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

by Felicia Goenawan

Submission date: 24-Oct-2022 11:35AM (UTC+0700)
Submission ID: 1933650139
File name: 045_Manuscript.docx (2.92M)
Word count: 5038
Character count: 26822

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

Author: 045

ABSTRACT

The 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. It is not easy for people to accept an innovative product. Companies must be able to build a Brand Image of their innovative products in the eyes of potential consumers. Therefore, research is conducted on how the public accepts innovative products through websitesand 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*

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 economicstability 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 innovation 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.

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 about 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 to differentiate the brand from its rivals. Brand image was a predictor of customer satisfaction and positively impacted customer satisfaction

Based on these arguments, this research was conducted to open up great opportunities for the research results of lecturers and students to be absorbed by the industry. The development of student teaching that is more in line with the needs of MSMEs strongly supports the implementation of the MBKM curriculum. Meanwhile, for MSME owners, it is very useful in digging up information regarding the protection of Intellectual Property (IP), 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)

METHODOLOGY

The method used in this research quantitative research approaches using a questionnaire which focus on respondets 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. The total population in the city of Solo is 578.000 people and Tulungagung 1.089.775 people. Due to the size of the population, this study uses a non-probability sampling technique with purposive sampling method. By using the Slovin formula (Sugiyono, 2013), the number of samples in this study were 100 respondents in Solo and 100 respondents in Tulungagung.

RESULTS AND DISCUSSION

Many previous SEO researches related to digital journalism have been carried out, including from (Giomelakis & Veglis, 2016) , regarding searchengine 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.

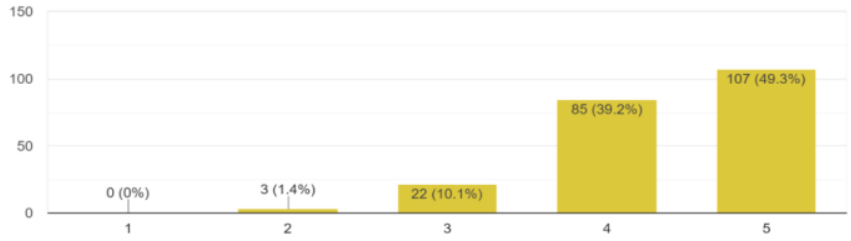
Therefore, this applied research compared to previous research focuses more on product innovation, where the research output is able to produce innovations resulting from the collaboration of universities and industry to create an integrated communication management with the name "HEREDITY.ID". Every 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 provide inspiration, so that each of their innovations is protected by patents. So that it can be sustainable into a successful startup innovation.

The output target is the creation of the “HEREDITY.ID” 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, 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 focus of the researchers was to find respondents from Solo and Tulungagung.

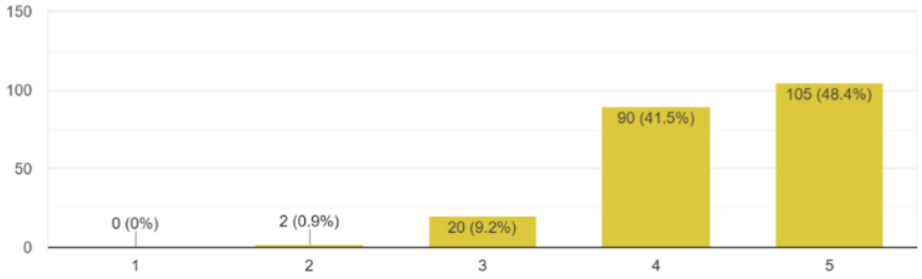
The survey results showed that Meal for 60+ needs to be more aggressive in disseminating information about their products so that they are better known to the public. Because the majority of respondents' answers indicate that there needs to be interest from the majority of the community so that new innovative 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 : I like to try new things



