

Implementation Search Engine Optimization (SEO) to Improve Marketing F&B Industry

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Abstract

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In new era digital now, internet is the important think for various activities including in the process to improve business promotion. One way to increase promotion through online is to improve digital marketing strategies using Search Engine Optimization (SEO) techniques. The aim of this research is to implementation SEO to improve digital marketing in F&B industry. Developing method that used are On Page and Off Page SEO to optimize the search engine. The Researcher using literature analysis and deep interview to get the data from SMEs in F&B Industry. To create the implementation of SEO, the researcher undertakes case studies from SMEs in F&B Industry who already run the business and need to improve the Digital Marketing through SEO. However, it is important to note that SEO optimization is not a one-time task but rather an ongoing process. It requires constant attention and effort to maintain high search engine rankings and ensure the continued success of online business. Beside website, to improve the business promotion the researcher also use tools in Google Business and E-Commerce to optimize the SEO. The finding suggest that the implementation of Search Engine Optimization can make impact for improvement in visibility search engines, attract more visitors, and ultimately drive business growth in the area Google Business, E-Commerce and website owned by SMEs F&B Industry. It is important to remain vigilant in implementing SEO techniques to maintain high search engine rankings and ensure the continued success of SMEs online business.

I. INTRODUCTION

The development of internet technology as a promotional medium is very cheap and becomes a new business opportunity for a company to expand marketing by building a web [1]. The web is a system with information presented in the form of text, images, sounds, etc stored on an internet web server [2]. Building a website is not enough, considering the number of websites on the internet is very large. SEO optimization is needed so that the website can compete in order to get search results ranking [3]. This is also an opportunity for the MSME Industry engaged in Food and Beverage to develop its business, one of which is Sambel Pecel Mbok Bean located in Malang.

The solution for MSMEs to continue to do business, reach more consumers and expand market share is to expand networks and capitalize on sales through e-commerce and technological innovation [4]. The F&B industry has high potential, but in reality it has quite a lot of rivals so that entrepreneurs who move F&B must be smart to utilize the internet and mobile devices as a customer [2].

In today's all-digital era, the concept of digital marketing asserts that the key to success to achieve profits is that the entrepreneur must be more effective than competitors in creating, handing over, and communicating value to selected customers or targets. At this moment, Sambel Pecel Mbok Bean still uses social media such as Instagram as promotional media for their business. Social media is not suitable as a promotional media because it is considered unprofessional, the most professional media as a promotional media whose reach is very wide is through the website [5]. The website will show a strong sense of navigation touch and ease of use in online

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display, so it is a must for culinary business people to have their own website [6]. A website will help potential customers get to know services or information about business actors.

For now, Sambel Pecel Mbok Bean do not have a website that can be used for online promotion. Therefore, Sambel Pecel Mbok Bean is recommended to create a website to attract the number of visitors so that later these visitors can visit E-Commerce (Digital Asset) owned by Sambel Pecel Mbok Bean.

In this case, it is necessary to do an SEO optimization strategy to boost the ranking of the website so that it appears on the first page of search engine results based on determined keywords. Optimization is done both on-page and off-page.

Content creation on the website also plays an important role so that keywords that have been created on a website can be indexed on Google pages and make it easier for Google to rank so as to provide opportunities for the Sambel Pecel Mbok Bean website to enter the search page. Content optimization is the process of improving content to ensure it stands the best possible chance of meeting its desired goal. For instance, optimizing content for SEO conversions requires two very different approaches. The former involves keyword research, while the latter involves copywriting a product-led approach [7].

By considering the background that has been studied, through this research the author sees an opportunity to provide solutions and innovations on how build the website, create interest content using SEO Friendly, and make easy for navigation, and the website has connectivity with Instagram and E-Commerce (Shopee) that is already owned by Sambel Pecel Mbok Bean.

II. LITERATURE REVIEW

A. Search Engine Optimization

Search engines are websites designed to search various sources of information on the World Wide Web (WWW), File Transfer Protocol (FTP), and mailing list services. Search engines are special websites on the Internet designed to help people find information stored on other website pages [8]. Although there are differences in the behaviour of the various search engines available on the web, basically each search engine has three main tasks. Search engines crawl the Internet or scan parts of the Internet looking for important words. The search engine tracks an index of found words and where searches are found a search engine that allows users to search for words and phrases found in this index [9].

