Search Engine Optimization (SEO) for Journalistic Content in Building Brand Image for Innovation Products

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Abstract

The product innovations produced by Meal for 60+ focused on healthy food for the elderly. The purpose of Meal for 60+ is as a medium that can help everyone, be it mothers, fathers, teenagers, and children, in serving healthy food for the elderly at home. It is not easy for people to accept an innovative product. Companies must be able to build a Brand Image for their innovative products in the eyes of potential consumers. Therefore, the purpose of this research is to find out what factors are in the diffusion of innovative products and can be used to create messages on websites and Instagram. The paradigm in this research is positivistic with a quantitative approach and the research method used is a survey. The distribution of the questionnaire focused on respondents in Solo and Tulungagung. The results of this study indicate that Meal for 60+ should be more aggressive in conveying information related to their products. This is because respondents need acceptance from the surrounding community first before accepting innovative products. The keyword "healthy diet menu" is the main reference for respondents in searching for news. "HEREDITY.ID" will be one of the portal websites that can be accessed by the public, accommodates and becomes a source of detailed information on patent products in Indonesia.

Keywords: Brand Image; Search Engine Optimization (SEO); Instagram; Innovative Product; Keyword.

1. INTRODUCTION

In the midst of the decline in Indonesia's economic situation due to the Covid-19 pandemic, Micro, Small and Medium Enterprises (MSMEs) were able to survive and become the saviors of the Indonesian economy. This was acknowledged by the Minister of Law and Human Rights, Yasonna H. Laoly who saw the importance of MSMEs in supporting economic stability and growth in Indonesia. In supporting the government's program to address the G20 issue, University students have been trained to independently establish MSMEs as student innovations in various subjects. Some of the products created by these student innovation SMEs have even been successfully registered and obtained patents.

In this study, the MSMEs that became the case study were product innovations produced by Meal for 60+ which focused on healthy food for the elderly. The purpose of Meal for 60+ is as a medium that can help everyone, be it mothers, fathers, teenagers, and children, in serving healthy food for the elderly at home. This way, there is no worry about the nutritional content of the food eaten by the elderly, because Meal for 60+ also provides nutritional information on each food.

Search Engine Optimization (SEO) is the process of increasing the visibility of organic (free) search to increase brand awareness, drive quality website traffic, and protect brand reputation. SEO is a huge revenue and Return on Investment (ROI) driver, as online search is often an important part of the buyer's journey. As (Sickler, 2021) highlights, SEO is a team effort that involves digital marketing. Other team members include analytics,

content creators, and technical networking teams. SEO will have significant advantages in creating content websites, namely more backlinks, search traffic, and leads, as well as increased authority and a stronger brand. A content website is a platform that makes the marketing process quick and easy. In its development, content websites have clear directions to convey intuitive and easy-to-understand information to customers in order to provide added value to content around certain topics with low complexity (Roberson, 2021). A content website designed by students will be a solution for MSMEs, innovations made by students to survive in the digital world.

SEO techniques in journalistic studies give better chances of finding articles. SEO is becoming important to get media content out and attract more readers. In fact, until the study of Google journalism (DENİZ ŞK & KORAP ÖZEL E , 2018) and the influence of SEO on Google (Lewandowski, Sunkler, & Yagci, 2021), to the economic dimension in the era of interactive media (Apablaza, Codina, & Pedraza-Jimenez, 2018) (McErlane, 2022) states that SEO can help articles appear higher in Google searches and bring more readers to the publisher's website. SEO will have significant benefits in creating a content hub, i.e., more backlinks, search traffic, and leads, along with increased authority and a stronger brand.

Many previous SEO researches related to digital journalism have been carried out, including from (Giomelakis & Veglis, 2016) (Prawira I & Rizkiansyah M, 2018) and (S, 2008) regarding search engine optimization in online news production in marketing practices in online news media. Indonesia. As well as the practice of communication culture in the online media newsroom. (Hadi, Yunita, & Sugianto, 2020) (Apablaza, Codina, & Pedraza-Jimenez, 2018) However, the research results have not discussed SEO findings for journalistic content related to the brand image of innovative products. Conversely, this applied research compared to previous research focuses more on the production of innovation, where the research output is able to produce innovation to create integrated communication management.

Definition of Integrated Marketing Communication Is a communication process that entails the planning, creation, integration, and implementation of diverse forms of marketing communication (advertisements, sales promotions, publicity releases, events, etc.) that are delivered over time to a brand's targeted customers and prospects. (Shimp, 2010, p.10) The marketing communication mix is one of the essential elements of the marketing mix, in which the organization has goals to meet the target market. The marketing communication mix is a specific combination of instruments that an organization can use to build customer relationships.

Brand image (brand image) is a brand perception associated with brand associations that are embedded in the consumer's memory (Rangkuti, 2009). A good image of the product will benefit the company because consumers will subconsciously recommend the product to others (Rita, 2018). According to (Relationships between service quality, brand image, customer satisfaction, and customer loyalty., 2021) a sharp brand image has supported clients to realize the brand's requirements and differentiate the brand from its rivals. The brand image was a predictor of customer satisfaction and positively impacted customer satisfaction.

