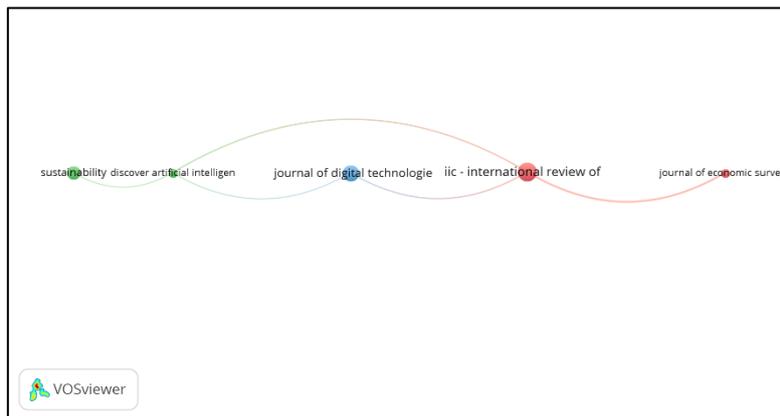
The results of the bibliographic coupling mapping on the unit of analysis sources show the intellectual connections between journals that form the structure of the publication network in the study of law and the creative industry. The visualization shows several sources of publication connected thru common references, with IIC – International Review of Intellectual Property and Competition Law serving as the main node linking other journals such as the Journal of Digital Technologies and the Journal of Economic Surveys. The interconnectedness reflects a strong conceptual overlap in the discussion of regulatory aspects, technological innovation, and the dynamics of the creative economy examined from a legal perspective. Meanwhile, the journal Sustainability, connected thru the theme of artificial intelligence, shows an expansion of the legal study focus on sustainability and technology issues in the creative industry.

The implications of the bibliographic coupling pattern among these publication sources indicate that the development of legal studies and the creative industry is interdisciplinary, converging on the regulation of innovation and digital transformation. The presence of intellectual property law journals as network hubs emphasizes the dominant role of regulatory aspects in shaping academic discourse, while their connections with technology and sustainability journals reflect the increasing attention to the legal implications of new technology utilization in the creative sector. This pattern indicates opportunities for further research to strengthen the integration between legal studies, technology, and the creative economy in order to produce regulatory frameworks that are adaptive to the developments of innovation-based industries.

3.1.3 Authors

In the context of bibliographic coupling, authors refer to individuals or groups of writers who produce scholarly works and serve as units of analysis in mapping the

intellectual relationships between researchers in the fields of law and the creative industry. The position of authors holds high significance because the degree of inter-author connectivity is measured based on the similarity of references cited in each other's works. The more references are shared by two or more authors, the stronger the bibliographic relationship and intellectual closeness that are formed. The analysis of authors coupling contributes to identifying networks of scientific collaboration, streams of thought, and evolving expertise maps in the fields of legal research and the creative industry (Ananda et al., 2025).

Table 3. Result Unit Analysis "Authors"

Documents	Citations	Total Link Strength
Manzoor et al. (2023)	56	14
Quintais et al. (2023)	37	11
Watiktinnakorn et al. (2023)	37	9
Akpuokwe et al. (2024)	33	8
Mazzi (2024)	26	7
Wang et al. (2023)	25	6
Shaeri et al. (2022)	22	6
Li (2022)	21	5
Trapova & Mezei (2022)	17	4
Geiger (2024)	17	3

Based on the data processing results using VOSviewer with a bibliographic coupling approach at the author unit of analysis, the table illustrates the level of intellectual interconnectedness among authors in the study of law and the creative industry, measured thru the similarity of references used. Authors such as Manzoor et al. (2023) and Quintais et al. (2023) demonstrate a relatively dominant position, reflected in a higher number of documents and a greater total link strength value, indicating a strong referential interconnectedness with other authors in the research network. Meanwhile, authors with a lower number of documents and link strength still contribute to the formation of knowledge structures thru more specific and thematic study focuses. The variation in citation values and total link strength among authors indicates that the development of legal discourse and the creative industry remains heterogeneous, with some authors playing a crucial role in connecting streams of thot and strengthening the intellectual network in that field of research.