Search Engine Optimization (SEO) is an effort to popularize websites for free by employing tactics to boost site performance on popular search engine results pages. Search Engine Optimization should include two methods:

1. On-page search engine optimization is something you can change on your website. That are: Title tags, Header tags, Bold, italicized, underlined letters, Alt image tags, Meta Tags (keywords, description)
2. Off Page search engine optimization is optimization of related websites (give links) to your website [10]. For example: Use of 'Anchor text' in links, the title of the page where the link to your website is located, the 'page rank' of the page where the link to your website is located, The "theme" of the website that links to your website.

Other factors that affect SEO, namely: Maintain a good site layout, Customer satisfaction, Marketing / Marketing through Impressions / comments, Ease of Access

Onpage SEO is doing optimization on the web by modifying the settings of certain parts of the web which will later affect the website's evaluation on search engines. These settings can be determining title, tags, meta keywords, meta descriptions, and making quality articles [11].

B. Digital Marketing

Online marketing is the practice of advertising and selling items and services using digital and virtual environments. In addition, online marketing has both advantages and disadvantages for online business sellers; its benefits include the elimination of the need for online stores because social media may act as their marketing platform, the ease with which they can reach clients via internet access, and the ability to have two-way discussions at their own pace. However, its limitations include the fact that some buyers still prefer to view and inspect products or services in person and are also willing to pay for transactions. [12].

Consumer behaviour has a major effect on e-commerce. Due to the convenience of the practice, e-commerce is anticipated to continue to gain popularity. Local industries should embrace it rather than oppose this new reality. They can use digital marketing to develop a website and advertising campaigns that will put them in front of their target audiences. It is not tough to compete against giant corporations. It only needs a well-thought-out online strategy and a capable digital marketing business [13]. Marketers can also build relationships with consumers through two-way communication [20]

III. METHODS

In this study, the author uses qualitative research methods, where the data obtained by the marketing system on a website can be interpreted in the form of data or documentation [3]. The flow in the implementation of

SEO implementation research to improve the ranking of search results on the search engine search results page is shown as in fig. 1.

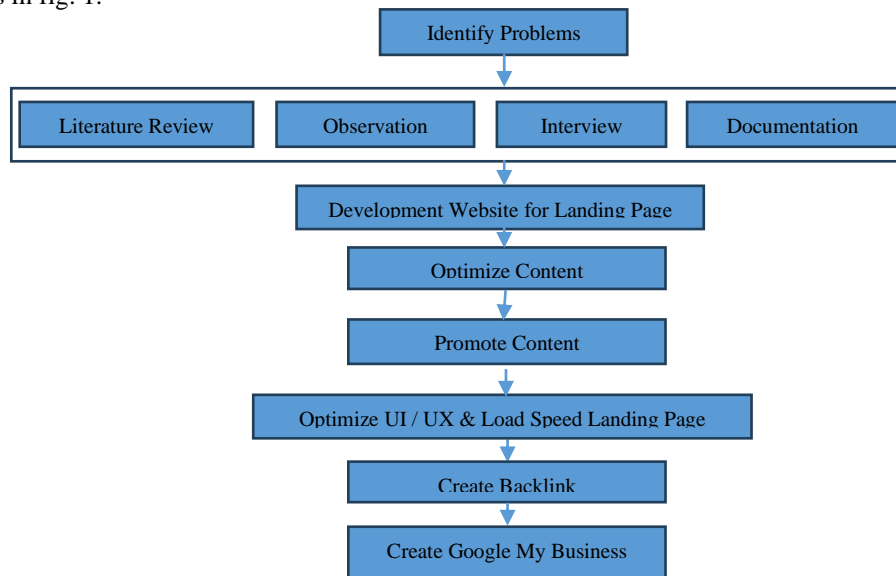


Fig. 1 Step Research

Based on the drawings, the research steps are:

1. Identify Problems

At this stage, it is carried out by identifying problems in the SMEs F&B Industry Sambel Pecel Mbok Bean. Problem identification is centered on the promotion section to use the new website to be indexed in search engines. Researchers identify problems that refer to:

a. Customer Profile

Customer Profile describe specific customer segments in a structured and detailed business model. Consumer profiles are divided into three parts, namely Customer Jobs, Customer Gains, and Customer Pains [14]. Customer Jobs describe the things that customers do in their jobs or lives. Customer Pains describes what are the customer complaints, obstacles and challenges. Customer Gains describe the expectations and benefits that customers want [15].

b. Goals

In this step, research use The SMART Method approach. Doran [16] first introduced the specific, measurable, assignable, realistic, and time-related (SMART) method for writing effective management goals. The following is the picture in the example of creating the SMART Method in figure 2.

