



## Digital Marketing Transformation by Implementing SEO Concepts in MSMEs. Case Study: CV Asa Nusantara Resources Malang

Diovianto Putra Rakhmadani<sup>1</sup>, Maliana Puspa Arum<sup>2</sup>

Institut Teknologi Telkom Purwokerto, [diovianto@ittelkom-pwt.ac.id](mailto:diovianto@ittelkom-pwt.ac.id), Indonesia<sup>1</sup>

Institut Teknologi Telkom Purwokerto, [maliana@ittelkom-pwt.ac.id](mailto:maliana@ittelkom-pwt.ac.id), Indonesia<sup>2</sup>

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### ABSTRACT

*Marketing is an activity that spearheads a business, without a proper marketing strategy, a business will find it difficult to get good sales. In the industrial era 4.0, competition between businesses is getting tighter, this underlies the need for a digital marketing transformation to increase the level of competition with other business players. Digital Marketing is an effort to promote a brand using digital media that can reach consumers in a timely, personal, and relevant manner. This type of digital marketing includes many of the techniques and practices contained in the internet marketing category. MSME players certainly want to develop their business following industry 4.0 trends, especially in the marketing sector. The marketing digitalization movement replaced the activities they had been doing such as marketing through billboards, banners, and word of mouth promotion. This will begin to erode along with the widespread use of technology as a marketing medium. In addition, with the high level of competition, it is necessary to carry out digital marketing transformation efforts for MSMEs to increase competitiveness, brand awareness and marketing strategies. This study uses a website development method with SEO (Search Engine Optimization) techniques and produces a store website that can be used to display MSME business profiles and shop searches that are indexed on google search with SEO techniques so as to produce a digital marketing model that works better than conventional marketing.*

**Keywords:** Digital Transformation, Digital Marketing, Website, SEO

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<sup>1</sup>[diovianto@ittelkom-pwt.ac.id](mailto:diovianto@ittelkom-pwt.ac.id)

<sup>2</sup>[maliana@ittelkom-pwt.ac.id](mailto:maliana@ittelkom-pwt.ac.id)

## **INTRODUCTION**

The Industrial Revolution 4.0 is the embodiment of a comprehensive transformation of all aspects of production in the industry through the merger of digital technology and the internet. This has changed the map of industrial competition and cannot be separated from the rapid technological advances experienced by people globally. With the opening of the global market, it is increasingly opening up opportunities for some business actors or businesses to further enlarge their market opportunities. A business consists of several activities such as production, finance, marketing, and human resource management. This research was conducted because MSME players must be prepared to immediately carry out digital transformation in their business marketing section. The way to answer all the problems from the above problems is by making a website about MSMEs and how the contents of the website can be searched through Google search engines with the Search Engine Optimization (SEO) method approach. The purpose of this study is to produce an MSME website that can be used as at the forefront of navigating digital transformation in the industrial world 4.0. With the existence of an UMKM website, searching the internet for UMKM products will be easier and can be disseminated to the wider community.

CV Asa Nusantara Resources is an MSME business which is engaged in the supply of selected coffee and tea products made from quality ingredients. So far, these products have been marketed through posters, small banners, brochures, and word of mouth. With this promotion, CV Asa Nusantara is only able to sell its products to local markets in Malang city. In the future, they hope to be able to capture a bigger market in the coming years. The most appropriate solution for CV Asa Nusantara to answer these challenges is to transform digital marketing through a website that applies SEO methods.

## **LITERATURE REVIEW**

According to the American Marketing Association (AMA), Marketing is an organizational function and a set of processes for creating, communicating, and providing value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. Meanwhile, digital marketing is an activity, institution and process that is facilitated by digital technology in creating, communicating and conveying values to consumers and other interested parties. Meanwhile, according to Wardhana (2015), Digital marketing is a marketing activity that uses internet-based media, thus that all marketing campaign activities using internet media, be it through websites, social media or through mobile applications, can be categorized as digital marketing activities.