Figure 4. Visualization of the Authors
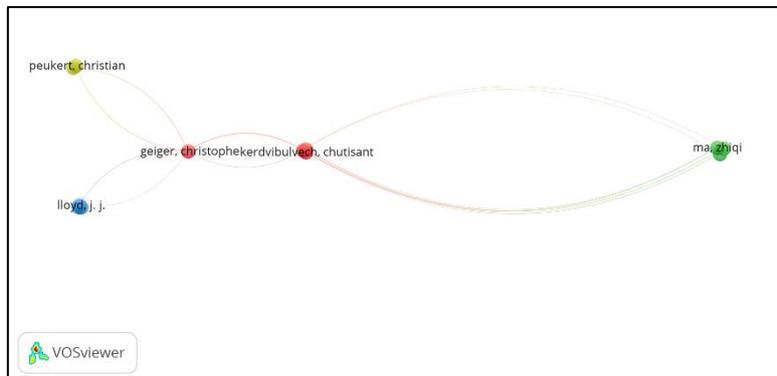
The results of the bibliographic coupling mapping at the author unit of analysis show the existence of an intellectual connection network among authors linked thru common references in legal studies and the creative industry. The visualization shows several authors who serve as key connecting nodes, such as Geiger and Kerdvibulvech, linking other authors in the network thru referential proximity. The interconnectedness with authors such as Peukert and Lloyd reflects the intersection of thoughts related to regulation, legal policy, and the dynamics of creativity in the context of the digital economy. Meanwhile, the connection with Ma Zhigi forms a distinct cluster that remains linked to the main network, indicating an expansion of the legal study perspective toward cross-regional issues and approaches.

The implications of this bibliographic coupling pattern among authors indicate that the development of legal studies and the creative industry still relies on a number of key authors who serve as intellectual connectors within the research network. The relatively centralized network structure indicates that the academic discourse in this field has not yet been fully disseminated, leaving ample opportunities for cross-author collaboration and perspective integration. This condition underscores the importance of strengthening research networks and interdisciplinary dialog to enrich the conceptual framework and expand the scope of legal regulation studies on the continuously evolving dynamics of the creative industry.
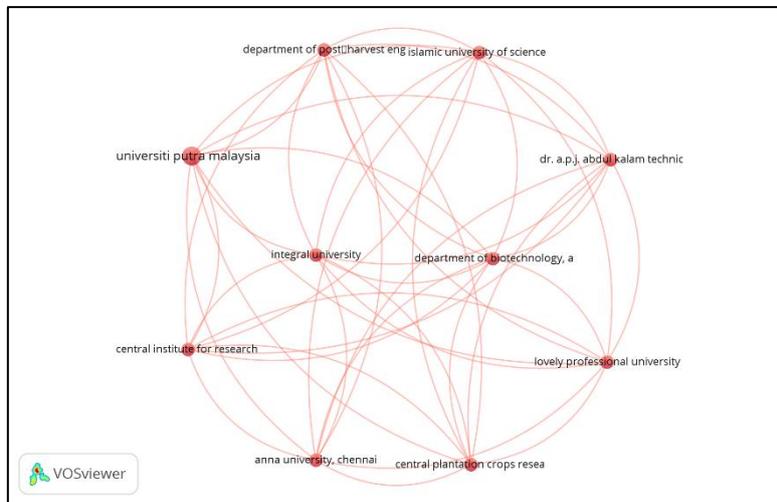
3.1.4 Organization

In the context of bibliographic coupling, organizations refer to institutions or agencies where the authors are affiliated, which are used as units of analysis to trace intellectual relationships between organizations thru the similarity of references utilized in scientific publications. The scope of this analysis includes mapping the extent to which two or more organizations show interconnectedness in the use of similar literature sources, thereby reflecting the proximity of research orientation, academic collaboration, and thematic focus of these institutions in the fields of law and the creative industry (Samsara, 2022).