Example SMART goal	Evidence of SMART criteria	Additional considerations
For the week of the 1st of April, I aim to increase my daily average step count compared to the previous week	Specific: average weekly step count	Positively valenced; approach; intrapersonal, short-term
	Measurable: average daily step count in relation to previous week	
	Achievable: increase compared to previous week	
	Realistic: increase compared to previous week	
	Timebound: week of the 1st of April	
By the end of the year, I aim to avoid finishing last place in my walking group for daily average step counts	Specific: placing in walking group	Negatively valenced; avoidance; normative; long-term
	Measurable: average daily step count; placing in walking group	
	Achievable: avoid recording lowest step count	
	Realistic: avoid recording lowest step count	
	Timebound: by end of year	

Fig. 2 Samples of SMART Method [17]

c. Digital Asset

In Digital Asset identification, researchers conducted observations and interviews from Sambel Pecel Mbok Bean business owners to provide information related to digital assets owned as support for SEO optimization strategies.

2. Data Collection

In data collection techniques, the author conducts literature studies, observations, interviews, and documentation. Literature studies are carried out so that authors get theories and literature references relevant to research to add insight into the research being done.

3. Development Website for Landing Page

At this stage, researcher direct the owner Sambel Pecel Mbok Bean to creating a new website Landing Page which can be integrated with social media and E-Commerce owned by Sambel Pecel Mbok Bean.

4. Optimal Content

The researcher direct owner and the team of Sambel Pecel Mbok Bean to build the content that will be publish on Wordpress that have SEO Friendly using www.hubstler.com . In the content, keyword research is a stage carried out by researchers to determine the right keywords to be used in accordance with the content of the business unit's website. SEO implementation is carried out on the Sambel Pecel Mbok Bean website. At this stage the website for content will be optimized using on page and offpage methods.

5. Promote Content

Marketing uses the Internet as a powerful information and sales channel, with a wider geographic reach in informing consumers and promoting its products worldwide. The content that is already created in WordPress must be published in the social media of Sambel Pecel Mbok Bean

6. Optimize UI / UX & Load Speed Landing Page

The target of owner Sambel Pecel Mbok Bean that Landing Page should have good scoring and optimize.

7. Create Backlink

At the last stage, after the content create the link for the content should be publish in all the Media Online. It can make the opportunity of the link will be clicked by the user and improve the rank to publish in Google.

8. Create Google My Business

In order to Sambel Pecel Mbok Bean located in Malang and did not have locate in online, the researcher suggest creating Google My Business to make the user easy to find the shop of Sambel Pecel Mbok Bean.

IV. RESULTS

A. Identification

Researchers obtained the results of interviews with the owner of Sambel Pecel Mbok Bean from the process of identifying Customer Profile, SMART Goals and Digital Assets.

Identification Customer Profile

TABEL 1
Identification Customer Profile

Customer Job	Customer Pain	Customer Gain
Age: 20-45 years Location: Indonesia Status: Housewife, Students Gender: Woman	- Has limited time when cooking. - Does not have a variant of product types in cooking. - Difficulty finding recommendations for the right choice of products for cooking	- Want to make practical dishes. - Want to have a wide selection of products for types of cuisine. - Easy to find the right product recommendations for cooking.

Identify Goals

TABEL 2
 SMART Goals Implementation

Specific	Measurable	Achievable	Realistic	Time-bound
Increase traffic on the website	<ul style="list-style-type: none"> - Create content once everyone day - Get 10 backlinks in one week. - Traffic Growth 80 % 	<ul style="list-style-type: none"> - Create content articles that readiness in accordance with YoastSEO provisions. - Running a backlink and community strategy - Execute a cross-platform distribution strategy 	<ul style="list-style-type: none"> -Create content 5 times a week. -Find or get 7 backlinks in 1 week. -Traffic Growth 50% 	3 weeks
Increase leads	<ul style="list-style-type: none"> - Creating a Landing Page - Improve Google My Business reviews. - Join the culinary community / housewives 	<ul style="list-style-type: none"> - Create a landing page in the form of a promo or offer. - Disseminate information to the community. - Improve Google My Business reviews. - Paid Ads (Alternative) 	<ul style="list-style-type: none"> - 10 potential customer databases have entered the landing page. - Start a review on Google My Business - Join 2 culinary communities housewives. 	3 weeks
Improve SEO Audit Score performance	SEO Score Audit A	Make improvements by following SEO Suggestion	SEO Score Audit B	3 weeks

Digital Assests

Digital Asset yang dimiliki oleh Sambel Pecel Mbok Bean adalah: E-Commerce (Shopee) <https://shopee.co.id/mbokbean> dan Instagram: <https://www.instagram.com/mbokbean/>

B. Development Website for Landing Page

In this stage, the website for Landing build with website builder using a www.wixsite.com whose domain name will be adjusted to the business name with <https://bumbupecelmbokbean.wixsite.com/bumbupecel>. The template of the website already available in website builder, so the owner can modified the design that suitable with their business. To build the website also concern about the title, Alt image tags, Meta Tags (keywords, description) which is include in On Page stage.