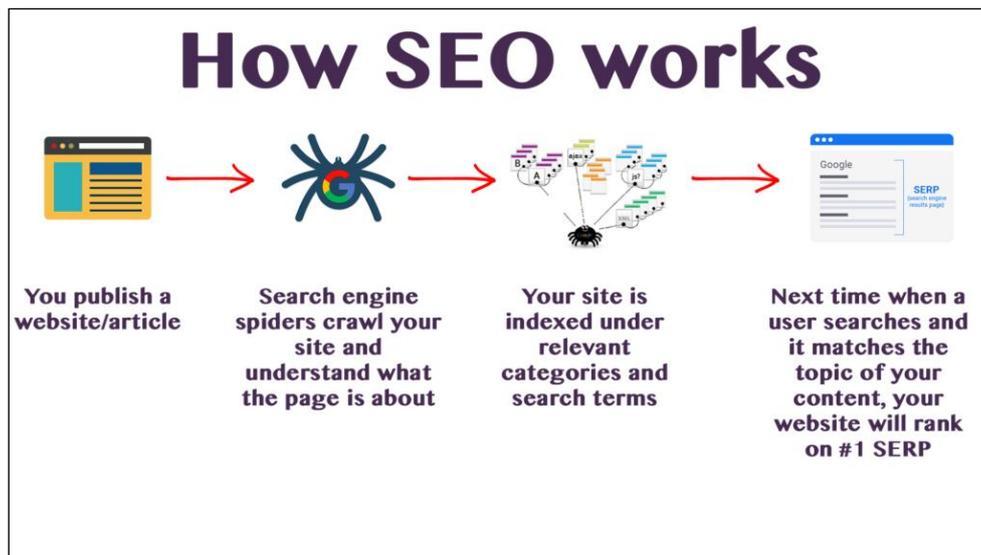
Rewah (2018) found that in conducting online promotions four variables play an important role in other words, we must pay attention to Content, Trust, Price and Product in any ICT-based promotion. These four variables are interrelated with each other in supporting ICT-based promotion where young entrepreneurs must balance these four variables. These four variables cannot stand alone in carrying out ICT-based promotions on Twitter, Facebook and Instagram.

Asse (2018) found that the effectiveness and efficiency of using Facebook as a digital marketing medium lies in the admin's ability to allocate paid advertising campaign funds by maximizing the special targeting facility from the Facebook ads manager panel. Through this research, it was found that marketing through Facebook is very much determined by the amount of funds that must be spent to advertise a product / service on the Facebook platform.

Laksana, et al (2018) stated that digital marketing is an important aspect, which the five-star hotel industry in East Java must have in order to continue to develop and be able to face competition in other star hotel industries. This is proven in statistical calculations that the implementation of digital marketing has a strong effect on intellectual capital and perceived quality and these variables play an important role in improving the organizational performance of the five-star hotel industry in East Java

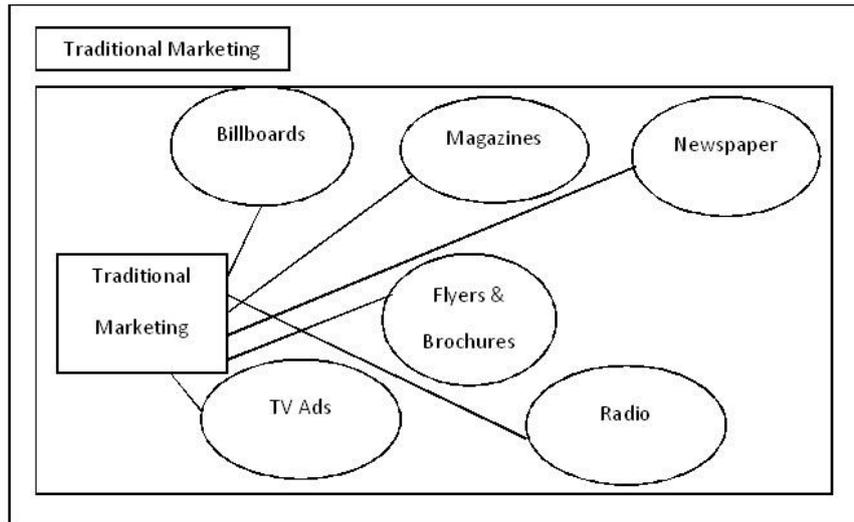
A website or website is a collection of pages that display information on text data, still or motion image data, animation data, sound, video and / or a combination of all of them, both static and dynamic which form a series of interconnected buildings where each one is linked with networks of pages (hyperlinks). Meanwhile, according to Arif (2011) a website is an application that contains multimedia documents (text, images, animation, and video) in it that uses the HTTP (Hypertext Transfer Protocol) protocol and to access it using software called a browser.

