Trends and Trajectories on Brunei's Political Discourse Studies: a Bibliometric Analysis

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Abstract

This bibliometric study aims to illuminate the evolution of the study of political discourse in Brunei over the past decade by (i) identifying current trends in the publication of Brunei's political discourse, and (ii) determining the dominant theme in scholarly focus within the study of Brunei's political discourse. To achieve this, performance analysis and scientific mapping were performed using Publish or Perish (PoP) and VOSviewer. Data from Google Scholar were filtered, yielding 165 relevant articles. PoP facilitated performance analysis, while VOSviewer visualized keyword clusters to ensure systematic analyses. Findings from the performance analysis reveal scholars' interdisciplinary approach, intertwining disciplines such as history, sociology, law, and linguistics in studying political discourse trends. Meanwhile, findings from science mapping provide a comprehensive exploration of thematic convergence through three clusters in the landscape of political discourse studies in Brunei. These clusters highlight dominant themes, such as 'identity,' 'power,' and 'religion' in cluster 1. This exploration significantly contributes to the body of knowledge about political discourse, serving as a valuable resource for scholars, policymakers, and researchers seeking to understand the complex nuances of studying Brunei's political discourse. Overall, this study not only enhance readers' understanding of the current state of political discourse research in Brunei but also provide a roadmap for future scholarly inquiry in this dynamic and evolving field.

Keywords: political discourse, Brunei, bibliometric analysis, performance analysis, science mapping

INTRODUCTION

In the broader domain of discourse analysis, political discourse studies embody an interdisciplinary and multidisciplinary approach, referred to as Political Discourse Analysis (PDA). PDA concentrates on the linguistic and discursive facets of political text and speech, emphasizing the inherently political nature of discursive practices (Dunmire, 2012). Rooted in various disciplines such as linguistics, communication studies, political science, and sociology, PDA aims to reveal underlying power structures, ideological frameworks, and persuasive strategies embedded in discourse. It recognizes language as a vital tool in shaping political reality, influencing public opinion, and legitimizing authority. Additionally, PDA delves into the contextual dimensions, considering how historical, cultural, and social factors shape the production and reception of political discourse. Through its comprehensive analysis,

PDA provides valuable insights applicable to diverse research areas, including history and sociology.

While some argue that analysis should concentrate on discourse created by the "central players in the polity," van Dijk (1997) promotes a relatively restricted concepts of politics and political discourse. In contrast, Fairclough (2006) views politics as a socially constructed domain rather than one that is "unambiguously delimited." According to him, concepts about politics and political discourse ought to go beyond the boundaries of the polity and into the domain of "life-world" (Fairclough, 2006). That is to say, expressions from institutionalised politics inevitably and continuously find their way into "everyday language." (Wodak & de Cilia, 2006). Political discourse, in this context, refers to any form of discourse that functions as a semantic space in which meanings are constructed, challenged, and contested (Seidel, 1985).

Meanwhile, Brunei as a nation governed by a constitutional sultanate, has an absolute monarchy shaped by the Malay Islamic Monarchy (MIB) system. This system creates a unique political landscape in Brunei, blending cultural, religious, and political elements. The fusion of these aspects is a central focus in the study of political discourse. In Brunei, political discourse is influenced by the principles of the MIB philosophy, where language, rhetoric, and narrative construction play vital roles in conveying and perpetuating the values of the constitutional framework. By examining the relationship between political discourse and the MIB system, we can gain a deeper understanding of how language contributes to preserving and evolving Brunei's distinct political identity.

Therefore, this research aims to conduct a systematic literature review using bibliometric analysis to explore political discourse studies in Brunei. It seeks to answer two important questions: (i) what is the current publication trend in political discourse studies in Brunei? (ii) which themes are most popular among scholars in this field? Through bibliometric analysis, this research aims to uncover dominant themes and trends, providing valuable insights into the development of political discourse studies in Brunei, intertwined with the MIB system.

LITERATURE REVIEW

Bibliometric analysis has gained significant popularity in recent years, becoming an essential tool in scholarly research. The growing acceptance of this method highlights the increasing importance of quantitative approaches in evaluating literature, particularly in analysing trends and patterns within specific subjects. In this section, the literature review will not extensively explore analytical bibliometric studies but will briefly mention the general trend in political discourse studies. However, based on preliminary study, the examination of political discourse usually focuses on its criteria, genre, or function. Nonetheless, a thorough bibliometric analysis in the field of political discourse studies requires more investigation, especially in the case of Brunei, where such analysis has yet to be conducted.

As such, Kornielaieva (2022) focuses on trends and main approaches in political discourse. The study recognizes the delineation of various functions of political discourse, such as informative, instrumental, prognostic, normative, legitimating, persuasive, and political propaganda. Furthermore, the identification of distinct

genres within political linguistics, including parliamentary debates, political manifestos, and media-related genres, contributes to a nuanced understanding of how political discourse operates across different contexts. Kornielaieva (2022) provides a thorough examination of the intricate nexus between language and ideology. This examination establishes a conceptual underpinning for bibliometric inquiry, and multifaceted nature of political discourse of various genres serves as an essential reference to explain the types of documents in this study. However, it does not discuss the use of bibliometric analysis to analyse political discourse trends.