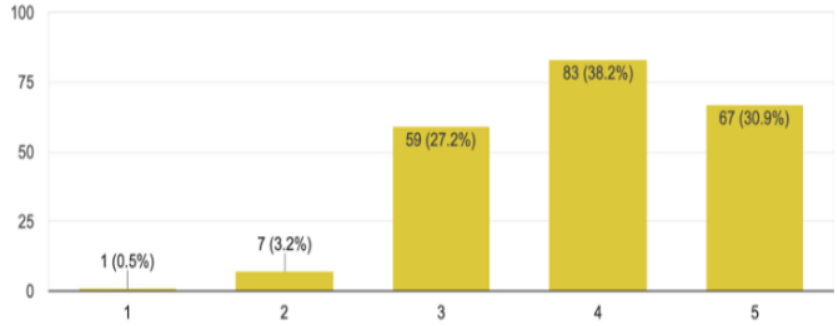
One of the variables in the diffusion of innovation is trying ne things. In this study found 88,5% of the respondents like to try new things. This shows that respondetnts can become targets for brands to innovate.

Diagram 2: Diffusion of Innovation Variable :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 3: Diffusion of Innovation Variable: I feel that i have influence over my group



The statement of the respondent's inability to make decisions without the help of the surrounding groups, shows that the use of media in exercising influence will be quite large.

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. This component consists of 5 indicators, namely market, partner, BMC, category, and program. The category component explains the categories of content produced by Meal for 60+ where it can be a limitation/guideline for Meal for 60+ in running their social media platform. If the category component provides an outline of the types of content produced byMeal for 60+, then the program component serves to narrow down the types of content to be clearer and more detailed. 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+.

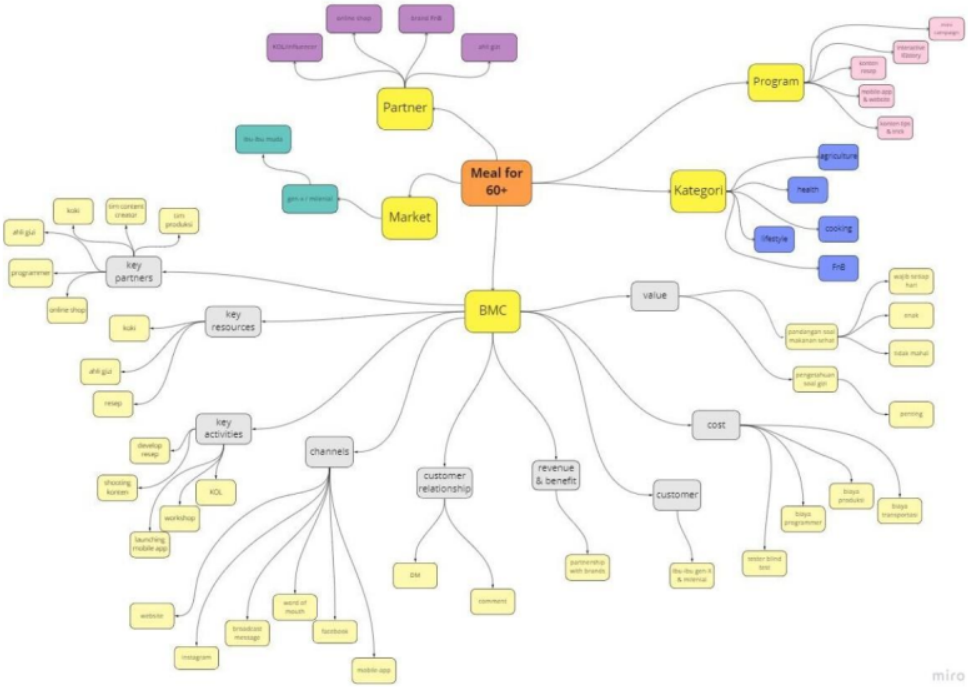


Figure 1: Mind Map/Gramework og Male for 60+

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". 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.