SEO, which stands for Search Engine Optimization, is a strategy or series of systematic techniques to place a website or blog on the main page of the SERP (Search Engine Result Page) and potentially according to the specified keywords. Doing SEO requires skill and persistence. Apart from that, doing SEO also requires analytical, competitive and strategic skills. This is because analysis is needed to research what keywords or keywords to target.



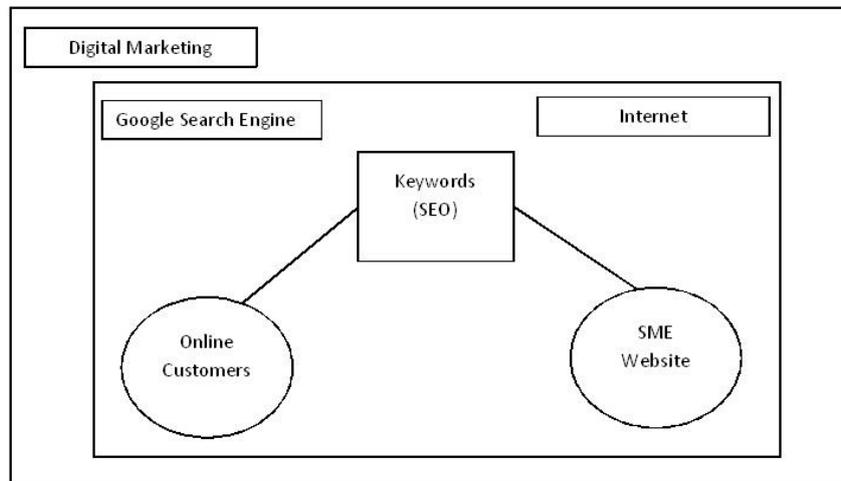
**Figure 1.** How SEO Works

CV Asa Nusantara Resources has been using conventional marketing methods, through printing small banners along the main road in front of their stores, printing brochures to be distributed to prospective customers randomly, and word of mouth promotion from one person to another.



**Figure 2.** Traditional Marketing Concept

The transition from conventional marketing is carried out by the method of making websites with the concept of SEO. With the concept of SEO used, the most important thing in an MSME website is the presence of keywords on a website that can be used in searches on the Google search engine, so that the SEO search keywords will connect MSMEs with customers digitally.



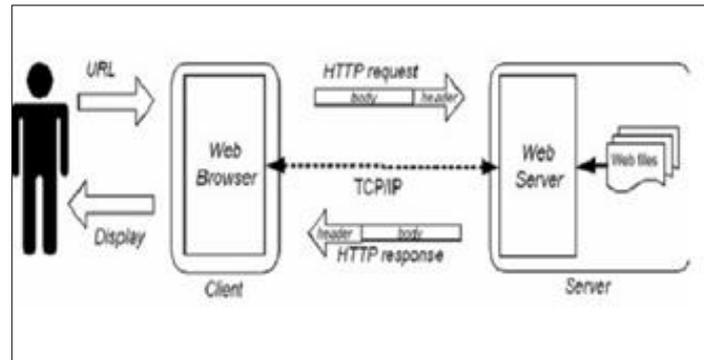
**Figure 3.** Digital Marketing Concept With SEO

Digital marketing activities start from creating a website for MSMEs, creating a website can use a free website creation platform such as wordpress. Wordpress is a Content Management System (CMS) platform that can be used by MSME owners to start creating websites because it is easy to operate and without having to master programming languages first. After the website creation is successful, business people can fill in the article content on their website. The content of the article will form an indexed search on google which is the main form of search in digital marketing using SEO methods.