Rogers and Singhal (1996) define diffusion as the method through which an innovation is communicated among members of a social system over time. Rogers' theory explores how communication plays a role in the adoption of innovation. Innovation diffusion research has several distinct characteristics. One such feature is the absence of prior knowledge regarding innovations. Additionally, changing attitudes and decision-making play a vital role. When introducing a new concept like innovation to the audience, there is a considerable amount of uncertainty associated with seeking information and deciding whether to adopt and implement the innovation." (Roger & Singhal, 1996, p. 410). Mass media can play a big role in the early awareness stages of diffusion, interpersonal communication often occurs during the decision-making process (Rogers & Singhal, 1996).

According to Rogers (1995, p. 263), **innovators** make up 2.5% of the population and are bold thinkers with a strong interest in new ideas. They strive to expand their social circle beyond their immediate surroundings and seek out more diverse perspectives. Innovators play a crucial role in initiating innovative projects. Key traits of an innovator include the ability to comprehend intricate technical information, the ability to overcome doubts about adopting new ideas, and the resilience to accept failure when an innovation doesn't succeed.

Early Adopters: respected opinion leaders who are seen as tech evangelists (13.5%). Early adopters are a part of the local social system. Innovators are "cosmopolitan" and Early Adopters are "local". They are thought of as people who negotiate before using an innovation (Rogers 1995, p. 264).

Early Majority: ahead of the curve and willing to make safe business investments (34%). The early majority adopts new ideas before the average adopters. They often interact with peers but are rarely opinion leaders (Rogers, 1995, p. 265).

Late Majority: sceptical but ultimately adopt (34%). The majority end up adopting new ideas after the average number of members outweighs the needs of the organization or increases peer pressure (Rogers, 1995, p. 265). **Laggards:** traditional, few opinion leaders, isolated in the group, suspicious of change agents, and resistant to innovation (16%). Laggards are the most "local" in their view of innovation and are suspicious of both innovation and change agents. It should be noted that some individuals may be Laggards with one innovation and Innovators or Early Adopters in others (Rogers, 1995, p. 265-266).

The importance of this research is to find out what innovation diffusion factors are of concern to the audience, so this will determine the message that will be made by the communicator so that effective communication occurs. Meanwhile, for MSME owners, it is very useful in digging up information regarding the protection of Intellectual Property (IP), and collaboration with universities. For industry, online portals will be useful in accelerating the process of finding university research results that can be mass-produced and used by citizens. (Badan Litbang, 2017).

2. METHODOLOGY

The method used in this research quantitative research approaches using a questionnaire which focuses on respondents in Solo and Tulungagung where the research object is conducted online. For the quantitative approach, the researcher uses a survey or questionnaire method. According to (Sugiyono, 2013), a questionnaire is a data collection technique by which researchers distribute questions or written statements that are distributed to respondents. Data is taken and processed for program development, at the end of the research data is taken for program evaluation. Questionnaire surveys are used when a certain range of information is required from an individual or an organization. Usually, questionnaire-based surveys are used to collect answers to questions where possible answers are limited, such as a person's gender or education level. However, some questions can be open-ended, with an unspecified range of answers – for example, open-ended questions about visitor complaints or suggestions about the management of recreational or tourism facilities. (Veals, 2018) The total population in the city of Solo is 578.000 people and Tulungagung is 1.089.775 people. Due to the size of the population, this study uses a non-probability sampling technique with a purposive sampling method. By using the Slovin formula (Sugiyono, 2013), the number of samples in this study was 217 respondents in Solo and Tulungagung. The requirements of the respondent are Indonesian people, female/male, and in the age range of 17-65 years. The sampling technique used purposive sampling because researchers could not find an exact number for the population specifically intended. So, there are certain considerations from the researcher in determining who will be the respondent later. Descriptive research with a quantitative approach, using online survey methods. The descriptive function is to observe and explain the nature of the population or events of interest, quantitative in nature, this is the first way to create potential hypotheses and to provide a broader picture (Turk & Uysal, 2017, p. 18) The data analysis technique used is descriptive statistics, by describing the frequency and mean. This research uses SPSS tools to perform frequency and average calculations. The questionnaire is adapted from Roger's Diffusion of Innovations theory by using five variables.

3. RESULTS AND DISCUSSION

Many previous SEO researches related to digital journalism have been carried out, including from (Giomelakis & Veglis, 2016), regarding search engine optimization in online news production in marketing practices in Indonesian online news media. As well as the practice of communication culture in the online media newsroom. (Hadi, Yunita, & Sugianto, 2020) However, the research results have not discussed SEO findings for journalistic content related to the brand image of innovative products.

Therefore, this applied research compared to previous research focuses more on product innovation, where the research output is able to produce innovations resulting from the collaboration of universities and industry to create an integrated communication management with the name "HEREDITY.ID". Every innovation has the opportunity to meet investors who are suitable to collaborate in the production process. Through the "HEREDITY.ID" website, they will educate the public and inspire, so that each of their innovations is protected by patents. So that it can be sustainable into a successful startup innovation.

From the results of the data obtained in this study, the "HEREDITY.ID" website was created with a framework designed according to the needs of the research results, as well as 5 quality content for each innovative product included on the website. Content is prepared using SEO and SEM strategies to increase website traffic.

The survey, which was conducted through a Google Form questionnaire, aims to determine preferences for messages and public media, as well as the level of public knowledge and interest in new innovative products. In distributing the survey, the researchers focused on finding respondents from Solo and Tulungagung.