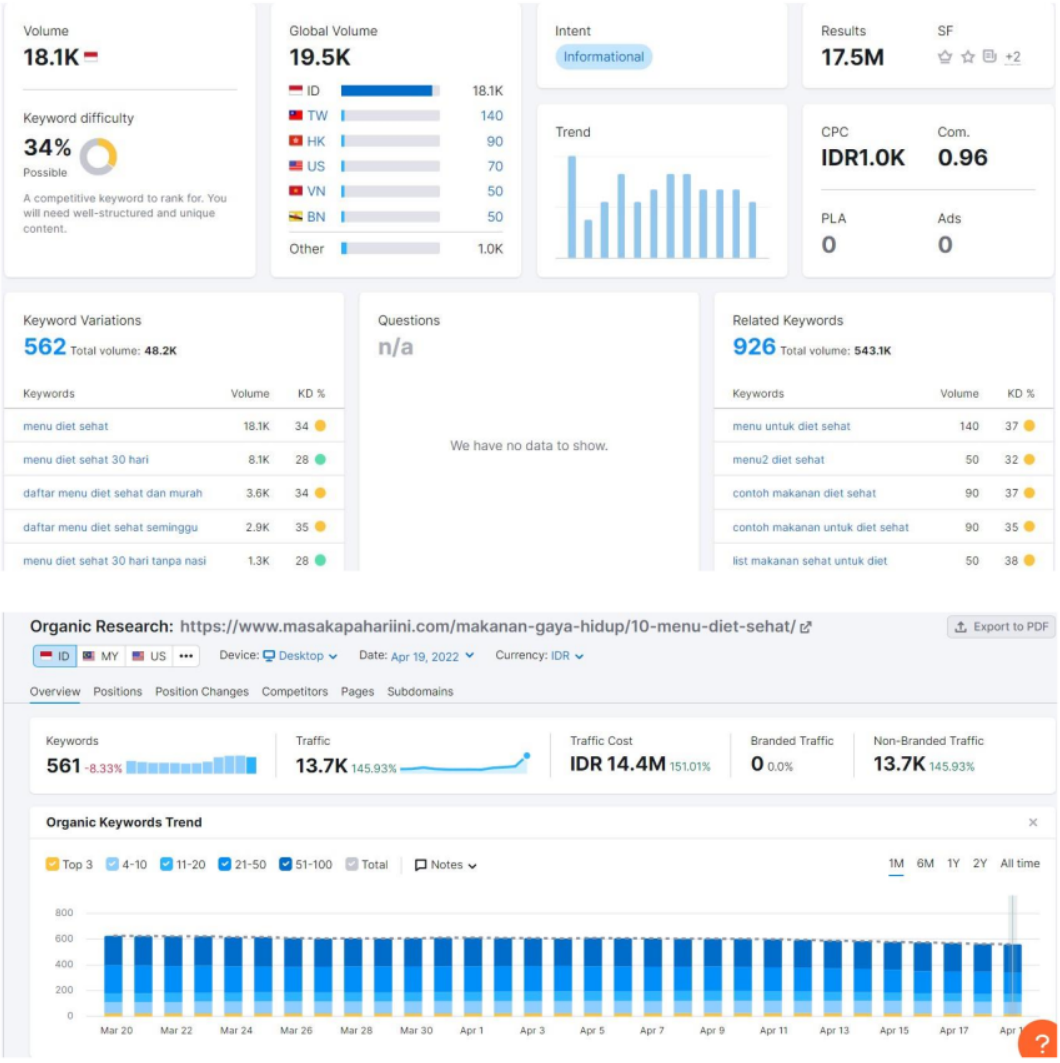


Figure 2: Keyword “Menu Diet Sehat”

Furthermore, here 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.

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). A number of variations and related keywords might be combined afterwards 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.