The Website also have interactive User Interface and User Experience so the user that visit in the website can stay longer and it can improve the time of their visit in the website. The website also have hyperlink with E-Commerce and Social Media that Sambel Pecel Mbok Bean have so if the user visit the website, they can also click the link that will be connected to Social Media and E-Commerce.

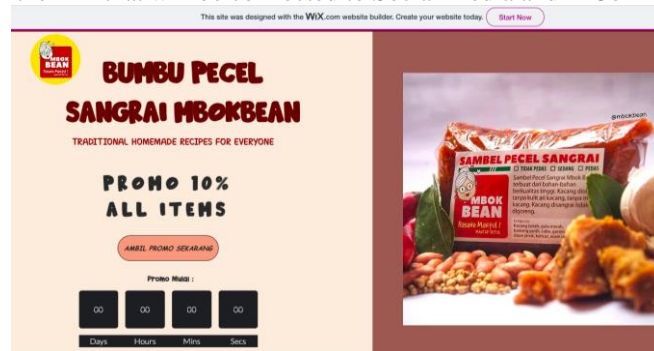


Fig. 3 Website for Landing Page

C. Optimize Content

For good search engine ranking of website, the really important factor is content. Content should be original, not copied [18]. The first step is to list keywords that match the pecel mbok bean sambel then find how much Search Volume is worth, and SEO Difficulty through the Uber Suggest tool. The next step is to start creating interesting content where the content is produced using wordpress on www.hubstler.com site. This content will later be measured viewer level through Google Search Console. And if the published content is interesting, then it will most likely get the first rank on the Google page.

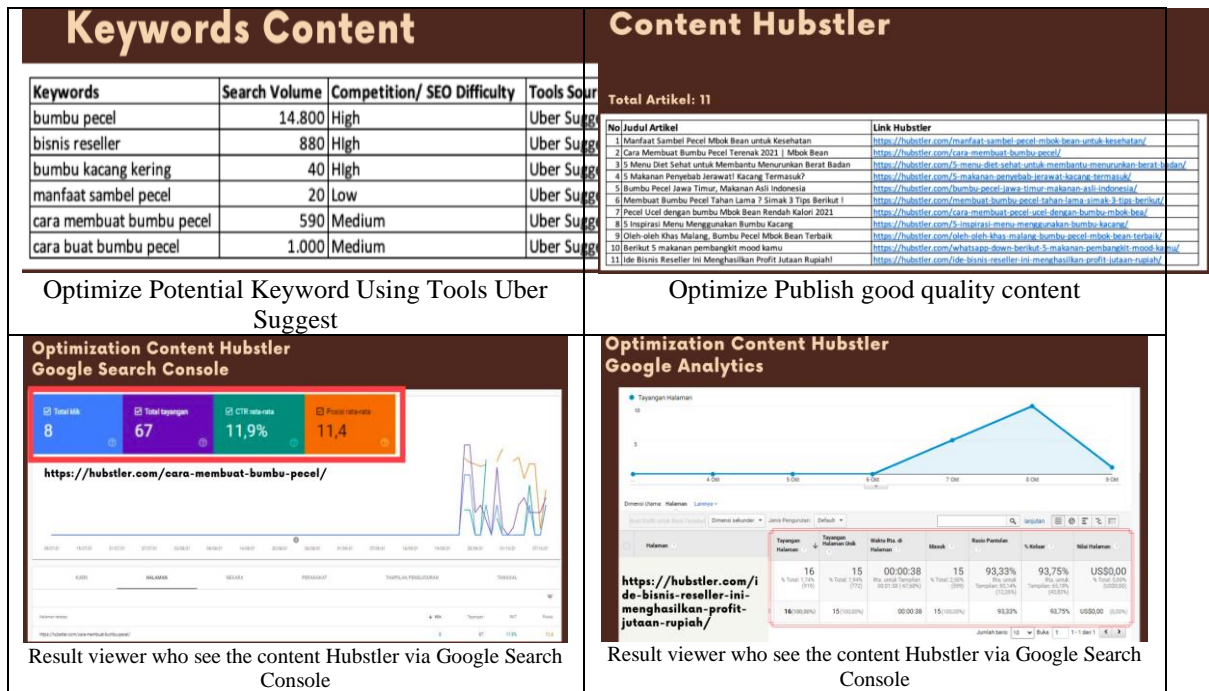


Fig.4 How to Optimize Content

D. Promote Content

From the content that has been published through the www.hubstler.com website, then content material is made that can also be accessed through Sambel Pecel Mbok Bean's social media and also on the <https://bumbupecelmbokbean.wixsite.com/bumbupecel> website. This provides an opportunity for more users to find out Sambel Pecel Mbok Bean information through search sites.