Du & Chen (2022) conducted a bibliometric examination of political discourse within translation studies, aiming to curate literature from the online WoS database. Their objective was to offer a comprehensive overview of the field of political discourse translation by translating limited literature into visual representations. Their findings highlighted eight research themes through co-occurrence analysis, including linguistic analysis, ideology, and manipulation, a focus on discourse analysis models, research approaches, and theoretical frameworks in co-citation analysis of cited references, and interdisciplinary characteristics in co-citation of sources, indicating interactions with fields like pragmatics, discourse analysis, and communication research. While their work contributes valuable insights, it narrows its focus to three sections of findings. In contrast, this study aims for a more exhaustive examination, specifically in the context of political discourse studies in Brunei, employing two comprehensive procedures—performance analysis and science mapping.

Lastly, Xiao and Li (2021) conducted a bibliometric analysis to explore the implications of critical discourse analysis (CDA), providing valuable guidance to scholars interested in CDA and identifying potential collaborative opportunities with other researchers and institutions. The study utilized CiteSpace, VOSviewer, and WoS. As a result, Xiao and Li (2021) concluded that (i) CDA has assimilated theories from various disciplines and has evolved into a super-discipline; (ii) advancements in corpus building, computer technology, and linguistic analysis software have provided effective tools for critical discourse research, enabling a combination of overall and partial analyses and the integration of qualitative and quantitative approaches for enhanced thoroughness and precision; and (iii) CDA studies are characterized by diverse and comprehensive research methods. While Xiao and Li (2021) offer reflections on the evolution and future development of CDA, their study has a broad scope and does not specifically focus on any particular country. Overall, their research highlights different perspective as the focus of this study will concentrate on the bibliometric analysis of PDA/PDS in Brunei, with no emphasis on political discourse within CDA.

METHODOLOGY

This study uses the bibliometric analysis method to explore political discourse studies in Brunei. Bibliometric analysis involves analyzing quantitative data to examine extensive scientific information (Donthu et al., 2021; Ellegaard & Wallin, 2015; Wallin, 2005; Zupic & Cater, 2015). It is also known as science mapping and helps identify trends, gaps, social networks, and the structure of research in a specific field (Börner et al., 2003; Donthu et al., 2021; Van Eck & Waltman, 2014; Zupic & Cater,

2015). By utilizing secondary data from digital databases, bibliometric analysis provides a systematic and transparent review process.

Data Management

To unveil patterns in scholarly publications, this research employs a cross-sectional study performed in Publish or Perish (PoP) software. According to Abdullah and Aziz (2021), PoP is a comprehensive tool for retrieving and analysing academic citations, utilizing diverse data sources such as Google Scholar (GS). In this study, GS was employed as the primary academic search engine. GS is widely recognized and houses a vast collection of academic and grey literature, making it a preferred choice, especially for systematic reviews requiring access to grey literature. It encompasses various disciplines, including social science, education, and management, aligning well with the focus of this study on analysing systematic literature reviews in Brunei's political discourse studies.

In PoP, the study searched for relevant publications using that has been appertained to the keyword ("Brunei," AND "political," AND "discourse," AND "studies" in their titles. This search was completed on November 15, 2023, and focused on finding publications that specifically conducted a literature review or reviewed existing literature. The search was initially limited 500 articles, which were then saved in CSV format for additional filtering using Microsoft Excel. This step holds significance as it facilitated manual filtering of the raw datasets, with the goal of collecting descriptive statistics for performance analysis. Subsequently, 165 articles were identified that aligned with the research objectives, specifically focusing on Brunei's political discourse studies. Consequently, performance analysis will be undertaken to elucidate the prevalent themes found within this diverse set of articles.

Bibliometric analysis in this study is not limited to PoP but also includes VOSviewer for scientific mapping analysis. This is crucial because VOSviewer allows the visualization and construction of bibliometric networks, illustrating co-occurrence keywords and their clusters (themes) in high-impact publications, as well as co-authorships and co-citations (Abdullah & Aziz, 2021). In the context of VOSviewer, this study specifically concentrates on visualizing the network and density of keywords and their clusters within the articles. The focus is on ensuring that the identified keywords can be systematically explained in clusters, providing insights into Brunei's political discourse studies.