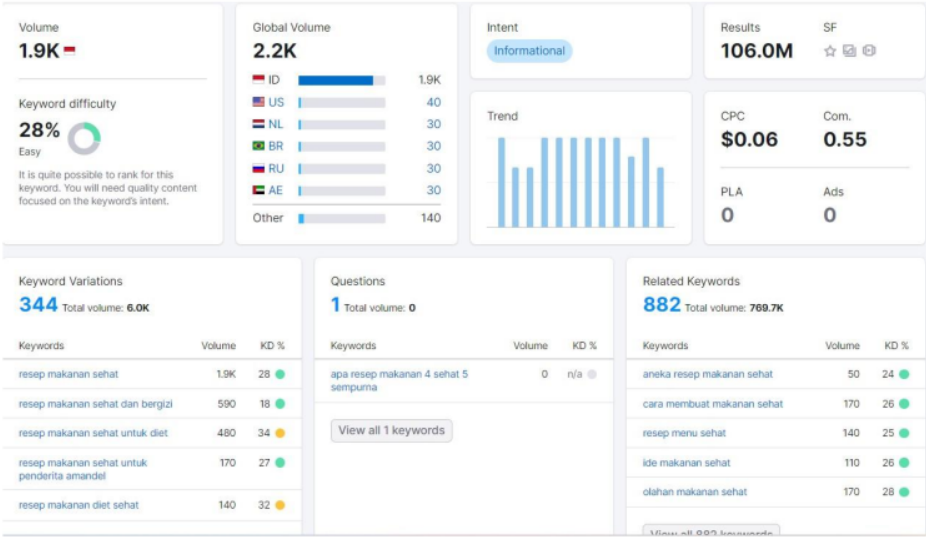


Figure 4. Keyword "Resep Makanan Sehat"

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.

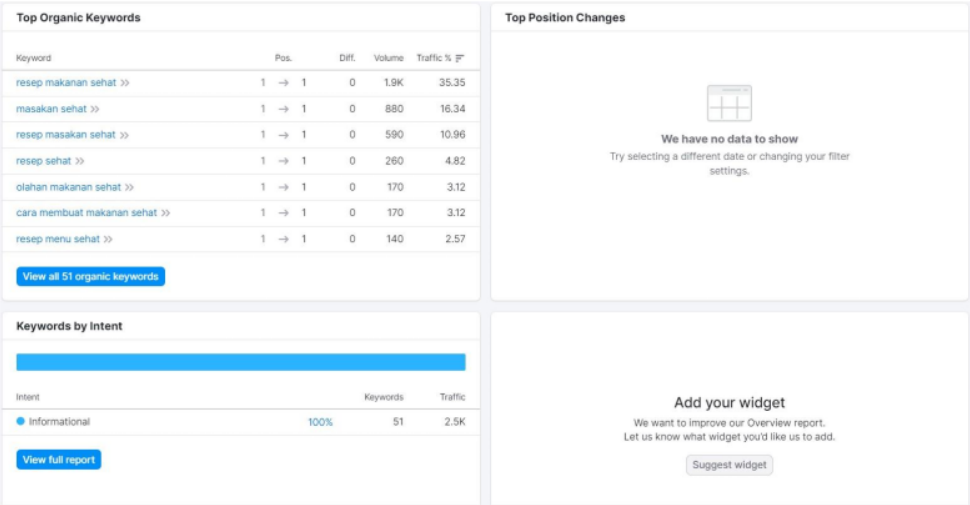


Figure 5. Top Organic Keyword "Resep Makanan Sehat"

For 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.