The survey results showed that Meal for 60+ needs to be more aggressive in disseminating information about its products so that they are better known to the public. Because the majority of respondents' answers indicate that there needs to be interest from the majority of the community so that new innovative products can last a long time. In addition, researchers can also disseminate information through existing respondents because the majority of respondents are people who can influence their group, so Meal for 60+ can be better known at least in the respondent group environment.
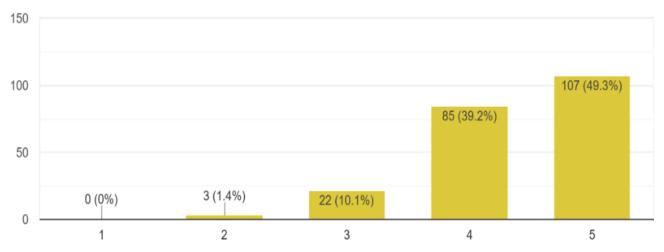

Diagram 1. Diffusion of Innovation Variable: Innovators, I like to try new things

One of the variables in the diffusion of innovation is trying new things. This study found 88,5% of the respondents like to try new things. This shows that respondents can become targets for brands to innovate.
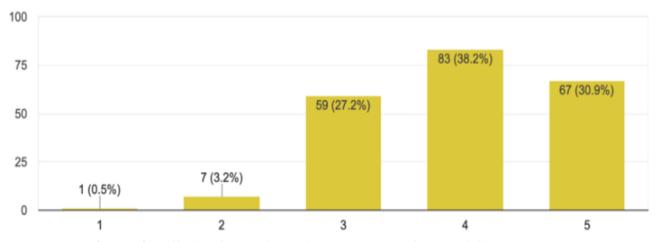

Diagram 2. Diffusion of Innovation Variable: Innovators, I feel that I influence my group

One of the characteristics of innovators is the ability of respondents to understand complex technical information and good adoption skills when something goes wrong in the innovation process. One of them is to be the first person who is able to digest and influence the group about new things.
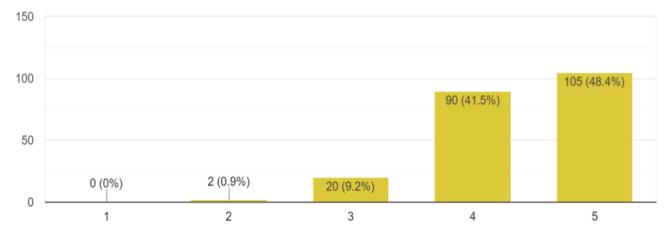

Diagram 3. Diffusion of Innovation Variable: Early Adopters, I feel that I need to be creative and have original ideas

With the lifestyle of the respondents who have a desire for recognition of creativity and original ideas, this is what the brand is aiming for in providing innovation and even calls to action.
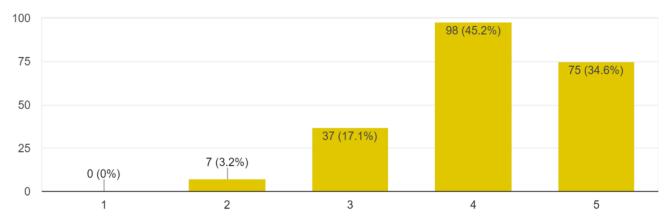

Diagram 4. Diffusion of Innovation Variable: Early Adopters, I am fast in accepting new things

The ability to become an early adopter is a locality. They are people who are considered to be able to negotiate with innovators in using product innovation. Respondents who are accompanied by an open mind and can see a chance.
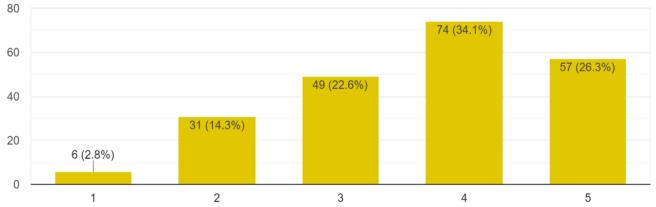

Diagram 5. Diffusion of Innovation Variable: Early Majority, I am reluctant to try new things unless they are appropriate for my environment.
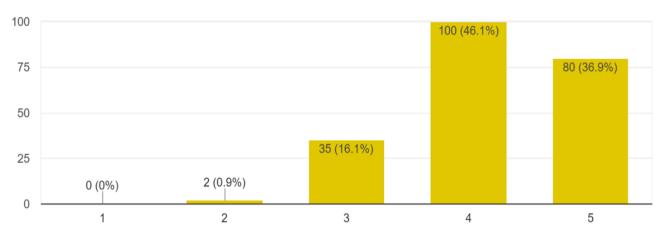
Diagram 6. Diffusion of Innovation Variable: Early Majority, I often improvise in certain ways when I feel that there is no right answer yet

The early Majority are respondents who have quite high time characteristics to interact with their peers, although they rarely become opinion leaders. This happens because the adjustment time is longer and the fear of being different is compared to the others. This is what causes word of mouth to be very important to influence this group. The more people who use it, the faster this group adapts to changes.
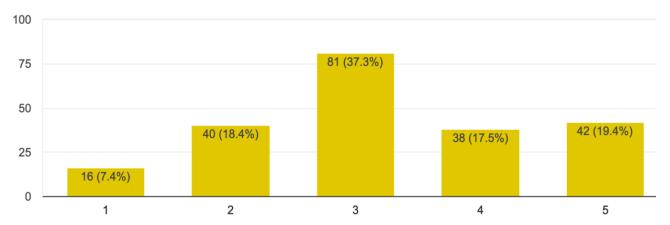

Diagram 7. Diffusion of Innovation Variable: Late Majority, I felt that the old ways were the best
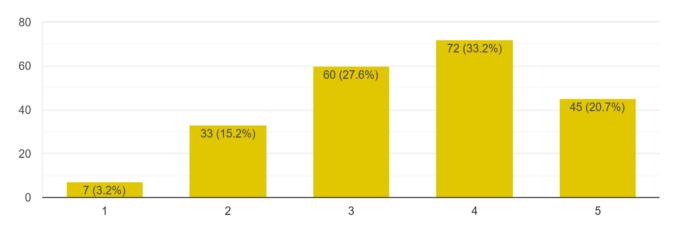

Diagram 8. Diffusion of Innovation Variable: Late Majority, I rarely believe in new things unless it is accepted by the majority of my environment.