Therefore, the study employs two primary procedures for bibliometric analysis: performance analysis and scientific mapping, aiming to enhance the reliability and quality of the review process. Figure 1 shows the workflow of this study, which includes data collection, data screening, and data analysis as previously mentioned in this section, as well as results and findings, and discussion and conclusions.
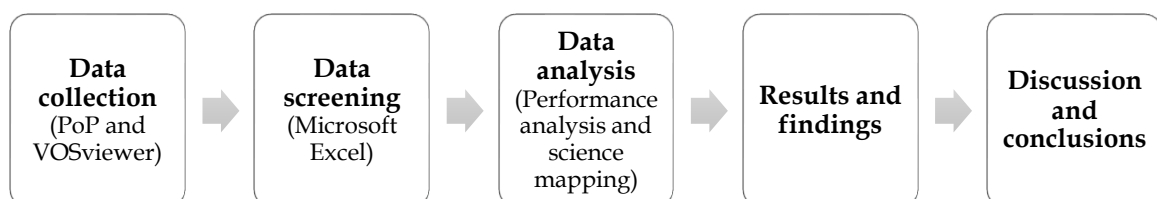
| **Data collection** (PoP and VOSviewer) | **Data screening** (Microsoft Excel) | **Data analysis** (Performance analysis and science mapping) | **Results and findings** | **Discussion and conclusions** |

Figure 1. Research workflow

RESULTS

This section presents the results of performance analysis and scientific map using VOSviewer. Performance analysis examines the contributions of research constituents to a given field (Cobo, L'opez-Herrera, Herrera-Viedma, & Herrera, 2011; Ramos-Rodrígue & Ruíz-Navarro, 2004). The analysis is descriptive in nature and is commonly used in bibliometric studies (Donthu, Reinartz, Kumar, & Pattnaik, 2020). Science mapping, on the other hand, examines the relationships between research constituent (Baker, Kumar, & Pandey, 2021; Cobo et al., 2011; Ramos-Rodrígue & Ruíz-Navarro, 2004). It focuses on the intellectual interactions and structural connections among research constituents. Techniques for science mapping include citation analysis, co-citation analysis, bibliographic coupling, co-word analysis, and co-authorship analysis (Baker, Pandey, Kumar, & Haldar, 2020; Tunger & Eulerich, 2018).

A) Performance Analysis

In this analysis, performance analysis includes descriptive statistics, distribution of publication from 2013 to 2022, document typology, most cited publications, influential authors, impactful publishers. In the overall findings, this section will offer a detailed discussion providing a comprehensive view of the patterns and trends in political discourse studies in Brunei.

1. Descriptive statistics

Out of 500 articles, 165 were handpicked using the keyword "Brunei" to analyse political discourse to identify its trends over the last ten years. The ensuing discussion provides a comprehensive breakdown of descriptive statistics, offering valuable insights into political discourse research in Brunei during this timeframe. This can be seen in Table 1 below:

Table 1. Descriptive Statistics

CRITERIA	QUANTITY
PUBLICATIONS	500
AUTHORS	605
CITED REFERENCE	9905

Note. This table shows descriptive statistics comprising total of publications, authors and cited references.

2. Distribution of Publications

Table 2 displays the chronological distribution of publications traceable from 2013 to 2022. Among 165 articles, this section delineates the pattern and timeline of contributions to the discourse on Brunei's political discourse studies over the past decade:

Table 2. Distribution of Publications per Year

Year	No. of Publications
2013	7
2014	11
2015	9
2016	13
2017	19
2018	12

2019	15
2020	19
2021	32
2022	19
N.d.	9
Total	165

The dataset in Table 2 indicates a general upward trend in the number of publications in Brunei's political discourse studies over the past decade. Starting from 7 publications in 2013, the count has consistently increased, reaching a peak of 32 publications in 2021. This progression suggests a growing interest and scholarly engagement in the field over the years.

While the annual publication counts exhibit some fluctuations (between 2017, 2020, and 2021), the overall trend indicates a consistent upward trajectory. From 2018 to 2022, there is a sustained level of scholarly activity, further bolsters the notion of continuous publication growth. This surge implies an intensified scholarly focus during this period, potentially influenced by contemporary political events or an increased emphasis on the role of translation in political discourse.

The pinnacle in 2021, with a total of 32 publications, signifies a heightened interest and involvement within the academic community. However, it is worth noting that there is a decline in publications in 2022, although it remains relatively high compared to previous years. This decrease could be attributed to factors such as the delay in publication reporting or a temporary shift in academic priorities. Nevertheless, these as a whole indicates a favourable and escalating momentum in the scholarly production pertaining to political discourse studies in Brunei throughout the previous ten years.

3. Document typology
Thorough analysis of document typology in Brunei's political discourse studies reveal a well-rounded and dynamic scholarly landscape, as presented in Table 3 below:

Table 3. *Document Typology*

Document Types	No. of Publications	Percentage (%)
Journal	43	36%
Book	4	3%
Book chapter	42	35%
Review	7	6%
Proceedings/conference	4	3%
Working paper	7	6%
Thesis	11	9%
Handbook	2	2%

Note. This table shows frequency of number of publications and percentage (%) per document typology

In Brunei, the publications mainly comprise of journal articles (36%) that emphasise on peer-reviewed research and academic scrutiny. Book chapters (35%) delve into longer-form discourse, providing detailed analysis of specific aspects within the country's political communication context. Theses (9%) are also included,

showcasing the involvement of academic and graduate students in advancing the understanding of political communication in Brunei through original research.