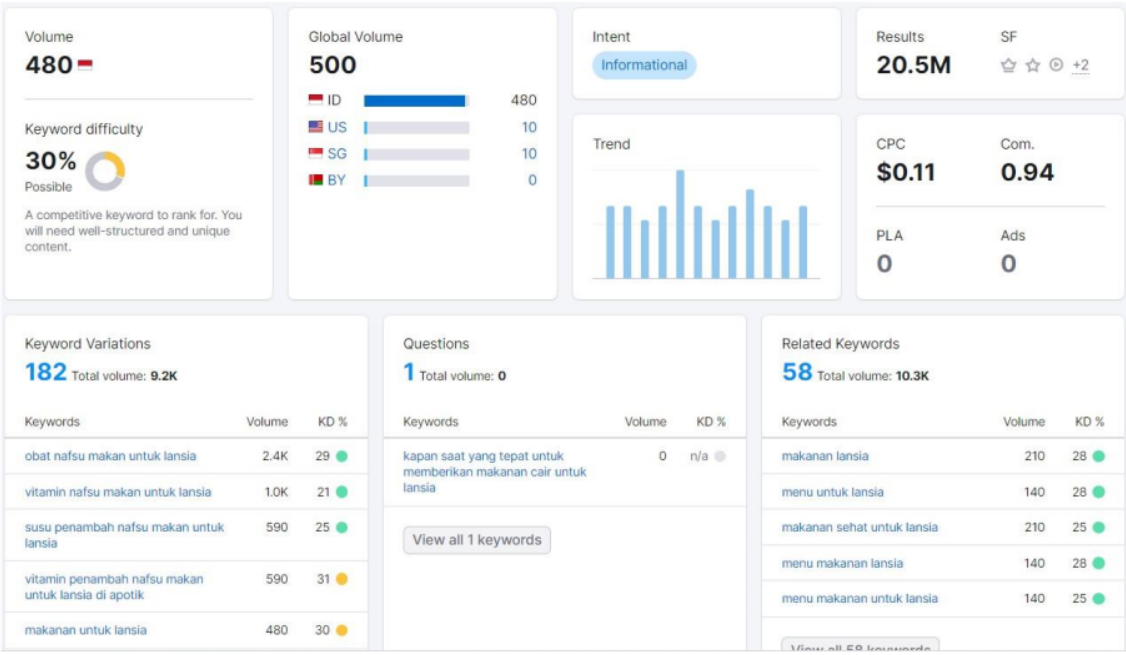


Figure 6. Keyword “Makanan Untuk Lansia”

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.

Top Organic Keywords

Keyword	Pos.	Diff.	Volume	Traffic %
makanan untuk lansia	1 → 1	0	480	11.93
makanan sehat untuk usia 60 tahun keatas	1 → 1	0	320	7.95
makanan untuk orang tua	1 → 1	0	320	7.95
makanan yang dianjurkan untuk lansia adalah	1 → 1	0	260	6.47
menu pmt lansia	1 → 1	0	210	5.19
makanan lansia	1 → 1	0	210	5.19
menu makanan lansia pagi siang malam	1 → 1	0	210	5.19

View all 54 organic keywords

Keywords by Intent

Intent		Keywords	Traffic
Informational	98.2%	54	1.9K
Transactional	1.8%	1	0

View full report

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.

All Changes of Organic Positions 1 - 3 (3)

+ To Keyword Manager | Manage columns 12/15 | Export

Keyword	Intent	Pos.	Diff.	Traffic Change	Traffic %	Volume	KD %	CPC (IDR)	URL	SERP	Upd.
pmt lansia	I	10 → 11	↓1	-8	0.79	320	11	0	hellosehat.com/la... sia/		Apr 19
makanan lembek	I	13 → •	lost	-2	0.10	260	29	0	hellosehat.com/la... sia/		Mar 23
lauk instan	I	51 → •	lost	0	< 0.01	170	22	0	hellosehat.com/la... sia/		Mar 23

Figure 8. Organic Keyword Position

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.

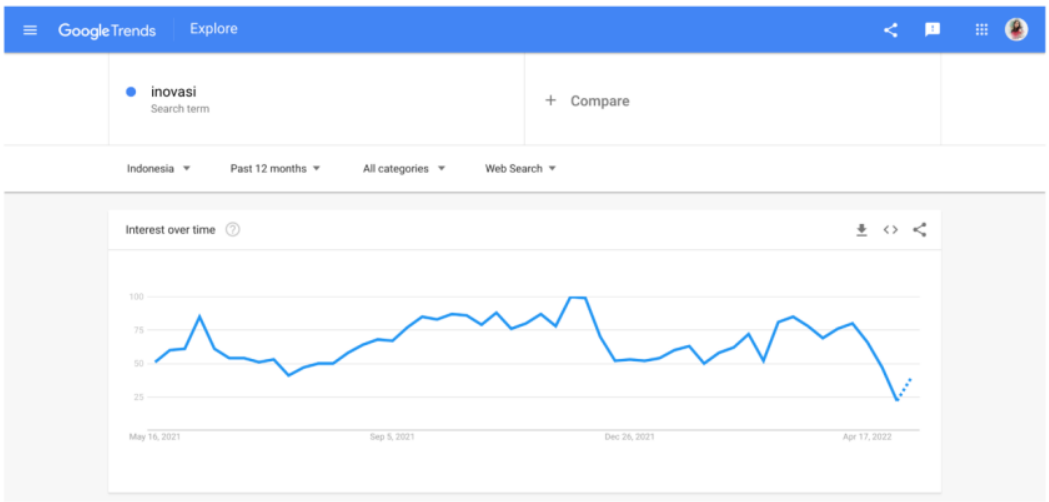


Figure 9. Keyword “Innovation” using Google Trends

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 elderly. This keyword is still being somewhat searched.

