

**ANALISIS BIBLIOMETRIK MENGENAI
INVESTASI HIJAU MENGGUNAKAN VOSViewer**

SKRIPSI

Diajukan untuk memenuhi sebagian syarat dalam memperoleh gelar
Sarjana Manajemen Konsentrasi Keuangan
Program Studi Manajemen



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BANDUNG
2025**

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat
memperoleh gelar Sarjana Manajemen pada Program Studi Manajemen

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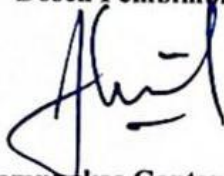
ANALISIS BIBLIOMETRIK MENGENAI INVESTASI HIJAU MENGGUNAKAN VOSViewer

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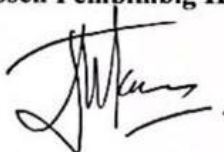
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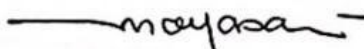
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SURAT PERNYATAAN BEBAS PLAGIARISME

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Dengan ini menyatakan bahwa skripsi dengan judul **“ANALISIS BIBLIOMETRIK MENGENAI INVESTASI HIJAU MENGGUNAKAN VOSViewer”** ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, saya siap menanggung resiko/sanksi apabila di kemudian hari dinyatakan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

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ABSTRAK

Penelitian ini bertujuan untuk memetakan perkembangan dan struktur keilmuan global mengenai investasi hijau melalui pendekatan bibliometrik. Data diperoleh dari 2.392 dokumen dalam basis data Scopus dan dianalisis menggunakan perangkat lunak VOSViewer. Hasil penelitian menunjukkan bahwa publikasi mengenai investasi hijau mengalami peningkatan tajam dalam dekade terakhir, mencerminkan tingginya perhatian terhadap integrasi nilai keberlanjutan dalam sektor keuangan. Kolaborasi ilmiah bersifat lintas negara dengan dominasi kontribusi dari China, Amerika Serikat, dan Inggris. Hasil penelitian menunjukkan bahwa China merupakan negara yang memiliki peran paling dominan dalam perkembangan literatur investasi hijau, sementara Journal of Cleaner Production menjadi sumber yang paling banyak dijadikan acuan utama dalam studi-studi terkait. Kajian juga mengungkap adanya dua kelompok utama penulis yang terbentuk berdasarkan wilayah geografis, serta menempatkan Journal of Business Ethics sebagai rujukan konseptual yang paling berpengaruh dalam membentuk arah pembahasan. Selain itu, istilah seperti green investment, sustainable finance, dan ESG terus menjadi pusat perhatian dalam berbagai kajian, dengan topik-topik baru yang muncul seiring waktu seperti perubahan iklim, emisi karbon, dan inovasi. Temuan ini memperkuat bahwa kajian mengenai investasi hijau terus mengalami perkembangan dan tetap relevan terhadap isu-isu global kontemporer.

Kata Kunci : Bibliometrik, VOSViewer, Investasi Hijau.

ABSTRACT

This study aims to map the development and structure of global scholarship on green investment through a bibliometric approach. Data were obtained from 2,392 documents in the Scopus database and analyzed using VOSViewer software. The results show that publications on green investment have increased sharply in the last decade, reflecting the high attention to the integration of sustainability values in the financial sector. Scientific collaboration is cross-country with contributions from China, the United States, and the United Kingdom dominating. The results show that China has the most dominant role in the development of green investment literature, while the Journal of Cleaner Production is the most widely referenced source in related studies. The study also revealed the existence of two main groups of authors formed by geographical region, and placed the Journal of Business Ethics as the most influential conceptual reference in shaping the direction of the discussion. In addition, terms such as green investment, sustainable finance and ESG continue to take center stage in studies, with new topics emerging over time such as climate change, carbon emissions and innovation. These findings reinforce that the study of green investment continues to evolve and remains relevant to contemporary global issues.

Keywords : *Bibliometric, VOSViewer, Green Investment.*

KATA PENGANTAR

Puji syukur kepada ke hadirat Allah SWT, karena atas rahmat dan izin-Nya, peneliti dapat menyelesaikan proposal skripsi ini dengan baik. Proposal ini diajukan sebagai bagian dari proses penyusunan skripsi yang bertujuan untuk mengeksplorasi topik investasi hijau melalui pendekatan bibliometrik dengan memanfaatkan software VOSViewer.

Investasi hijau telah menjadi salah satu isu penting yang mendapatkan perhatian global, seiring dengan meningkatnya kesadaran akan dampak lingkungan dan kebutuhan akan pembangunan yang berkelanjutan. Penelitian tentang investasi hijau tidak hanya penting untuk memahami dinamika sektor ini, tetapi juga untuk mengidentifikasi tren dan pola yang dapat memandu langkah-langkah strategis dalam pengembangan investasi yang ramah lingkungan.

Dalam rangka mencapai tujuan tersebut, peneliti menggunakan metode bibliometrik untuk menganalisis literatur yang relevan terkait investasi hijau. Pendekatan bibliometrik dengan software VOSViewer memungkinkan kami untuk mengidentifikasi jaringan kolaborasi, kutipan, co-citation, dan co-occurrence kata kunci yang dapat mengungkap hubungan antara berbagai aspek penelitian. VOSViewer menawarkan visualisasi yang mempermudah pemahaman terhadap pola-pola yang muncul dalam literatur, serta mengidentifikasi topik-topik utama yang terus berkembang dalam konteks investasi hijau.

Proposal ini diharapkan dapat memberikan sumbangan yang bermanfaat bagi perkembangan studi tentang investasi hijau, sekaligus memberikan wawasan baru mengenai keterkaitan antar penulis, negara, dan literatur yang relevan. Kami berharap hasil dari penelitian ini dapat memberikan kontribusi yang berarti dalam upaya menciptakan solusi yang lebih berkelanjutan dan berdampak positif bagi lingkungan.

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