Additionally, the adaptability of the field of political studies in Brunei to current issues and evolving viewpoints is demonstrated through academic events and research discussions, which are documented in conference proceedings (3%) and working papers (6%). Valuable insights and diverse perspectives are also contributed through reviews (6%) and books (3%), further enriching the scholarly discourse on this subject. Lastly, handbooks (2%) are crucial for solidifying knowledge and offering thorough summaries, demonstrating dedication to integrating extensive research on political communication in Brunei.

Collectively, these various types of documents provide a holistic view of the scholarly efforts in the field, enriching the exploration of political discourse in Brunei. The typology reflects a multifaceted approach to understanding and interpreting the complex dynamics of political discourse studies in Brunei's unique socio-political landscape.

4. Most Cited Publications

Table 4 below presents an overview of the five most frequently cited publications:

Table 4. *Most Cited Publications*

No. of citations	Authors	Title	Year
295	Saunders, G.	*A history of Brunei*	2013
56	De Vienne, MS.	*Brunei: From the age of commerce to the 21st century*	2015
25	Putra, BA.	*Comprehending Brunei Darussalam's vanishing claims in the South China Sea: China's exertion of economic power and the influence of elite perception*	2021
29	Ullah, AKM. & Kumpoh, AAZA	*Diaspora community in Brunei: Culture, ethnicity and integration*	2019
26	Haji-Othman, NA. & McLellan, J.	*English in Brunei*	2014

As stated in Table 4, Saunders', published in 2013 is highly influential work with 295 citations. His book serves as a crucial resource for comprehending the socio-political evolution of Brunei, making it highly valuable for both scholars and students aiming to enhance their understanding. Following closely is De Vienne's, published in 2015 with 56 citations, spanning the commerce-driven historical narrative to contemporary times, and showcases its relevance in the scholarly discourse on Brunei's political evolution. Beyond their historical significance, these books hold relevance in shaping political discussions, as historical narratives often play a pivotal role. Consequently, both Saunders' and De Vienne's are likely to offer essential background information that informs and influences the ongoing political discourse in Brunei.

In 2021, Putra offers a recent viewpoint on Brunei's geopolitical situation. He specifically examines Brunei's claims in the South China Sea and the impact of China's economic strength. This highlights the importance of current issues, which can help readers better understand Brunei's political discussions as they have evolved. With 25

citations, his research addresses a significant and vital topic that could potentially contribute to the ongoing discussions on Brunei's foreign policy and regional dynamics.

Furthermore, Ullah and Kumpoh's research on Brunei's diaspora community in 2019 has been cited 29 times. Their research offers valuable insights into societal and political landscapes, as well as emphasizes the need to understand cultural, ethnic, and integration dynamics. These numerous citations indicate its influence in examining Brunei's multicultural society and diaspora integration, contributing to the discourse on cultural diversity and societal integration. Not only that, a collaborative study by Haji Othman and McLellan on English language in Brunei has also shed light on the significance of the language in Brunei's socio-political context. With 26 citations, this study contributes to readers' understanding in ongoing conversations about language policies, and their effects in Brunei.

5. Most Influential Authors

Table 5 showcases the top five scholars whose research makes a significant contribution to the discourse of Brunei's political studies:

Table 5. Most Influential Authors

Authors	No. of Publications
Müller, DM.	14
Chin, GSV.	10
Ho, HMY.	5
McLellan, J.	4
Yusof, B.	3

Müller has played a significant role in shaping the academic landscape of political discourse in Brunei. His extensive body of work has laid the foundation for key concepts and frameworks in this field. Müller's publications provide valuable insights into the intricacies of political communication and governance in Brunei, establishing them as a central figure in the discourse.

Following Müller, Chin (ten publications), Ho (five publications), and McLellan (four publications), and Yusof (three publications) demonstrate a significant engagement with the subject matter, and contribute meaningfully to the academic discussion on Brunei's political studies. McLellan and Yusof, on the other hand, have made a notable but relatively minor contribution. Nevertheless, these varying levels of output highlight the diverse and collaborative nature of the academic environment, where each author brings diverse perspectives and insights into different aspects of Brunei's political discourse.

6. Most Impactful Publishers

Table 6 below presents list of publishers who have made substantial contributions to the scholarly discussion on Brunei's political discourse:

Table 6. Most Impactful Publishers

Name of Publisher	No. of Publications

Taylor & Francis	14
Springer	21
Google Books	6
Academia.edu	7
Institute of Asian Studies, University of Brunei Darussalam	7
SAGE Publications	7
Routledge	4
JSTOR	2

Springer is the leading publisher with 21 publications on Brunei's political discourse studies, highlighting its significant role in scholarly output for the country. Taylor & Francis comes in second with 14 publications, demonstrating a strong presence and reinforcing its reputation for publishing high-quality academic research. Google Books, on the other hand, stands out as a distinct platform for diverse scholarly content, hosting six publications. Its inclusion signifies the contribution of a wide range of materials such as books, reports, and other academic resources to the study of Brunei's political discourse, providing a wide range of perspectives.