## RESEARCH METHOD

### 1. Website Creation

Digital marketing integration activities through SEO methods begin with the creation of a company profile website. There are many ways to create a website, including the WordPress, Joomla, Drupal, and HTML platforms, and several free and paid website creation platforms. With a website, actually an MSME actor is expected to be able to carry out a digital marketing transformation from using conventional platforms to using digital platforms for marketing their products or services.



**Figure 4.** How The Website Works

With this website, it is hoped that it will also be able to include several indicators needed in making a quality website and of course so that it can be used as a promotional material for coffee and tea products for CV Asa Nusantara. The indicators for the quality of the MSME website adopted from Ali (2016) are explained in the following table:

**Table 1.** Website Quality Indicators

#	Indicator	Description
1	Usability	<ul style="list-style-type: none"> <li>• Use clear language</li> <li>• Be Informative</li> <li>• Layout is easy to learn</li> <li>• Easy navigation</li> </ul>
2	Functionality	<ul style="list-style-type: none"> <li>• Product or service ordering information should be easy to understand</li> <li>• Information on product or service facilities is quite clear</li> <li>• information / special offers is well managed</li> <li>• Information on pricing features is easy to understand</li> <li>• Self-explanatory</li> </ul>

3	Security	<p>information on the location or address of the MSME</p> <ul style="list-style-type: none"> <li>• The privacy policy on the MSME website is quite clear</li> <li>• The existence of third party testimonials regarding products / services available at MSMEs.</li> </ul>
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Source: Ali (2016)

With the application of some of the indicators above, the website is expected to be the main tool of a digital marketing.

## 2. Google Search Engine

Google has a search engine that is often used by internet users. This can be seen by the high level of traffic in accessing Google as a search engine. In the search for goods / services on the internet, Google is still proven to be the highest search engine platform with an average monthly number of visitors of 30 billion in terms of searching for everything on the internet.

## 3. SEO Integration

The concept of SEO is basically using search keywords in search engines. In particular, this study uses the Google search engine, because this search engine is the most widely used by the public. SEO searches ideally use search terms that are commonly used by searchers for products, services and other information on the internet. In this case, CV Asa Nusantara Resources which sells tea and coffee products can use examples of key words as in the following table:

**Table 2.** Example of Keywords

#	Keywords	Target
1	“The best coffee in Malang”	Internet explorers / prospective customers who want to find the best coffee shop in Malang
2	“High quality coffee in malang”	Internet explorers / potential customers who want to find a shop that sells high quality coffee in Malang
3	“High quality tea in malang”	Internet explorers / prospective customers who want to find a shop that sells quality tea in Malang
4	“The best indonesian coffee”	Internet explorers / prospective customers

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5	“The best indonesian tea”	who want to find a coffee shop that sells the best coffee in Indonesia Internet explorers / prospective customers who want to find a coffee shop that sells the best tea in Indonesia
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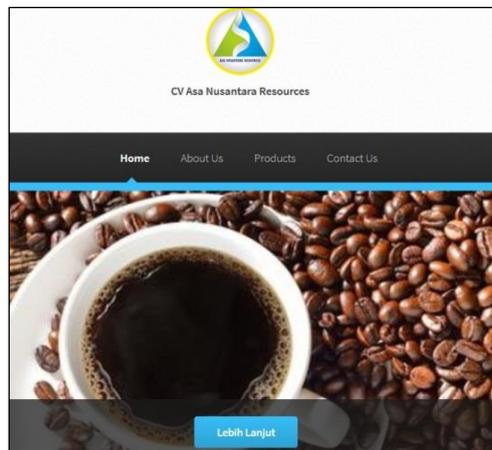
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By arranging keywords on the website correctly, the website will be easily indexed on the Google search engine, and able to bring in more potential customers through accessing the website.

## RESULT AND DISCUSSION

### 1. The Website

Based on the factors determining the quality of a website, a website main page displays several entities such as company logo, clear product information, easy navigation, clear address information, and having a third party testimonials about the products offered. and the contact number for the store product provider. By applying these website quality indicators, it is expected that a website will be able to become the main digital marketing tool.