The late majority is a group that needs pressure from peers and there is a high demand from the surrounding environment, be it family or coworkers. The feeling of security in the old ways is an important part of carrying out daily activities. The fear of changing habits is also an important part and consideration for this group.
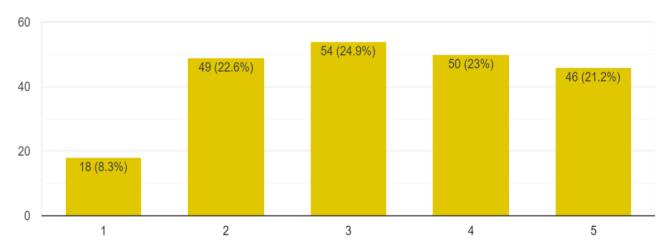
Diagram 9. Diffusion of Innovation Variable: Laggards, I realized I was usually one of the last people in my group to accept a new innovation
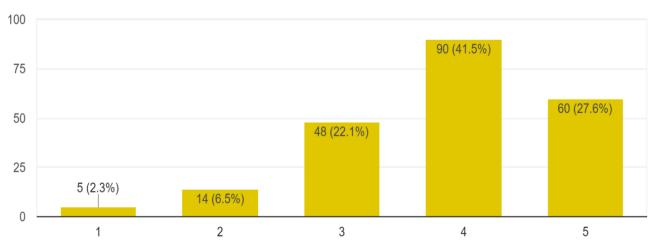

Diagram 10. Diffusion of Innovation Variable: Laggards, I have to see others using the innovation before I decide to use it.

Laggards are a traditional group that has a more careful and precautionary way of thinking. Usually, this type of group is isolated and suspicious of change. But that doesn't mean they can't accept innovations. It could be included in the laggard type in one innovation, but it could be included in the innovator type in other innovation works.

By looking at the results of the data from the respondents in Solo and Tulungagung, it is possible to carry out the process of making and analyzing the communication program carried out by Male for 60+. The mind map/framework for Meal for 60+ starts with determining the number of indicators that can be used to segment the audience and produce content that is appropriate to the audience. The component consists of 5 indicators, namely market, partner, BMC, category, and program. The category component describes the categories of content produced by Meal for 60+ where this can become a limit/guideline for Meal for 60+ in running their social media platform. If the category component provides an outline of the type of content produced by Meal for 60+, then the program component serves to narrow down the type of content in a clearer and more detailed manner. The next component is the partner component, which provides an overview of parties who can collaborate with Meal for 60+ and can assist Meal for 60+ in finding partners going forward. As the name implies, the market component provides an overview of the target market/market segmentation that Meal for 60+ wants to target as the main audience.
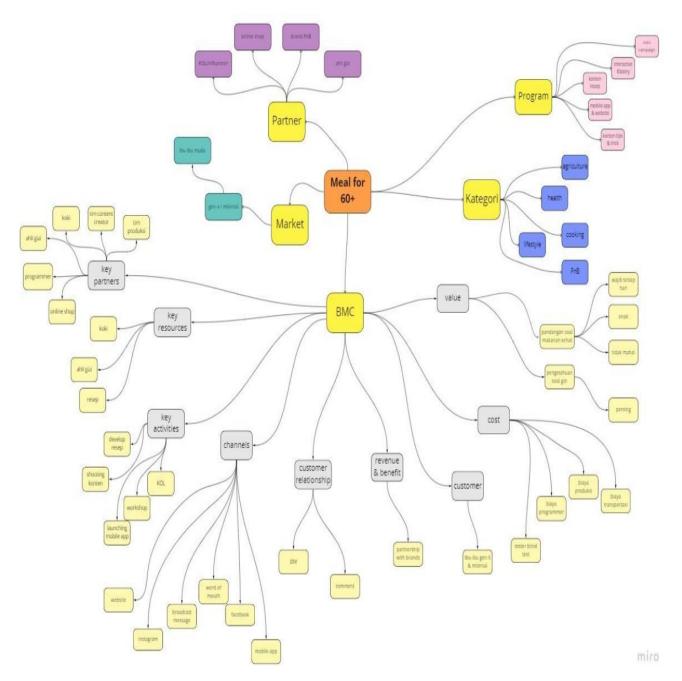
Figure 1. Mind Map/Framework og Male for 60+

According to available data, the keyword "menu diet sehat" is the most sought-after by the Indonesian state with a total of 18.1 thousand searches. Many variations and other keywords are still related to this "menu diet sehat". related to the "menu diet sehat" is sought after by the Indonesian people, both those who are young and those who are elderly.