Additionally, Academia.edu, Institute of Asian Studies at the Universiti Brunei Darussalam (IAS UBD), and SAGE respectively have published seven publications. Academia.edu provides a platform for scholars to share research and academic papers, fostering transparency and collaboration, while IAS UBD contributes to academic output, offering localized insights and comprehensive analysis of the country's political dynamics. SAGE, on the other hand, establishing itself as a significant contributor to the discussion on Brunei's politics which cover a wide range of topics within the political landscape.

Routledge, known for its social science publications, has made a noteworthy contribution with four publications, demonstrating a focused engagement in areas such as political science, international relations, and cultural studies. JSTOR, a digital library, has contributed two works and is recognized for hosting a wealth of scholarly resources. Collectively, all publishers mentioned in Table 6 serve as a valuable repository for accessing academic materials related to Brunei's political discourse.

DISCUSSION FOR PERFORMANCE ANALYSIS

Articles in Brunei predominantly focus on history, exemplified by works like Saunders' "A History of Brunei" (2013) and De Vienne's "Brunei: From the Age of Commerce to the 21st Century" (2015). These historical accounts are not mere recollections but are influenced by political perspectives, ideologies, and existing power structures. The selection, framing, and emphasis on historical events contribute to shaping political narratives. These narratives, serving political purposes, impact collective memory, shape national identity, and justify present political agendas. In essence, history discourse in Brunei is a dynamic space where political actors construct and contest narratives to influence public perceptions of the past.

Sociology, the study of society and human behavior, explores topics with direct political implications, as seen in "Diaspora community in Brunei: Culture, ethnicity and integration" by Ullah and Kumpoh (2019). This work addresses issues like power structures, social inequalities, cultural dynamics, and collective identities, all

inherently linked to politics. The language used in sociological discussions can shape political ideologies, influencing public perceptions and policy debates. Moreover, sociological research often informs political decision-making by providing insights into societal needs and challenges. Essentially, sociology analyzes political phenomena and contributes to the broader political discourse by offering important perspectives on social structures, dynamics, and inequalities that are crucial in policy formulation and political discussions.

In contrast, Müller's influential works provide a detailed examination of the connection between law and politics in Brunei. His studies explore Brunei's changing legal landscape, focusing on the introduction of Sharia law, and offer a nuanced understanding of the political aspects involved. Müller's works not only deepens readers' comprehension of the legal intricacies but also reveals the political motivations behind these legal shifts. In the broader context of Brunei's political dynamics, the legal system reflects the interplay of religious considerations, governance, and societal norms. Therefore, his publications significantly contribute to the comprehensive analysis of Brunei's political discourse, shedding light on the intricate relationship between law, faith, and political power in the country.

Furthermore, McLellan's "Brunei English: a new variety in a multilingual society," and Ho's "Localisation of Malay Muslim identity in Brunei Darussalam: A modern nation's cultural and economic goals," delve into the complexities of Brunei's identity within political discourse studies. McLellan examines the linguistic nuances, exploring how language, especially in Brunei English, contributes to shaping a unique Bruneian identity in a multilingual context. Ho's study complements this by investigating the localization of Malay Muslim identity, delving into the cultural and economic dimensions influencing identity narratives within the broader goals of the modern nation. These studies offer valuable insights into the strategic use of language, culture, and identity narratives, enhancing our understanding of the political intricacies shaping Brunei's identity discourse. Together, they provide comprehensive views of how linguistic and cultural elements intertwine in the negotiation and construction of Brunei's identity, making significant contributions to the broader political discourse in the country.

In addressing the current limitations on political discourse studies in Brunei, recognising potential avenues for research expansion is crucial. Findings have shown that scholars adeptly navigate the interconnected realms of political discourse by drawing upon disciplines such as history, sociology, law, and linguistics. Notably, Yusof's contributions, play a most pivotal role in this field, as can be seen in her works "Weaving Critical Discourse Analysis into Brunei History: Examining Shifts in Brunei-Britain Political Discourse", and "Translating Ideology via Modalities in the 1959 Written Constitution of State of Brunei,". By exploring the historical and linguistic dimensions of Brunei's political discourse and combining critical discourse analysis with a historical examination, Yusof establishes a solid foundation. This comprehensive approach positions linguistic perspectives as a primary source for comprehending the intricate interplay between political discourse, history, and sociology in Brunei, thereby facilitating a holistic understanding of the nation's political dynamics.

To conclude, the discussed scholarly works highlight the diverse nature of political discourse studies in Brunei. Historical narratives, as seen in Saunders and De Vienne's works, go beyond mere chronicles, influenced by political perspectives and ideologies. Sociology, exemplified by Ullah and Kumpoh, addresses societal issues with political implications, shaping public perceptions. D.U. Muller's exploration of Sharia law unveils the political dimensions in legal developments. Mc Lellan and Ho's studies on Brunei's identity reveal how language and culture contribute to political discourse. Yusof's work, blending critical discourse analysis with history, emphasizes linguistic perspectives as a key source. This review emphasizes the nuanced approach needed for political discourse studies in Brunei, where linguistic analyses play a pivotal role in understanding the dynamic interplay of historical, sociological, and political dimensions within the nation's landscape.