Fig.5 Promote Content

E. Optimize UI / UX & Load Speed Landing Page

Landing Page Landing page is basically a website page that is encountered by internet visitors at the first time someone will perform an important action desired by the website owner. In its function, a landing page has two functions. The first function has to do with marketing such as recording visitor leads. Later this visitor lead is expected to make transactions on the website. The second is to speed up a transaction with less distraction from links and buttons [19]. In this case, researchers see the progress of optimization on the <https://bumbupecelmbokbean.wixsite.com/bumbupecel> website landing page using SEO Timer tools. The landing page results get an A score because the website has access speed and has no bugs.



Fig.6 Optimization in UI UX Load Speed Landing Page

F. Create Backlink

This area also the strategy for offpage. For good search engine ranking other than content, the links associated with other higher page rank websites are important that is called backlinks. Backlinks should be in relevant niche websites. As well as backlinks on keyword increase, search engine ranking will increase on that keyword [18].

Backlink

No	Link Backlink	Media	Status
1	https://www.pejuangkonten.com/masakan/robon-dibuat-sambel-makan-nasi-sambel-pecel-mbok-bean-PK34	Website	Indexing
2	https://www.facebook.com/cepage/208442112006981/user/1000099645984	Facebook	Indexing
3	https://twitter.com/BasukiCarola/status/14404724503886215	Twitter	Indexing
4	https://twitter.com/BasukiCarola/status/1440174421105848160	Twitter	Indexing
5	https://id.quora.com/Bisakah-kamu-membagikan-resep-masakan-simpel/answer/Gabriel-Theodorus-Silalah7ch-108?oid=32945472&share=7d3d06a6&rid=hrsl.8&target_type=answer	Quora	Indexing
6	https://id.quora.com/20553906	Quora	Indexing
7	https://id.quora.com/Bagaimana-Cara-memilih-sambel-pecel/answer/Gabriel-Theodorus-Silalah7ch-108?oid=310608331&share=fc220088&rid=hrsl.8&target_type=answer	Quora	Indexing
8	https://www.pejuangkonten.com/travel/rekomendasi-tema-at-wisata-di-malang-2021-mbok-bean-terhits-PK45	Website	Indexing
9	https://id.quora.com/20553906	Quora	Indexing

Fig.7 Optimization in UI UX Load Speed Landing Page

G. Create Google My Business

Google My Business is one of the platforms provided by google. Where this platform provides benefits in the form of appearance in search on a device, both desktop and smartphone. Google My Business also displays the position of the place of business on google map or gmap [18] [19] [21]. Here's what it looked like when Sambel Pecel Mbok Bean started registering his account with Google My Business. It appears here that every customer who has ever bought Sambel Pecel Mbok Bean can provide reviews to provide opportunities so that Sambel Pecel Mbok Bean can be detected on the google page and can be seen by other potential customers who want to find Sambel Pecel Mbok Bean.



Fig.8 Google My Business

V. DISCUSSION

Based on the tests that have been done above, it can be concluded that the use of SEO methods has improved the quality of the website. Here are the indicators that have increased, including: Giving the right keywords in content creation will bring up content on the first page of the search site, Landing Page Audit gets an A Score, the number of visitor traffic on the website, E-Commerce, and social media has increased significantly. This has an impact on the sales of Sambel Pecel Mbok Bean products in E-Commerce (Shopee).

VI. CONCLUSIONS

Search Engine Optimization (SEO) can be interpreted as a technique and process that is carried out systematically that aims to increase the number of visits to a website by utilizing search engine algorithms. From the implementation strategy of Search Engine Optimization (SEO) optimization proves that content and keywords are the most important things to make because it can bring up data on pages on search sites and will have the opportunity to appear on the first page of search sites. In addition, it is expected that appearing on the first page can provide visitor traffic. SEO requires a process therefore, usually making SEO optimization is done organically so that the results are better. If traffic increases on the site, it will also have an impact on sales figures in E-Commerce

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