Furthermore, there is shown the top 7 organic keywords that are most sought after on this website on average have the same core, namely a simple healthy diet menu and of course informational, not transactional. Thus, the keyword "menu diet sehat" can be a good keyword idea in increasing public awareness of a particular website because it answers some of the needs and concerns of the Indonesian people themselves.
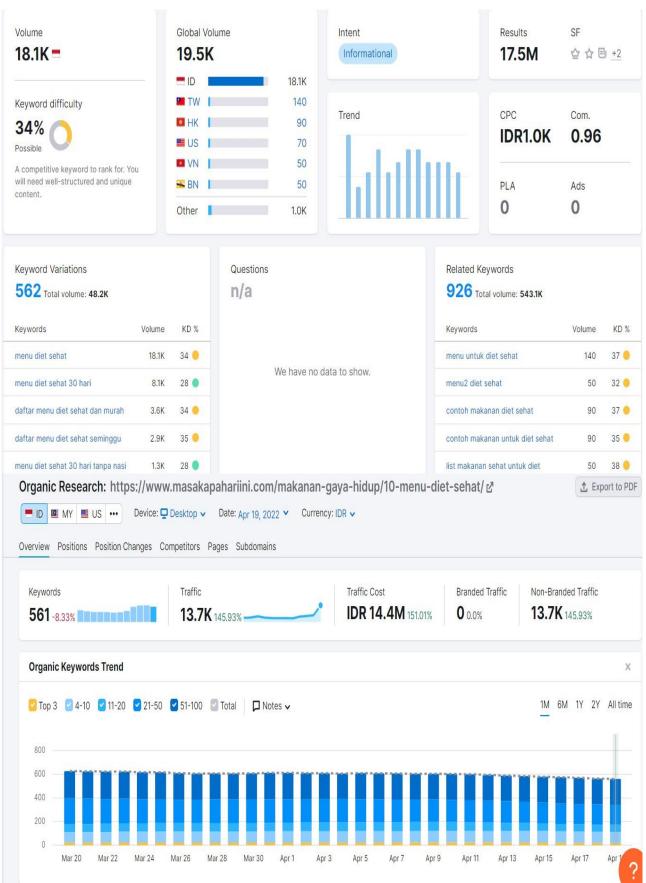
Figure 2. Keyword "Menu Diet Sehat"

Top Organic Keywords

Keyword	Pos.			Diff.	Volume	Traffic %
menu diet sehat »	1	→	1	0	18.1K	62.09
menu diet sederhana »	1	→	1	0	2.9K	9.94
menu diet »	4	→	4	0	14.8K	7.56
menu makanan diet »	4	→	4	0	5.4K	2.75
lauk untuk diet »	1	→	1	0	390	1.33
menu diet simple »	1	→	1	0	320	1.09
menu makanan diet sederhana »	1	→	1	0	320	1.09

View all 561 organic keywords

Keywords by Intent

Intent	Keywords	Traffic
● Informational	99.8%	561	13.7K
● Transactional	0.2%	1	0

Figure 3. Top Organic Keyword

The second keyword is "resep makanan sehat". So far, Indonesian people are really interested in this keyword (1.9 thousand). Several variations and related keywords might be combined afterward to create new, intriguing material. "apa resep makanan 4 sehat 5 sempurna?" is one of the commonly asked questions that are addressed in this content.
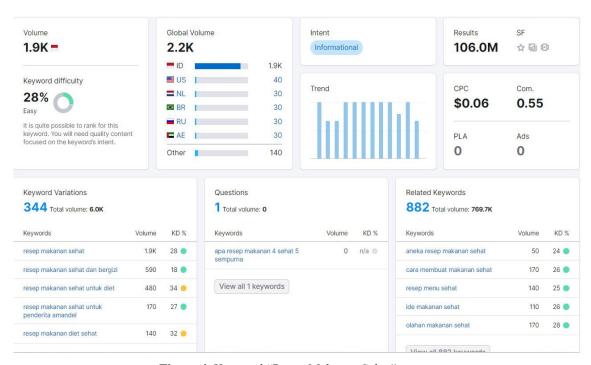
Volume	Global Volume		Intent	Results	SF
1.9K ▭	**2.2K**		Informational	**106.0M**	☆ ▢ ▣
	▭ ID	1.9K			
Keyword difficulty	▭ US	40		CPC	Com.
28% ○	▭ NL	30	Trend	**$0.06**	**0.55**
Easy	▭ BR	30			
It is quite possible to rank for this keyword. You will need quality content focused on the keyword's intent.	▭ RU	30		PLA	Ads
	▭ AE	30		**0**	**0**
	Other	140			

Keyword Variations			Questions			Related Keywords		
344 Total volume: 6.0K			**1** Total volume: 0			**882** Total volume: 769.7K		
Keywords	Volume	KD %	Keywords	Volume	KD %	Keywords	Volume	KD %
resep makanan sehat	1.9K	28 ●	apa resep makanan 4 sehat 5 sempurna	0	n/a ●	aneka resep makanan sehat	50	24 ●
resep makanan sehat dan bergizi	590	18 ●				cara membuat makanan sehat	170	26 ●
resep makanan sehat untuk diet	480	34 ●	View all 1 keywords			resep menu sehat	140	25 ●
resep makanan sehat untuk penderita amandel	170	27 ●				ide makanan sehat	110	26 ●
resep makanan diet sehat	140	32 ●				olahan makanan sehat	170	28 ●
						View all 882 keywords		

Figure 4. Keyword "Resep Makanan Sehat"