B) Scientific Map using VOSviewer

In this section, scientific mapping using VOSviewer includes the analysis of top fifteen keyword lists, keyword clusters, followed by a detailed discussion providing a comprehensive view of the patterns and trends in political discourse studies in Brunei.

1. Top Fifteen Keyword Lists

Stated in Table 7, the frequent use of keywords like "identity," "language," and "culture" highlights a significant scholarly interest in understanding how socio-cultural factors shape political narratives. The consistent emphasis on "identity" shows a dedication to exploring how national, cultural, and individual identities impact political discourse in Brunei, revealing a nuanced examination of factors contributing to political meaning. Moreover, the focus on "language" and "culture" suggests an acknowledgment of the complex relationship between linguistic choices and cultural contexts in shaping political communication. Scholars are delving into the linguistic and cultural intricacies underlying political discourse, indicating a desire to understand how language and culture intersect within Brunei's political sphere.

Table 7. Top Fifteen Keyword Lists

No.	Keywords	Occurences
1	identity	56
2	language	34
3	case, analysis, english	30
4	bruneian, education	29
5	malay	25
6	culture	22
7	implication	19
8	power	18
9	islam	17
10	research	16
11	issue	15

12	history, culture	13
13	religion	12
14	gender, brunei english	10
15	CDA	7

Note. This table displays top fifteen keyword lists identified through the analysis performed in VOSviewer

Methodologically, the presence of keywords like "analysis" and "research" underscores a strong focus on scholarly inquiry and thorough analysis in the examination of political discourse in Brunei. The frequent use of "research" signals a dedication to systematic investigation and methodological strength, illustrating the scholarly community's commitment to providing meaningful insights. Additionally, the mention of "case" and "English" indicates a dual emphasis on methodology and language, demonstrating researchers' attention to both the analytical rigor of their studies, often within specific cases, and the linguistic nuances, particularly in the context of English in Brunei. This dual focus on methodology and language reveals a comprehensive approach that combines effective analytical methods with an awareness of linguistic intricacies, enriching the overall depth and breadth of political discourse studies in Brunei.

The less frequently mentioned keywords, "CDA" (Critical Discourse Analysis), "gender", "Brunei English", "history", and "culture" offer valuable insights into specific focal points within political discourse studies in Brunei. "CDA" reflects a scholarly focus on critically analysing language to uncover power structures and ideological influences in political communication. The inclusion of "gender" and "Brunei English" indicates a detailed examination of gender dynamics within Brunei English, highlighting how language and gender roles intersect. Lastly, the keywords "history" and "culture" emphasize a deliberate emphasis on the historical and cultural dimensions of political discourse, showing an interest in understanding how past events and cultural influences shape present-day political narratives. Despite being less commonly mentioned, these keywords reveal specialized areas of investigation within Brunei's political discourse, showcasing a dedication to rigorous methodology, gender analysis, and an understanding of the historical and cultural contexts that impact political communication.

Among the listed 15 keywords, "identity," "language," and "power" emerge as the most relatable terms frequently used in political discourse. "Identity" holds central importance as political actors often employ language to articulate and negotiate individual, cultural, and national affiliations. This term encapsulates the complex interplay of societal narratives and individual expressions within the political sphere. Simultaneously "language" serves as the primary medium through which political discourse unfolds, reflecting the nuances of power dynamics and contributing to the construction of political meaning. The multifaceted nature of political communication is encapsulated in the keyword "power," emphasizing the constant negotiation and assertion of influence within political discourse. These three keywords collectively underscore the interconnectedness of linguistic expression, the negotiation of identities, and the dynamics of power within the intricate fabric of