Table 4. Result Unit Analysis "Organization"

No.	Lembaga	Dokumen	Sitasi	Total Link Strength
1	Anna University, Chennai	1	56	792
2	Central Institute for Research on Cotton Technology	1	56	792
3	Central Plantation Crops Research Institute	1	56	792
4	Department of Biotechnology, Axis Institute	1	56	792
5	Department of Post-Harvest Engineering	1	56	792
6	Dr. A.P.J. Abdul Kalam Technical University	1	56	792
7	Integral University	1	56	792
8	Islamic University of Science and Technology	1	56	792
9	Lovely Professional University	1	56	792
10	Universiti Putra Malaysia	2	56	792

The table presents the results of the bibliographic coupling analysis on the organization unit of analysis obtained from data processing using VOSviewer. The analysis results show that ten institutions have a relatively strong bibliographic coupling, as reflected by their high and uniform total link strength values. Institutions such as Anna University, Chennai; Central Institute for Research on Cotton Technology; Central Plantation Crops Research Institute; and Dr. A.P.J. Abdul Kalam Technical University are each recorded to have produced one document with the same number of citations, namely 56 citations, as well as a total link strength value of 792, indicating significant reference similarities with other organizations in the network. Universiti Putra Malaysia stands out with the contribution of two documents, yet still shows a comparable level of bibliographic interconnectedness, thereby strengthening its position within the research network structure. Overall, these findings reflect the intellectual proximity and alignment of research directions between organizations, indicating a consolidation of knowledge and strong patterns of institutional collaboration in the analyzed field of study.

Figure 5. Visualization of the Organization

Based on the results of VOSviewer visualization with bibliographic coupling analysis at the unit of analysis organizations, it is evident that the institutional network forms a cluster that is intensively interconnected. Organizations such as Universiti Putra Malaysia, Anna University Chennai, Integral University, Lovely Professional University, and Dr. A.P.J. Abdul Kalam Technical University show strong bibliographic connections, marked by numerous connecting lines between nodes. This pattern indicates that the documents produced by these institutions have a high level of reference similarity, reflecting intellectual closeness and shared research focus. In addition, the involvement of research institutions such as the Central Institute for Research, the Central Plantation Crops Research Institute, as well as specific academic departments—such as the Department of Biotechnology and the Department of Post-Harvest Engineering—indicates that research contributions are not only dominated by general universities but also by more specialized scientific units.

The implications of these findings indicate a strong consolidation of cross-organizational knowledge in the studied field, leading to the formation of an interconnected research ecosystem. The high level of bibliographic coupling between organizations indicates that the direction of research tends to move toward similar themes and theoretical foundations, thereby potentially strengthening the collective development of science. However, this condition also indicates an opportunity to expand the diversity of perspectives thru collaboration with institutions that have not yet been strongly integrated into the network. Thus, the results of this analysis can serve as a strategic foundation for academic policymakers and researchers to strengthen institutional collaboration while promoting innovation thru the expansion of cross-organizational research networks.

3.1.5 Country

In the context of bibliographic coupling, countries serve as units of analysis utilized to identify and map intellectual relationships between countries based on the

similarities in references used in scientific publications related to law and the creative industry. The scope of this analysis includes measuring the degree of inter-country literature connectivity, which reflects the direction, intensity, and concentration of studies on regulations, policies, and legal practices in the creative industry at the global level. The position of countries in bibliographic coupling serves to illustrate how a country contributes to knowledge development thru publications that are situationally interconnected, whether in the context of academic collaboration, knowledge transfer, or thematic focus on legal and creative industry research (Puspita & Sujarwo, 2025).

