

IMPLEMENTATION OF SEO USING *ON-PAGE* AND *OFF-PAGE* METHODS TO INCREASE BRAND AWARENESS (CASE STUDY IN THE ARTICLE VOCASIA BLOG)

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ABSTRACT

This study aims to determine whether the implementation of *On-Page* and *Off-Page* SEO partially and simultaneously affects Brand Awareness. This type of research is quantitative. The technique used is purposive sampling using the Slovin formula, where the number of samples is 100 respondents. Collecting data using a questionnaire through the Validity and Reliability test. The data analysis technique used was multiple linear regression analysis. The results showed that the *On-Page* SEO and *Off-Page* SEO variables partially and simultaneously had a positive and significant effect on Brand Awareness.

INTRODUCTION

According to a review published by Dailysocial.id on June 2, 2022, there has been an increase in public awareness of the existence of educational startups from 2021 to Q1 2022. The following is data on educational platforms that are popular in Indonesia, including (GoodStats, 2022) as follows, namely Ruangguru, Zenius, Arkademi, Pahamify, Cakap, HarukaEdu, Hacktiv8, and Gredu.

In addition to the explanation above, one of the other startups that is developing in Indonesia is Vocasia. Vocasia is a startup company engaged in the field of edutech platforms with a B2C (business-to-consumer) business model system where customers have the goal of buying mostly only once with emotional encouragement by targeting end consumers (Chemistry, 2020). In addition, Vocasia produces several choices of e-courses and becomes a new competitor for other edutech platforms as described above. The Vocasia company hopes to reach the Top Of Mind of customers, especially buyers of its e-course products. However, the popularity of vocasia is still unknown or has not even been included in the top-of-mind list of the wider community, especially among students and business people.

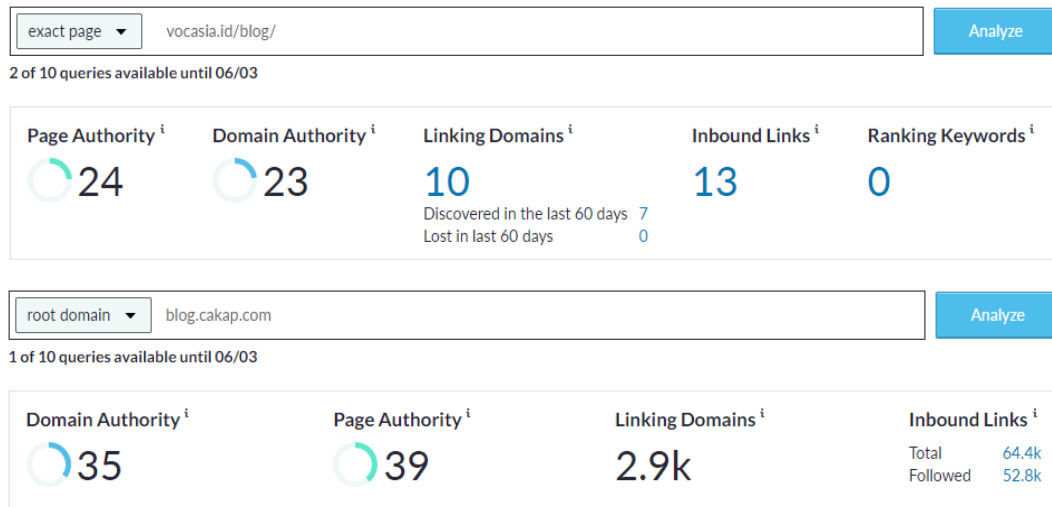
Thus, there is a problem for Vocasia Companies to increase Brand Awareness to the wider community and be more efficient, without incurring large costs. However, Brand Awareness becomes customer awareness to determine goods, which means presence makes customers feel confident and satisfied with the goods to be sold. The function of trust in goods also affects customers, so it is crucial for product brands, as well as companies in the edutech field so that when trust is received from customers, it will also affect educational technology companies in the form of e-courses (Sekarsari, Welsa, 2022) . So, being able to conclude attention is considered at the level of recognition of a customer to the product brand (Maria et al., 2019) .