political discourse, offering a comprehensive lens through which to analyse the complexities of political communication.
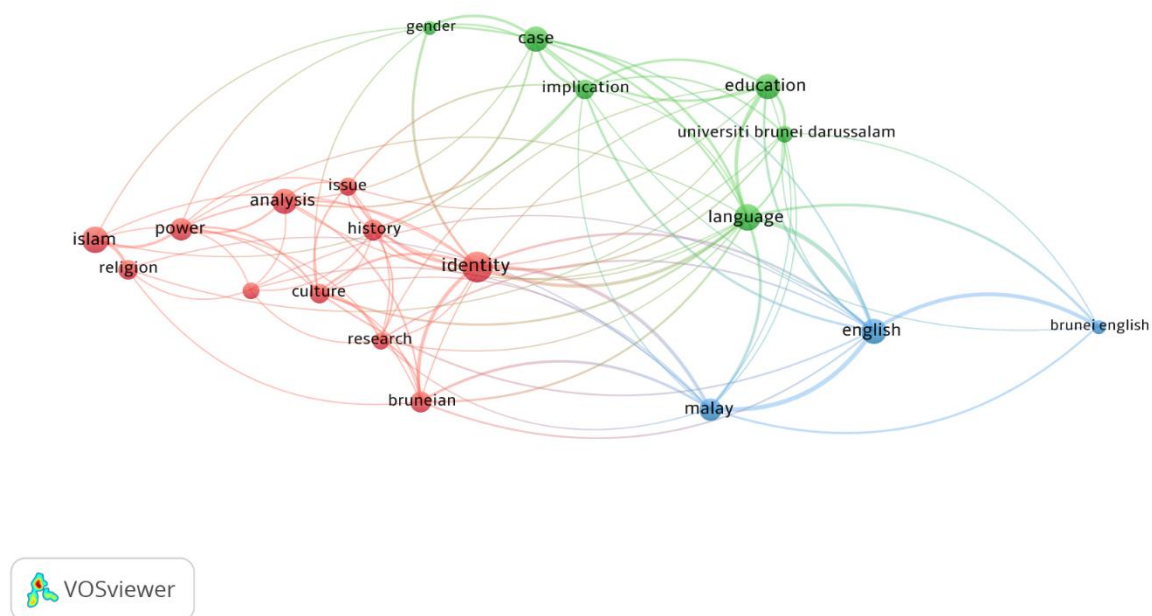
2. Keyword Clusters

The VOSviewer analysis has identified three distinct clusters: Cluster 1 with 11 items, Cluster 2 with six items, and Cluster 3 with three items. These clusters provide a comprehensive overview of the themes in political discourse studies in Brunei. The largest cluster, Cluster 1, covers diverse research topics, reflecting Brunei's multifaceted nature of political communication. Cluster 2, slightly smaller, may represent a more specialized thematic niche, while the smallest, Cluster 3, could signify a narrowly defined aspect of inquiry. This distribution indicates a dynamic and interconnected research landscape, where scholars explore various dimensions of political discourse, providing a nuanced understanding of Brunei's political communication. The clustering analysis helps discern thematic concentrations and potential interdisciplinary intersections, laying the groundwork for future explorations and comprehensive studies in Brunei's political discourse. This can be seen in Table 8, and its visualization in Figure 2 and Figure 3:
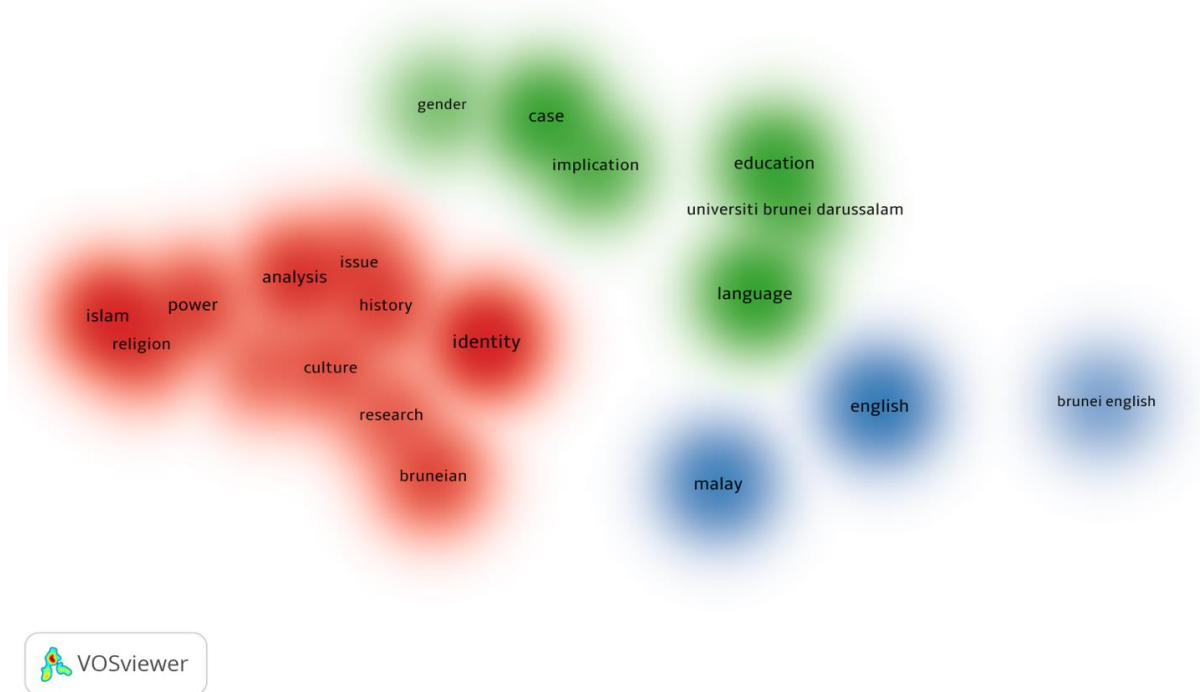
Table 8. *Keyword Clusters*

Clusters	Items/keywords
Cluster 1 (11 items)	analysis, bruneian, CDA, culture, history, identity, Islam, issue, power, religion, research
Cluster 2 (6 items)	case, education, gender, implication, language, UBD
Cluster 3 (3 items)	Brunei English, English, Malay

Note. This table displays keyword clusters identified through the analysis performed in VOSviewer

Note. Figure 2 shows science mapping of the keywords in publications related to Brunei's political discourse studies: Co-occurrence of keywords. The size of nodes indicates the frequency of occurrence. The curves between the nodes represents their co-occurrence in the same publication. The shorter the distance between two nodes, the larger the number of co-occurrences of the two keywords.