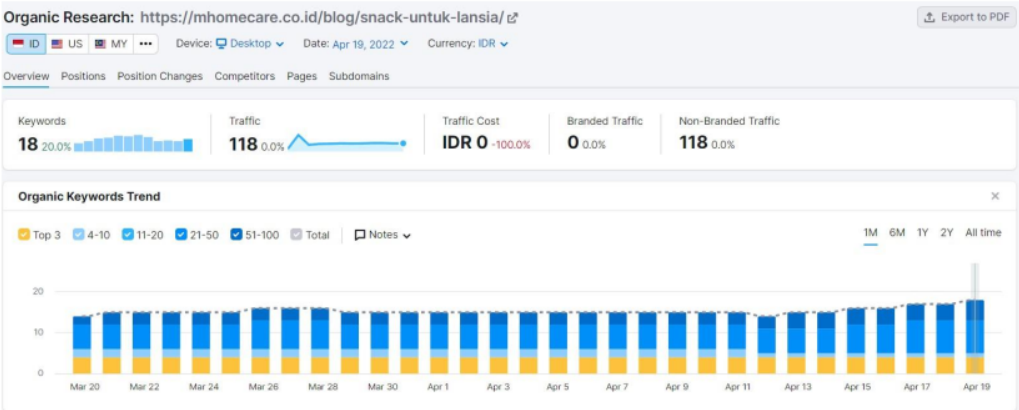


Figure 10. Keyword “snack untuk lansia”

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. As for 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 includes 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 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 foodfor 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.

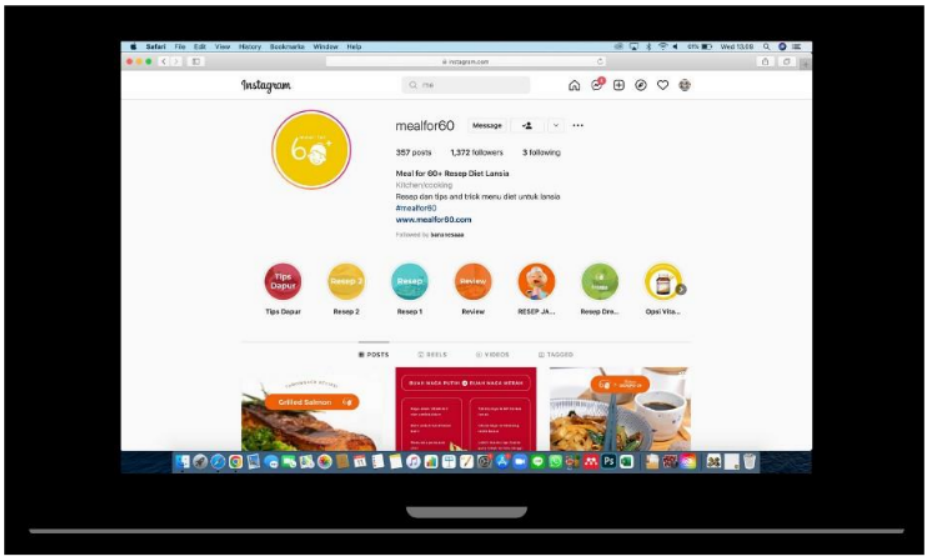


Figure 11. Instagram of Male for 60+

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 Indonesian 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 which 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 PlayStore/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 more complete and varied recipe. Instagram Meal for 60+ will also provide an add yours 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.

Figure 12. Slide One for "Inovasi Katering"

Figure 14. 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 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 inthe 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 andvideo 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 inorder 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, here 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 afterwards 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 keywords «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 includes 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 haverecently 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 PlayStore/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 more complete and varied recipe. Instagram Meal for 60+ will also provide an add yours 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 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» isthe 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 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.