In addition, a phenomenon has arisen regarding the application of SEO methods, one of which is the *On-Page* strategy on blog article pages as a strategy to increase visitor traffic and brand awareness of Vocasia products. There is duplicate article content in one of the Vocasia blog niches or categories, namely the technology category.

So, in this case, it can affect the ranking of the web on search engines, especially Google, and the article page is ranked last. Therefore, the search engine will assume that the article content results from copy and paste, and the result can be deleted by Google. This affects the quality of the website to reduce visitor traffic to blog articles. In addition, there is a URL slug that cannot be found (404) because the content is not unique and not original so it cannot be indexed by search engines (Google).

In addition, there are other factors that determine indicators of website performance in search engines, which can be seen from the *Off-Page* SEO strategy where we can analyze the results of DA (Domain Authority) checks, which are indicators or scores that prove how well a website is ranked on the domain address and PA (Page Authority) is an indicator proving the potential ranking of a website is determined on the page (page) of the website.

Figure 1. Comparison of DA & PA



Source: Moz.com

This shows that there is a significant difference in the performance quality of Vocasia blog websites and Kakap blogs (competitors) marked by the score Vocasia Blog has (DA = 23, PA = 24) and Cakap Blog (DA = 35, PA = 39), so it is known that the performance of the Vocasia blog is not good and the ability of consumers to recognize a brand is still low.

Thus, the way sales are carried out by businesses needs to be looked at in increasing Brand Awareness of goods. Brand Awareness is the advantage of potential customers in realizing, recognizing, and remembering a brand again (Jamilah et al., 2022) . In addition, brand awareness is an important part of business, because brand awareness is the ability of a person or potential customer to recognize a brand (Jonatan, 2021) .

A website is an efficient and affordable sales medium, so with a website, we can communicate with customers anywhere and anytime. Websites have many capabilities when compared to other sales media, here we discuss the advantages of sales media through websites compared to other sales media (Winarso, 2020) . As a first step, the company carried out effective marketing media through Blog Articles to increase brand awareness and recognition. One of them, reported by Hostinger, Blog Article is a website for various information, including articles, photos, and videos, which are regularly updated (Hostinger, 2023) . Therefore, blog articles can be quite a profitable marketing opportunity through Google.

Based on the explanation above, in informing consumers about industrial brands and being able to implement sales strategies through search engine optimization (SEO) with *On-Page* and *Off-Page* methods. Content optimization or SEO is the process of optimizing website content and design in order to increase rankings on search pages so that they can be recognized and get lots of visitors. The strategy of the *On-Page* SEO method is the technique of optimizing the website on the front or inside of the web page in order to get organic traffic and increase ranking on the first page of search engines,

while the *Off-Page* SEO is the technique of optimizing the outside of the website in order to adjust the relevance of the content and ranking first in search engines (Hasan et al., 2022) .

Therefore, Vocasias must try to make the blog articles that are made enter the first page of Google by utilizing SEO in order to be able to compete in top searches and get lots of visitors as well as recognizable content relevance.

Based on the issues discussed, the researcher aims to conduct research entitled "The Implementation of SEO using *On-Page* and *Off-Page* Methods in Increasing Brand Awareness (Case Study on the Article Vocasias Blog)".

THEORETICAL REVIEWS

Brand Awareness

Based on the opinion (Naruliza & Suseno, 2021) The ability of customers or potential buyers to remember or recognize that a brand belongs to a certain product category is called brand awareness, or Brand Awareness. Consumers are more familiar with the brand with a greater level of awareness.

According to (Fatihudin, 2019) The ability of customers or potential buyers to remember or recognize that a brand belongs to a certain product category is called brand awareness, or Brand Awareness.

There are several parameters to measure the extent of consumer awareness of a brand, as follows (Pitanatri, 2020) .