The top organic keywords that can assist Meal for 60+ in terms of content keywords are shown in the following image. The common theme among the top 7 organic keywords is healthy food. It just needs to be packaged and discussed from which angle content creation for Meal for 60+ needs to be improved.
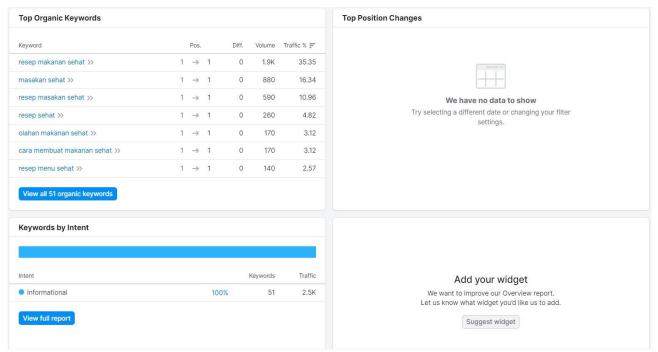

Figure 5. Top Organic Keyword "Resep Makanan Sehat"

The third keywords "Makanan untuk lansia" will focus on the elderly in Indonesia. In Indonesia, 480 Internet users are still looking for nutritious meals for the elderly. The query "kapan saat yang tepat untuk memberikan makanan cair untuk lansia" is also brought up by this keyword. Later, it is anticipated that the third content's information will be able to address the raised queries.
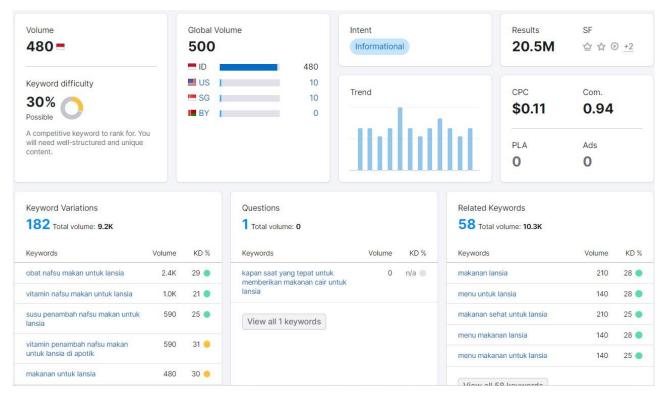

Figure 6. Keyword "Makanan Untuk Lansia"

According to online observations, there are still surprisingly few websites that discuss healthy foods for the elderly. That fact suggests that not many people are aware of the significance of wholesome food for seniors. Therefore, Meal for 60+ may use this as an opportunity to spread awareness of nutritious foods for the elderly so that Indonesians can learn more about it and have a better understanding of it

Figure 7. Top Organic Keyword "Makanan Untuk Lansia"

Of the various keywords used, there are 3 keywords that should be avoided later in content creation. The three keywords are "pmt lansia", "makanan lembek", and "lauk instan". According to the available data, these three keywords are considered to be failures or less able to interact with audiences.

Figure 8. Organic Keyword Position

The next keyword is "inovasi". It is clear from the analysis that these terms are frequently searched between May 16, 2021 and April 17, 2022. These terms will make people more aware of the new information of innovation from Meal from 60+. So, that will be a very useful keyword to be applied.
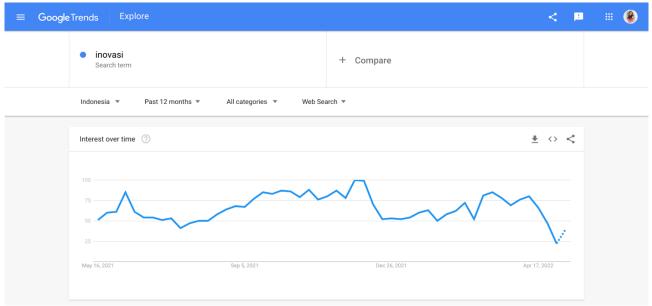
Figure 9. Keyword "Innovation" using Google Trends

The last keyword is "snack untuk lansia", which was chosen because it brings to mind older people prefer light snacks over heavy meals. Therefore, it's important to have knowledge of the types of snacks that are safe and healthy for consumption by the elderly. This keyword is still being somewhat searched.

Figure 10. Keyword "snack untuk lansia"

After analyzing the keywords that can attract the audience's interest, the results of the right digital communication strategy to be implemented by Meal for 60+ are obtained. These strategies include making use of the Website as a means of information, as well as maximizing the features contained in the Instagram social media application for uploaded content. Maximizing the feature referred to here is to share content in every feature in the application, including Instagram feeds, Instagram stories, and also Instagram reels. Based on these results, the research team was able to realize as much as 5 content which include Website content, Instagram feeds, and Instagram reels. These contents are also created on the basis of an analysis of the Integrated Marketing Communication and there are also backlinks from the planned SEO.