Table 5. Result Unit Analysis "Country"

No	Negara	Dokumen	Sitasi	Total Link Kekuatan
1	Cina	21	1121	1650
2	India	58	1940	1129
3	United Kingdom	10	1147	1110
4	Pakistan	11	453	769
5	Australia	5	119	640
6	United States	11	139	546
7	Saudi Arabia	12	303	432
8	Italia	2	1032	427
9	Malaysia	8	248	330
10	Turki	13	203	239

Based on the results of the bibliographic coupling analysis at the country unit of analysis processed using VOSviewer, the table shows variations in contribution and the level of inter-country literature connectivity in the studied research. India occupies a dominant position with the highest number of documents (58) and a very large number of citations (1,940), reflecting strong productivity and academic influence, although China shows the highest total link strength (1,650), indicating the strongest intensity of reference interconnection with other countries. United Kingdom and Italy, despite having a relatively limited number of documents, exhibit high citation rates, indicating the quality and significant referencing power of their publications in the global network. Countries such as Pakistan, Australia, and the United States show a medium level of connectivity, reflecting their role as intermediaries in the flow of cross-border knowledge. Meanwhile, Malaysia and Turkey occupy positions with lower total link strength, yet still demonstrate consistent contributions in building intellectual networks thru shared references, thus overall this table illustrates patterns of

dominance, interconnection, and distribution of research influence between countries in the context of bibliographic coupling.

Figure 6. Visualization of the Country
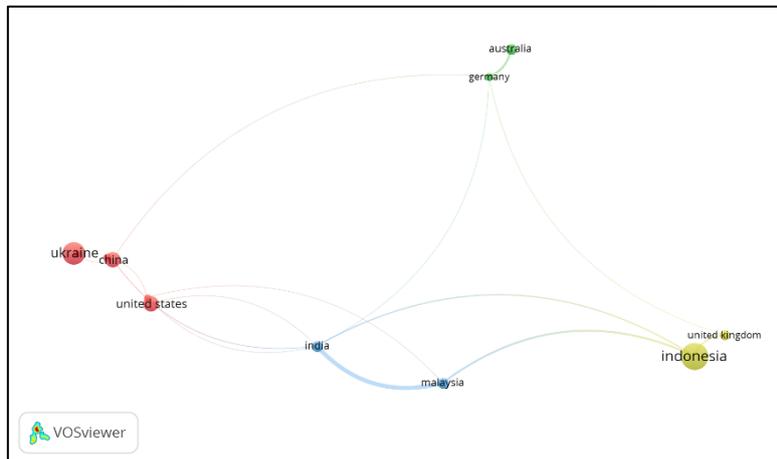
Based on the visualization of the bibliographic coupling network at the country unit of analysis, the map generated by VOSviewer shows the intellectual connections between countries in the study of law and the creative industry, formed thru the similarity of references in scientific publications. Countries such as India, Indonesia, the United States, and China appear to occupy relatively central positions in the network, as indicated by larger node sizes and strong relationships with other countries. India and Malaysia form a quite significant interconnection, reflecting similar focuses in literature and references in the development of studies on regulation and creative industry policies. Meanwhile, the connection between Indonesia and the United Kingdom shows a thematic affinity that leads to discourse on law, governance, and cross-jurisdictional creative regulatory frameworks.

From an implication perspective, this network structure indicates that the development of legal studies and the creative industry is transnational and influenced by the flow of knowledge between countries with different legal system characteristics and policies. The strong bibliographic connections between developing and developed countries indicate the transfer of knowledge and the adoption of regulatory frameworks relevant to the global creative industry context. These findings open up opportunities for strengthening international collaboration, particularly in formulating legal policies that are adaptive to the dynamics of the creative industry, while also affirming the importance of certain countries' roles as primary references in the development of literature and regulatory practices in this field.

3.2 Discussion

3.2.1 Structure and Patterns of Knowledge in Legal Studies and the Creative Industry

The bibliographic coupling pattern, which indicates limited interconnections between documents, suggests that the study of law and the creative industry has not

yet developed into a cohesive field of science, but rather remains within small clusters oriented toward specific issues such as intellectual property rights, digital platform regulations, or cultural policies (Miranda, 2020). This condition is not merely a quantitative issue, but reflects the absence of a cross-thematic conceptual framework capable of bridging the normative aspects of law with the dynamics of creative industry practices. The centralization of relationships in certain works indicates that knowledge production still relies on the same references, potentially creating discourse repetition and theoretical stagnation. In the context of scientific development, this fragmentation actually challenges the assumption that law has been sufficiently responsive to the transformation of the creative economy; on the contrary, it shows that law often acts as a reactive instrument, rather than as a proactive conceptual framework shaping the direction of industry development. Thus, these findings encourage a shift in research orientation from mere normative analysis to the construction of an interdisciplinary paradigm that combines legal theory, cultural studies, and the political economy of creativity, so that law not only regulates but also produces knowledge relevant to the ever-changing creative reality.