- 1.) Recall is the extent to which consumers can remember certain brands in their memory. is an important indicator. In this case, the indicators include the customer's ability to remember the product brand, the level of tendency to like the brand, the decision to choose the brand, and the level of confidence in this brand of goods.
- 2.) Recognition, is the extent to which customers can identify a brand. in certain categories is an important indicator. In this case, the indicators include customer awareness of the product brand, their knowledge of the product brand, and their ability to recognize the brand.
- 3.) Purchase is the extent to which customers consider alternative brands as an option in purchasing a product is an important indicator. In this case, the indicator includes customer behavior in buying the brand of goods and using the brand of goods.
- 4.) Consumption, namely how deeply when consumers use a competitor's brand, they will remember the brand is an important indicator. These indicators include the ability of customers to repurchase the product brand after using a competitor's brand.

***On-Page* SEO**

The internal website optimization technique stage involves optimizing all website page components from the internal side (inside) to improve performance and visibility and increase organic traffic (many visits) (Fandi et al., 2020) .

There are several indicators to measure *On-Page* SEO, as follows (Yesputra, 2022) .

1. Defining Content Topics

After making the preparations above, the next step is to choose the subject you want to study. It is recommended to do keyword research to get more information about content that is interesting and has many visitors.

2. Choose Search Intents

Compare the initial search goals. Intent search, also known as "search intent", is a set of keywords organized according to the business goal you are trying to achieve. There are four general categories of search objectives, namely:

- a. Informational, for comprehensive information needed on various topics.
- b. Navigational, to direct keywords to the company or brand name.
- c. Commercial Investigation, for business needs that involve comparing two products.
- d. Transactional, is a keyword used to increase the company's conversion value and meet marketing needs.

3. Do Keyword Research

Before creating a website, be sure to do keyword research that is relevant to the purpose or content of the website. This is done to find out how much potential traffic can be obtained from keywords that are relevant to website content.

4. Technical Matter Improvements

To make it easier for web crawlers to work, always do an audit of *On-Page* SEO technical issues. This audit includes checking the sitemap, replacing broken links (broken links), preventing errors in the redirect process, and repairing damaged URL structures.

5. Web Page Optimization

The third step is to improve the content of your website, especially the content section. This optimization includes adding meta titles and descriptions, good headings, writing alt images, clear content structures, spreading keyword density, and creating content that is relevant to the keywords you are targeting.

6. Optimizing User Experience

Furthermore, make every element, color, text, image, and button on a web page customized so that the user has a pleasant experience. In addition, it is important to pay attention to web speed so that the creation of content structures according to the theme being created. The easier it is for users to access the internet, the more visitors and authority values.

Off-Page SEO

Web optimization techniques carried out from outside sources include strategies to focus on elements outside of website pages to maximize their visibility and ranking in search engines and content relevance (Fandi et al., 2020).

There are several indicators to measure *Off-Page* Search Engine Optimization (SEO), as follows (Yesputra, 2022).

1. Link Building

Backlinks are a way that website owners often use to increase their authority by placing their site's link on another website. In this case, the site that provides the link usually provides recommendations or references to the site to which the website is linked.

2. Social Media Marketing and Discussion Forums

Increase the number of visitors to your website by uploading content to your social media platforms, such as Facebook, Twitter, and Instagram. The goal is to increase the reach of a wider audience. In addition, all three platforms offer paid promotion options through advertisements used to promote their websites. With more relationships and connections being established, it can increase the amount of traffic that enters the website.

In this study, it can be seen how the influence of implementing SEO using *On-Page* and *Off-Page* Methods in Increasing Brand Awareness (Case Study on the Article Vocasia Blog). The conceptual framework in the study.