CONCLUSION

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 keywords 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 that 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 Call to Actions. The use of right words for the audience at the respondent’s age is important and can increase the Brand Image for Male for 60+.

REFERENCES

Sickler, J. (2021, February 20). *What is Search Engine Optimization (SEO)?* . Retrieved from Executive's Guide: https://terakeet.com/blog/what-is-seo/

Giomelakis, D., & Veglis, A. (2016). *Investigating Search Engine Optization Factors in media Websites: The case of Greece*. Retrieved from Digital Journalism (Internet): http://dx.doi.org/10.1080/21670811.2015.1046992

Hadi, I., Yunita, & Sugianto. (2020). *Culture of Communication in The Space of Co-Working Newsroom of Online Media.* Retrieved from Solid State Technology Vol 63 92s): 3636: : http://solidstatetechnology.us/index.php/JSST/article/view/2460

Apablaza, C., Codina, L., & Pedraza-Jimenez, R. (2018). *Newsonomics in the Interactive Era: dimensions of Sustainability in te news Media. In: Iteraction in Digital News Media.* Retrieved from Cham: Springer international Publishing: http://www.tandfonline.com/doi/full/10.1080/21670811.2015.1046992

McErlane, F. (2022). *How can journalist learn SEO and why do thet need to.* Retrieved from Journalism.co.id: https://www.journalism.co.uk/news/how-can-journalists-learn-seo-and-why-do-they-nee d-to-/s2/a896968/

DENİZ ŞK , & KORAP ÖZEL E . (2018). Google Journalism: SEO News as a 'Necessary Evil' in the Digital Age and the Deformation of News for the Sakeof 'Clicks'. *Connectist: Istambul University Journal of Communication Sciences (Internet)*, 77-112.

Lewandowski, D., Sunkler, S., & Yagci, N. (2021). The Influence of search engine optimization on Google's results. *13th ACm Web science Conference 2021* (pp. 12-20). New York, NY, USA: ACM.

Relationships between service quality, brand image, customer satisfaction, and customer loyalty. (2021). *The Journla of Asian Finance, Econimics and Business, 8(3)*, 585-593.

Badan Litbang. (2017, Desember 12). *Buday aRiset dan Inovasi Menjadi Ciri Kampus Masa Kini*. Retrieved from Badan Litbang: https://litbang.kemendagri.go.id/website/budaya-riset-dan-inovasi-menjadi-ciri-kampus- masa-kini/

Sugiyono. (2013). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan E&D.* Bandung: Alfabeta.

Rangkuti, F. (2009). *Strategi Promosi Yang Kreatif Dan Analisis Kasus Integrated Marketing Communication.* Jakarta: PT. Gramedia Pustaka Utama.

Rita. (2018, Maret 27). *Brand Image.* Retrieved from Global Business Marketing: https://bbs.binus.ac.id/gbm/2018/03/27/brand-image/

Humas, B. (2021, April 26). *Biro Humas, Hukum Dan Kerjasama.* Retrieved from Kementrian Hukum dan Hak Asasi Manusia Republik Indonesia: https://www.kemenkumham.go.id/berita/perlindungan-kekayaan-intelektual-bagi-umkm

Prawira I, & Rizkiansyah M. (2018). Search engine optimazation in news production online marketing practice in Indonesia online news media. *Pertanika Journal of Social Science and Humanities*, 263-7.

S, R. (2008, Desember 1). *How SEO is changing journalism.* Retrieved from British Journalism Review: http://journals.sagepub.com/doi/10.1177/0956474808100865

Roberson, J. G. (2021). *Sitecore*. Retrieved from Managing end-to-end CX in 2021: https://www.sitecore.com/blog/dx/end-to-end-customer-experience-management-in-2021

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

ORIGINALITY REPORT

2%	2%	1%	2%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	www.researchgate.net Internet Source	1%
2	core.ac.uk Internet Source	1%
3	Submitted to Universitas Diponegoro Student Paper	1%

Exclude quotes	On	Exclude matches	< 1%
Exclude bibliography	On		