Figure 2. Network Visualization of Keywords

Note. Figure 3 shows bibliometric analysis of the keywords in publications related to Brunei's political discourse studies: Keyword clusters. This figure portrayed the density visualization of the 20 keywords consisting of three clusters.

Figure 3. Density Visualization of Keywords

DISCUSSION FOR SCIENTIFIC MAPPING PERFORMED BY VOSVIEWER

The clusters generated by VOSviewer reveal a complex network of keywords in the field of political discourse studies in Brunei. Cluster 1, depicted in red, consists of eleven distinct elements such as "analysis," "Bruneian," "CDA," "culture," "history," "identity," "Islam," "issue," "power," "religion," and "research." This cluster indicates a wide-ranging and interconnected thematic landscape, showcasing Brunei's multifaceted nature of political discourse analysis. The inclusion of terms like "identity," "power," and "CDA" suggests a diverse methodological and conceptual approach, demonstrating that researchers explore various aspects, including cultural and historical dimensions, power dynamics, and critical discourse analysis.

Cluster 2, shown in green, includes six items such as "case," "education," "gender," "implication," "language," and "UBD." This cluster indicates a more specialized focus within Brunei's political discourse studies. The presence of "education" and "gender" suggests a specific interest in how these elements intersect with political communication. The occurrence of "language" highlights the importance of linguistic analysis in this thematic cluster, pointing to a more concentrated exploration of language's role in shaping political narratives.

Cluster 3, depicted in blue and comprising three elements ("Brunei English," "English," "Malay"), appears to center on a particular aspect of investigation, potentially highlighting linguistic dimensions within Brunei's political discussion. "Brunei English" and "Malay" underscore a commitment to linguistic subtleties and cultural elements in political communication. The density of this cluster suggests a

concentrated examination of language variations and their consequences in the context of Brunei's political discourse.

Overall, the network and density visualization of these clusters not only provide a visual representation of the interconnectedness of keywords but also offer insights into the thematic concentrations and potential interdisciplinary intersections within the field of political discourse studies in Brunei. The diverse nature of Cluster 1, the specialized focus of Cluster 2, and the linguistic emphasis of Cluster 3 collectively contribute to a comprehensive understanding of the research landscape, guiding future inquiries into the intricate dynamics of political communication in Brunei.

As a result of the scientific analysis performed with VOSviewer, this aligned with the previously mentioned: among the 500 articles reviewed, a clear distinction emerged to 165 articles that explicitly focused on Brunei studies. In contrast, others discussed Brunei within the larger context of ASEAN countries. Notably, a thematic divide was observed within the subset of Brunei-focused articles. While some delved into core political discourse studies, others explored Brunei's political landscape from historical and sociological perspectives. The significance of this lies in recognizing that a considerable body of literature goes beyond a narrow focus on Brunei, opting to contextualize the nation within the broader dynamics of ASEAN. Moreover, the diversity in thematic emphasis within Brunei-centric studies, ranging from political discourse to historical and sociological perspectives, offers a rich and multifaceted understanding of Brunei's political landscape. While seemingly distinct, the historical and sociological lenses contribute valuable insights to the broader discourse on political communication.

Essentially, the keyword clusters analysis conducted through VOSviewer provides a comprehensive and insightful exploration of the thematic concentrations within the landscape of political discourse studies in Brunei. Together, these clusters contribute to a comprehensive understanding of the research landscape, providing valuable insights for future inquiries into the intricate dynamics of political communication in Brunei.

CONCLUSION

The constrained state of political discourse studies in Brunei offers an opportunity for critical reflection and strategic research expansion. By recognizing the intrinsic links between political discourse, history, and social aspects, scholars can contribute to a more nuanced and comprehensive understanding of Brunei's political dynamics. The interdisciplinary approach becomes not only a solution to the current limitations but a pathway to uncovering the intricate layers that constitute the political fabric of the nation. The trend and trajectories of political discourse studies in Brunei, as elucidated by the research findings, delineate a nuanced landscape characterized by distinctive features. On one hand, the prevailing trend indicates a limited scope in the current state of political discourse studies within the country. This limitation may be attributed to factors such as the size of the academic community, resource constraints, or historical emphases on alternative research domains. As a whole, the identified gaps in the number of publications signal a trend where a comprehensive examination of political discourse in Brunei is yet to be fully realized.

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