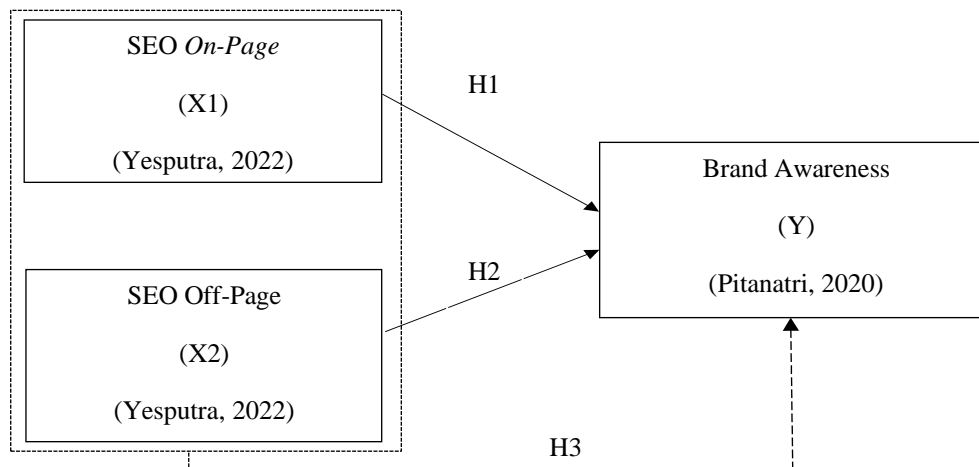


Figure 2. Framework

Source: data processed by the author in 2023

Hypothesis

A temporary answer can be seen from the formulation of the problem in the form of a statement. From the formulation of the problem above, the authors make a hypothesis, namely :

Ho: It is suspected that there is no positive and significant influence of *On-Page* SEO on Brand Awareness

H1: It is suspected that there is a positive and significant influence of *On-Page* SEO on Brand Awareness

Ho: It is suspected that there is no positive and significant effect of *Off-Page* SEO on Brand Awareness

H2: It is suspected that there is a positive and significant influence of *Off-Page* SEO on Brand Awareness

Ho: It is suspected that there is no positive and significant influence of *On-Page* SEO and *Off-Page* SEO on Brand Awareness

H3: It is suspected that there is a positive and significant influence of *On-Page* SEO and *Off-Page* SEO on Brand Awareness

METHODOLOGY

Types of research

According to (Dr. Imam Machali, 2021) The research method is a procedure that is comparable to the methods, procedures and technical procedures for the research methods used. This type of research used is quantitative research.

Population

The population in this study are all Visitors/Active Users of the Article Vocasia Blog. Therefore, based on the results of Google Analytics data in June 2023, the information collected in this study totaled 38,993 active 7-day visitors/users (organic traffic) to the Article Vocasia Blog.

Sample

The sample collection method used is Non-Probability Sampling. The Non-Probability Sampling method is a sampling method that does not provide equal opportunities or opportunities for each part of the population or its components to be selected as a sample. Purposive sampling is a sampling method based on certain standards used which were formulated in advance by the researcher (Dr. Imam Machali, 2021) . Based on the Slovin formula, researchers can get the number of samples needed for this study, as follows. For this research, a sample of 100 respondents must be taken.

Data analysis method

Validity Test

According to (Sujarweni, 2019) the validity test is used to determine whether the items in the list of statements can explain a research variable or not.

Reliability Test

Opinion (sujarweni, 2019) Reliability, or reliability, is a measure of how stable and consistent respondents are in answering questions related to the construct, which is a variable dimension.

Classical Assumption Test

Normality test

Opinion from (Sujarweni, 2019) The normality test is used to find out whether the residuals or confounding variables in the regression model have a normal distribution.

Multicollinearity Test

Opinion (sujarweni, 2019) There is a need to carry out a multicollinearity test to ascertain whether there are independent variables that have similarities between the independent variables in a model.

Heteroscedasticity Test

Opinion (Sujarweni, 2019) Heteroscedasticity theory analyzes how differences in residual variance occur from one observation period to another.

Multiple Linear Regression Analysis

In simple linear regression, multiple linear regression is used to see the relationship between one dependent variable or criterion (variable Y) and a combination of two or more independent variables (variable X) (Dr. Imam Machali, 2021) .

Hypothesis test

T-test

Based on (sujarweni, 2019) F test evaluates data feasibility; decision-making rules.

F test

Opinion (Sujarweni, 2019) The T-test determines the relationship between the independent variables and related variables simultaneously.