The first content created from the keywords "menu diet sehat" is "About Us: More About Meal for 60+" on the website, with the goal of raising public awareness about Meal for 60+'s vision and mission as a provider of solutions and consulting services related to healthy food for the elderly aged 60 and up. This content's primary audience is young mothers who are unsure about what healthy foods to eat for themselves and their parents. Then, at the bottom of the "About Us" page, a "Contact Us" button is placed so that anyone interested in Meal for 60+ can directly click the button.
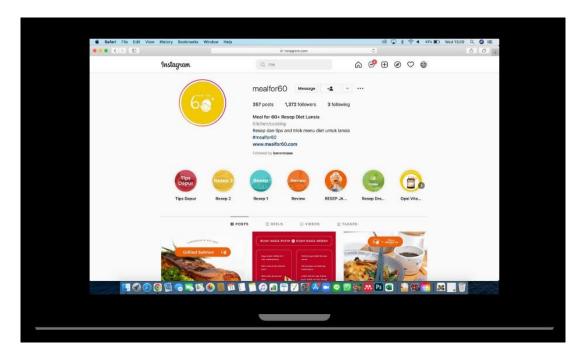
Figure 11. Instagram of Male for 60+

The next content created from the keywords "inovasi" on the website is "Inovasi Katering Sehat di Indonesia" which presents knowledge articles about healthy catering innovations that have recently circulated in Indonesia. The innovations created by the Indonesians should be appreciated by using or consuming the results of existing innovations. In addition, the appreciation given can also be a sign of our respect and support for the innovation itself. Then, at the end of the article, a contact us URL will be given when opened will appear a pop-up containing the linktree Meal for 60+. This strategy is carried out so that when an audience wants to do a consultation about healthy catering, they can directly contact Meal for 60+ via the URL.

Figure 12. The Content for "Inovasi Katering"

The third content is made by the keywords "resep makanan sehat" in the form of Instagram feeds "Menu Diet Sehat Ala Meal for 60+". The content consists of a caption script and a healthy recipe video for Bok Choy Soup which will attract the interest of the audience after seeing the advertisements posted by Meal for 60+

through Instagram Ads, then opening the Meal for 60+ website, where on the website there are menu contents. healthy recipes and other information. If the audience has the desire, then they will want to try to recook the recipe. Then, at the end of the video content, a QR Code will be added that is connected to the Play Store/AppStore containing an application from Meal for 60+ as well as a Call-to-Action sentence that invites the audience to download the application to get a completer and more varied recipe. Instagram Meal for 60+ will also provide an add your sticker "Recook Recipe Meal for 60+" on Instagram Stories, where through this add your sticker, the audience who re-cook this recipe will upload their cooking results via Instagram Story, using the add your sticker and tag account @mealfor60.

Figure 12. Slide One for "Inovasi Katering"

Figure 13. Slide Two for "Inovasi Katering"

Figure 14. Slide Three for "Inovasi Katering"

The fourth content is also made in the form of Instagram feeds "Ide Masakan Murah Meriah" from the keywords "makanan untuk lansia" presented in the form of captions and photos of 3 Tofu Recipe Creation Menus. If the audience feels interested and has an interest after seeing the ads posted by Meal for 60+ through Instagram Ads, the audience will open an Instagram account for Meal for 60+, where the Instagram upload contains content for healthy recipes and other information. The content is presented in the form of Instagram feeds regarding the creation of healthy, delicious, and inexpensive processed tofu. If after seeing this content

and the audience is interested in it further, the audience will stalk the @mealfor60 Instagram account. In addition, there is also an invitation so that audiences who cook recipes from Meal for 60+ can upload their cooking results on Instagram and tag the @mealfor60 account using the add your sticker feature, which can then be compiled in the highlights of the Instagram story @mealfor60.

Figure 15. Slide One for "Tofu Ayam Udang"

Figure 16. Slide Two for "Oseng Tahu"

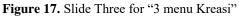**Figure 17.** Slide Three for "3 menu Kreasi"

Figure 18. Slide Four for "Sup Tahu Pedas"

Figure 19. Slide Five for "Kamu Tim Mana?"

The last content to be created from the keywords "snack untuk lansia" is the Instagram reels "Overnight Oats Mixed Berries" which are presented in the form of caption scripts and video reels. The "awareness" stage in this fifth content will use Story Instagram ads which displays an image like the example below about "Snack aman kolesterol". Under the image, there will be the words "sehat, aman, dan enak". The purpose of the Story Instagram ads is to provide awareness to Instagram users (productive age) that there are healthy and delicious snacks that can be consumed by the elderly with all kinds of dietary restrictions in order to maintain their body health. The strategy implemented by Meal for 60+ does not target users directly but targets payers and buyers. After viewing Story Instagram ads, viewers will be led to swipe up or press the learn more (Call to Action) button. Later they will be taken to the Reels Instagram page in the form of a Mixed Berry Overnight Oats recipe on the @mealfor60 Instagram account.

Figure 20. Story at Instagram

Research with this quantitative approach can be concluded as follows: the website is able to educate the public and provide inspiration, so that each of their innovations is protected by patents. Website with a framework designed according to the needs of research results, as well as 5 quality content for each innovation product covered on the website. Content is prepared using SEO and SEM strategies to increase website traffic. The survey results showed that Meal for 60+ needs to be more aggressive in disseminating information about their products so that they are better known to the public.

In addition, researchers can also disseminate information through existing respondents because the majority of respondents are people who can influence their group, so Meal for 60+ can be better known at least in the respondent group environment. The mind map/framework of Meal for 60+ starts with determining several indicators that can be used to segment the audience and produce content that suits the audience. The next component is the partner component, which provides an overview of the parties that can collaborate with Meal for 60+ and can help Meal for 60+ in finding partners in the future. As the name implies, the market component provides an overview of the target market/market segmentation that Meal for 60+ wants to target as the main audience.