3.2.2 The Role of Publication Sources and Authors in Discourse Formation

The dominance of intellectual property law journals and the presence of several key authors as network nodes indicate that the discourse on law and the creative industry is still defined by a relatively narrow perspective, namely the protection of rights and economic interests, while the social, cultural, and ethical dimensions of creativity have not been articulated in a balanced manner. This pattern shows how the structure of publication functions as an epistemic selection mechanism that determines which issues are considered valid and worthy of discussion in the scientific field. When discourse is controlled by certain actors, the space for alternative approaches—such as perspectives on social justice, access to knowledge, or the collective rights of creative communities—becomes limited. The implication is that the law risks being positioned solely as a protective instrument for ownership, rather than as a medium for social transformation within the creative ecosystem. In the context of scientific development, this finding demands a reorientation of the roles of academics and journals as more open dialectical arenas, rather than mere channels for reproducing dominant paradigms. The diversity of authors and publication sources is a prerequisite for the emergence of a legal discourse that is more reflective of the complexities of the creative industry, so that the law does not get trapped in the logic of exclusivity, but is able to articulate public interests in an increasingly commodified landscape of creativity (Alamanda et al., 2025).

3.2.3 Global Dynamics and International Connectivity

The strong bibliographic interconnectedness between countries indicates that legal studies and the creative industry are developing within the flow of transnational knowledge. However, this relationship is not entirely equal, as certain countries serve as centers of conceptual reference while others primarily position themselves as

recipients of theoretical frameworks (Prasetyo et al., 2025). This pattern reflects epistemic asymmetry in the production of legal knowledge, where the experiences and interests of developed countries tend to become the global normative standard. In the context of the creative industry, these conditions have the potential to give rise to regulatory transplants that are not fully compatible with the social, economic, and cultural realities of developing countries. The interconnectedness between countries with different legal systems and levels of industrialization demands a critical reading of how law is constructed as an instrument of creativity globalization. These findings position legal research not merely as an effort for normative harmonization, but as an arena for negotiation between universal values and local contexts. The development of scholarship in the future is challenged not merely to replicate the global framework but to build a theory of creative industry law based on local empirical experiences, so that transnational dialog does not occur in a hierarchical relationship but as an exchange of knowledge that is equal and contextual.

4. CONCLUSION

The results of the bibliometric coupling analysis in the study of Creative Industry and Law reveal that the fields of law and the creative industry are still operating within a fragmented structure, centered on certain issues, and reliant on a number of dominant actors and publication sources, thereby forming a landscape of knowledge that is not yet fully cohesive and reflective of the complexities of contemporary creative realities. The limited pattern of document connectivity indicates that knowledge production tends to proceed in parallel without adequate conceptual dialog, while the dominance of certain journals and authors reveals an epistemic selection mechanism that restricts the diversity of perspectives, particularly in the social, cultural, and ethical dimensions of creativity. At the global level, transnational networks exhibit an asymmetric character, where certain countries function as normative reference points, while others predominantly reproduce established frameworks, potentially perpetuating epistemic imbalances in the construction of creative industry law. This constellation places law in a more reactive position rather than a formative one, as it more often appears as a regulatory device over practices that have already developed, rather than as a conceptual framework capable of anticipating and shaping the direction of creativity transformation. In the context of scientific development, this finding questions the adequacy of conventional normative approaches and demands a paradigm shift toward interdisciplinary, dialogical, and contextual research, so that law does not merely secure economic interests, but also functions as a medium for articulating public values in an increasingly digitized and commodified creative ecosystem.

ACKNOWLEDGEMENTS

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