Determination Coefficient Test (R²)

Opinion (Sujarweni, 2019) How far is the ability of the dependent (dependent) variables measured by the coefficient of determination (R²).

RESULTS

Data analysis method

Validity Test

The value of the r table is calculated by the formula of (degree of freedom) = $n - 2$, with a significant level of the two-way test at 0.05. Therefore, the value of $df = 100 - 2 = 98$, so that the value of the r table is 0.1966 that the r calculated value for each variable question indicator has a greater r calculated value than the r table, which has a value of 0.1966. Therefore, it can be concluded that the existing question indicators for *On-Page* SEO variables, and *Off-Page* SEO and Brand Awareness are declared valid.

Reliability Test

Table 1. Reliability Test

No	Variable	Cronbach's Alpha	Alpha Value (Criteria)	Information
1	<i>On-Page</i> SEO	0.858	0.60	Reliable
2	<i>Off-Page</i> SEO	0.753	0.60	Reliable
3	<i>Brand Awareness</i>	0.777	0.60	Reliable

Source: data processed by the author in 2023

Cronbach's Alpha value is more than 0.60, it can be concluded that the results of the statements in this questionnaire are reliable.

Classic assumption test

Normality Test

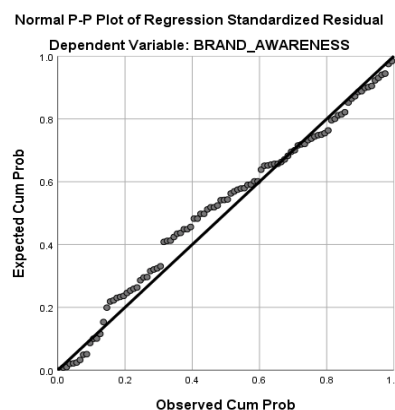


Figure 3. Normal PP Plot Graph

Source: data processed by the author in 2023

The results of the normal PP graphic plot above show the spread of dots around the diagonal line and follow the direction of the diagonal line. Based on the results of

the analysis above, the resulting regression can be considered normal because it meets the normality requirements.

Table 2. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		100
Normal Parameters ^{a,b}	Means	.0000000
	std. Deviation	4.06703098
Most Extreme Differences	absolute	.072
	Positive	.055
	Negative	-.072
Test Statistics		.072
asympt. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: data processed by the author in 2023

The results will show that the data is normally distributed if there is a significant value of more than 0.05. The results from Table 4.9 show that the Asymp. Sig. (2-tailed) of 0.200 is greater than 0.05, which indicates that the data is normally distributed.

Multicollinearity Test

Table 3. Multicollinearity Test

Independent Variable	Calculation		Information
	<i>tolerance</i>	VIF	
<i>On-Page</i> SEO	0.524	1,908	No multicollinearity
<i>Off-Page</i> SEO	0.524	1,908	No multicollinearity

Source: data processed by the author in 2023

The results of calculating the Tolerance and VIF values show that there are no independent variables with Tolerance values below 0.10 and VIF above 10, which means there is no multicollinearity due to the correlation between the independent variables in the multiple regression model.

Heteroscedasticity Test

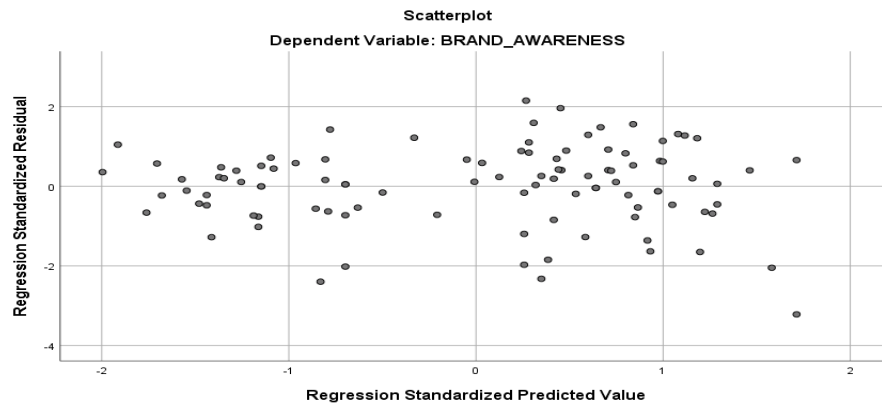


Figure 4. Scatterplot Graph
Source: data processed by the author in 2023

Based on the picture above, there is no clear pattern or point; if the points spread above and below 0 on the Y axis, heteroscedasticity does not occur in the tools multiple regression model.

Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Coefficients ^a		t	Sig.
		B	std. Error	Standardized Coefficients Betas			
1	(Constant)	9,507	3,417			2,782	.006
	SEO_ON_PAGE	.266	.056	.459		4,734	.000
	SEO_OFF_PAGE	.633	.190	.324		3,338	.001

a. Dependent Variable: BRAND_AWARENESS

Source: data processed by the author in 2023

Based on the picture above, there is no clear pattern or point; if the points spread above and below 0 on the Y axis, heteroscedasticity does not occur in the tools multiple regression model.

$$Y = 9.507 + 0.266 X1 + 0.633 X2 + e$$

1. Constant = 9.507
The constant value is 9.507 meaning that if the *On-Page SEO* and *Off-Page SEO variables* are assumed to not exist.
2. *On-Page SEO* Coefficient (X1) = 0.266
The regression coefficient value of the *On-Page SEO variable* (X 1) to *Brand Awareness* (Y) is 0.266.
3. *Off-Page SEO* Coefficient (X2) = 0.633
The regression coefficient value of the *Off-Page SEO variable* (X 2) to *Brand Awareness* (Y) is 0.633.

Hypothesis test

Partial Tests

Table 5. Partial Test

Model		Unstandardized Coefficients		Coefficients ^a	t	Sig.
		B	std. Error	Standardized Coefficients Betas		
1	(Constant)	9,507	3,417		2,782	.006
	SEO_ON_PAGE	.266	.056	.459	4,734	.000
	SEO_OFF_PAGE	.633	.190	.324	3,338	.001

a. Dependent Variable: BRAND_AWARENESS
Source: data processed by the author in 2023

1. On-Page SEO (X1) positive direct effect on Brand Awareness (Y)

For *On-Page* SEO variables, the results of the partial T test show that the value of t count = 4.734 is greater than t table = 1.98472, with a significance value of 0.000 less than 0.05, so Ho is rejected and H1 is accepted.

2. Off-Page SEO (X2) has a direct positive effect on Brand Awareness (Y)

The results of the partial T-test for the *Off-Page* SEO variable show that the t count = 3.338 is greater than the t table = 1.98472, with a significance value of 0.001 less than 0.05, so Ho is rejected and H2 is accepted.

Simultaneous Tests

Table 6. Simultaneous Test

Model		ANOVA ^a				Sig.
		Sum of Squares	df	MeanSquare	F	
1	Regression	1582626	2	791,313	52,821	.000 ^b
	residual	1453.164	97	14,981		
	Total	3035790	99			

a. Dependent Variable: BRAND_AWARENESS
b. Predictors: (Constant), SEO_OFF_PAGE, SEO_ON_PAGE

Source: data processed by the author in 2023

The results above show that the calculated F value is 52.821 greater than 3.09 (F table) with a significant value of 0.000 less than 0.05 (α) or a significance value of less than 0.05. Thus, the results of Ho are rejected or Ha is accepted, indicating that *On-Page* SEO (X1) and *Off-Page* SEO (X2) have a significant impact on Brand Awareness (Y).

Determination Coefficient Test (R2)

Table 7. Test of the Coefficient of Determination (R2)

Model	Summary Model ^b			
	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.722 ^a	.521	.511	3,871

a. Predictors: (Constant), SEO_OFF_PAGE, SEO_ON_PAGE
b. Dependent Variable: BRAND_AWARENESS

Source: data processed by the author in 2023

Based on the results above, we can see that the calculation of the coefficient of determination shows an Adjusted R Square value of 0.511, or 51.1%, which indicates that the independent variables *On-Page* and *Off-Page* SEO contribute 51.1% of the Brand variable. Awareness. Another variable, 48.9% of the total, is influenced by factors not examined in this study.