**Figure 5.** Website – Home Screen

### 2. The SEO Content

On a website, SEO content is ideally displayed on the article menu. The article menu contains profiles of MSMEs, types of products that they offer and so on. In the website article, you can insert keywords for SEO indexing by Google. The CV Asa Nusantara Resources website uses keywords for SEO, namely “High Quality Coffee” and “The Best Coffee in Malang”

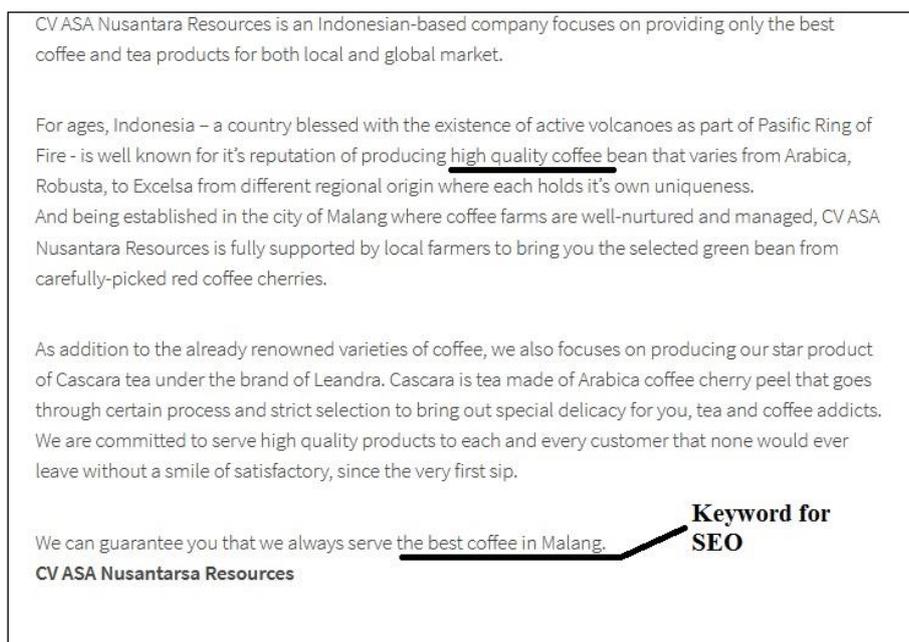


Figure 6. Website – SEO Content

### 3. Google Search Result

Based on the SEO keywords that have been entered, it will take at least some time for the Google search engine to index keywords from a website. If it has been indexed, then the SEO search results will find the following results:

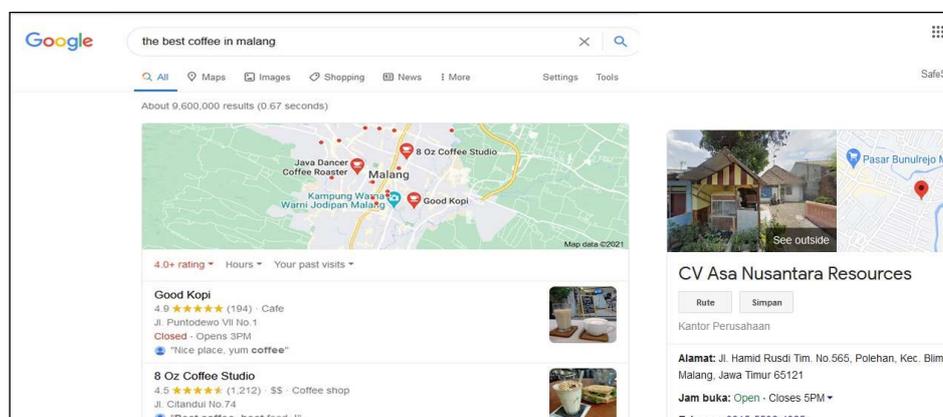


Figure 7. The Search Result

The image above shows the results of a search with the keyword "The best coffee in Malang", so that with this search, the website of CV Asa Nusantara Resources will be indexed and appear on the google search page.

## CONCLUSION

With the transformation of digital marketing using the SEO method, CV Asa Nusantara was able to introduce their products to be recognized by the public at large, this marketing was able to replace the role of conventional marketing, and was able to cut

costs required for conventional marketing in the form of printing posters, banners and brochures. With the existence of a website, CV Asa Nusantara Resources is able to target a bigger potential customer and is ready to compete in the global market.

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