The BMC component itself contains 9 blocks of the Business Model Canvas that can help Meal for 60+ in operating Meal for 60+ starting from how to interact with the audience to segmenting the costs that will be incurred by Meal for 60+. According to available data, the keyword «menu diet sehat» is the most sought-after by the Indonesian state with a total of 18.1 thousand searches. Many variations and other keywords are still related to this «menu diet sehat». Thus, it can be said that information related to the «menu diet sehat» is sought after by the Indonesian people, both those who are young and those who are elderly.

Furthermore, there is shown the top 7 organic keywords that are most sought after on this website on average have the same core, namely a simple healthy diet menu and of course informational, not transactional. Thus, the keyword «menu diet sehat» can be a good keyword idea in increasing public awareness of a particular website because it answers some of the needs and concerns of the Indonesian people themselves. The second keyword is «resep makanan sehat». A number of variations and related keywords might be combined afterward to create new, intriguing material.

«apa resep makanan 4 sehat 5 sempurna?» is one of the commonly asked questions that is addressed in this content. The top organic keywords that can assist Meal for 60+ in terms of content keywords are shown in the following image. The common theme among the top 7 organic keywords is healthy food. It just needs to be packaged and discussed from which angle content creation for Meal for 60+ needs to be improved.

The third keyword «Makanan untuk lansia» will focus on the elderly in Indonesia. These terms will make people more aware of the new information of innovation from Meal from 60+. Based on these results, the research team was able to realize as much as 5 content which include Website content, Instagram feeds, and Instagram reels. The next content created from the keywords «inovasi» on the website is «Inovasi Katering Sehat di Indonesia» which presents knowledge articles about healthy catering innovations that have recently circulated in Indonesia.

The third content is made by the keywords «resep makanan sehat» in the form of Instagram feeds «Menu Diet Sehat Ala Meal for 60+». The content consists of a caption script and a healthy recipe video for Bok Choy Soup which will attract the interest of the audience after seeing the advertisements posted by Meal for 60+ through Instagram Ads, then opening the Meal for 60+ website, where on the website there are menu contents. healthy recipes and other information. If the audience has the desire, then they will want to try to recook the recipe.

Then, at the end of the video content, a QR Code will be added that is connected to the Play Store/AppStore containing an application from Meal for 60+ as well as a Call-to-Action sentence that invites the audience to download the application to get a completer and more varied recipe. Instagram Meal for 60+ will also provide an add your sticker «Recook Recipe Meal for 60+» on Instagram Stories, where through this add yours sticker, the audience who re cook this recipe will upload their cooking results via Instagram Story, using the add yours sticker, and tag account @mealfor60. The fourth content is also made in the form of the Instagram feeds «Ide Masakan Murah Meriah» from the keywords «makanan untuk lansia» presented in the form of captions and photos of 3 Tofu Recipe Creation Menus. If the audience feels interested and has an interest after seeing the ads posted by Meal for 60+ through Instagram Ads, the audience will open an Instagram account for Meal for 60+, where the Instagram upload contains content for healthy recipes and other information.

The content is presented in the form of Instagram feeds regarding the creations of healthy, delicious, and inexpensive processed tofu. If after seeing this content and the audience is interested in it further, the audience will stalk the @mealfor60 Instagram account. In addition, there is also an invitation so that audiences who cook recipes from Meal for 60+ can upload their cooking results on Instagram and tag the @mealfor60 account using the add yours sticker feature, which can then be compiled in the highlights of the Instagram story @mealfor60. The last content to be created from the keywords «snack untuk lansia» is the Instagram reels «Overnight Oats Mixed Berries» which are presented in the form of caption scripts and video reels.

The «awareness» stage in this fifth content will use Story Instagram ads which display an image like the example below about «Snack aman kolesterol». Under the image, there will be the words «sehat, aman, dan enak». The purpose of the Story Instagram ads is to provide awareness to Instagram users that there are healthy

and delicious snacks that can be consumed by the elderly with all kinds of dietary restrictions in order to maintain their body health. The strategy implemented by Meal for 60+ does not target users directly but targets payers and buyers.

After viewing Story Instagram ads, viewers will be led to swipe up or press the learn more button. Later they will be taken to the Reels Instagram page in the form of a Mixed Berry Overnight Oats recipe on the @mealfor60 Instagram account.

4. CONCLUSION

Meal for 60+ has done advertising on social media, particularly Instagram. Sales promotion and personal selling have also been done. Even though what is being sold is in the form of a service, Meal for 60+ has increased engagement by replying personally to DM (Direct Message) chats, and from there, a fairly intense relationship is formed with its customers. Apart from that, in terms of public relations, it will be further developed in the future because Meal for 60+ itself plans to hold an event by cooperating with well-known brands in Indonesia. Seeing all of this, it can be said that so far from the STP (Segmentation, Targeting, and Positioning) perspective, the Meal for 60+ has done well.

The results showed that the keywords "menu diet sehat" dan "resep makanan sehat" are two keywords that are often searched for by both young and older people. This is a keyword that can be used by Meal for 60+ increasing public awareness so as to be able to build a brand image. This is supported by the result of Variables diffusion of Innovations which shows the desire to try new things and the drive to be more creative and the desire to show original ideas. In the final part of the promotion on Instagram media, they can use a QR code that can directly direct the audience to the Play Store / Appstore, as one of the Calls to Action. The use of the right words for the audience at the respondent's age is important and can increase the Brand Image for Male for 60+.

From the overall results of the data obtained and the analysis carried out, it was found that an appropriate digital platform communication strategy for Meal for 60+ is the use of websites and Instagram. The use of Instagram's social media features can be maximized for uploading content that can reach the target audience of Meal for 60+.

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