DISCUSSION

According to the test results on the effect of *On-Page* SEO and *Off-Page* SEO on Brand Awareness (Case Study on the Article Vocasias Blog), the results and discussion of the study can be described as follows:

1. *On-Page* SEO on Brand Awareness

On-Page SEO variable (X1) has a calculated value of $t = 4.734$ greater than t table 1.98472, with a significance value of 0.000 less than 0.05, so H_0 is rejected and H_1 is accepted. This shows that H_1 partially states that there is a positive direct relationship between *On-Page* SEO and Brand Awareness. So that the results of this study are in accordance with previous research (Antonius & Suteja, 2021) In increasing the *website ranking* in Google search results, *On-Page* SEO Implementation is carried out by optimizing web pages or blogs so that they rank top on Google and easy for visitors to find, so this affects the blog ranking due to increased use of *On-Page* SEO.

2. *Off-Page* SEO on Brand Awareness

According to the results of previous research (Hariguna, 2020) that improving *Off-Page* SEO techniques by increasing the number of quality backlinks and doing social sharing so that web or blog rankings become stable so that *Off-Page* SEO techniques affect the website or blog brand awareness. Based on the table above, it can be seen that the results of the partial T-test for the *Off-Page* SEO variable obtained t count = 3.338 > t table 1.98472 with a significance value of 0.001 < 0.05, then H_0 is rejected and H_2 is accepted.

3. *On-Page* SEO and *Off-Page* SEO on Brand Awareness

Based on the results of Table 4.13 above, it shows that the calculated F value of 52.821 > 3.09 (F table) with a sig. 0.000 < 0.05 (α) or a significance value of less than 0.05. So, the result is that H_0 is rejected or H_a is accepted, which means that there is a simultaneous influence of *On-Page* SEO (X1) and *Off-Page* SEO (X2) which has a significant effect on Brand Awareness (Y). So that this research is appropriate. According to the results of previous research (Utari, 2022) observations from the website show that the content is good but not maximal in helping to get high-quality backlinks from websites with high authority.

CONCLUSIONS

Based on the analysis and discussion regarding the implementation of SEO using the *On-Page* and *Off-Page* Methods in increasing Brand Awareness on the Vocasias Article Blog, the authors can conclude that:

1. The partial test results of *On-Page* SEO variables affect Brand Awareness. This means that the company has made detailed article content information relevant to the topic of the blog article content

2. The partial test results of *Off-Page SEO variables* affect *Brand Awareness*. This means that the company has conducted *backlink research* and *exchange* to increase the popularity and recommendations for the website
3. The results of simultaneous testing of *On-Page* and *Off-Page* SEO variables affect *Brand Awareness*. It can be seen that customers or visitors like *e-course products* and blog articles Vocasia.

RECOMMENDATIONS

Based on the results of the research and conclusions described above, the authors provide some suggestions or input to PT Vocasia Eduka Technology in determining the company's strategy steps related to *On-Page SEO* and *Off-Page SEO* for *Brand Awareness*, namely:

1. For Writers

The research is expected to add other variables that are not included in this study, but are still related to *Brand Awareness* and can add insight or knowledge in its application to the world of marketing management practices, especially regarding the Implementation of SEO Using *On-Page* and *Off-Page Methods* in Improving *Brands Awareness*.

2. For the University

Can provide information to other parties to carry out further research and can add to the literature as information material for comparison with other research, as a form of manifestation of Bhayangkara Jakarta Raya University in general, the Faculty of Economics, especially in the Management Study Program.

3. For Companies

Be a source of information and advice for the *Startup Industry*, especially in the *Edutech field*, namely

- a. Increase the number of *backlinks* and *social sharing* so that *the website* remains stable
- b. *e-course products* in increasing *Brand Awareness* to achieve *Top Of Mind* for customers.
- c. Improving the *On-Page Strategy* according to search engine meta and *user friendly*

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