Analysis Of The Influence Of Digital Marketing Strategy Through Search Engine Optimization (SEO) In Increasing Sales Of Msme Products In Indonesia

Owen De Pinto Simanjutak [1]; Roberto Roy Purba [2]
[1,2] *Universitas Sari Mutiara, Indonesia*
Email: [1] depintojuntak@gmail.com ;[2] robertoroypurba@gmail.com

ABSTRACT

This research aims to analyze digital marketing strategies through Search Engine Optimization (SEO) in increasing product sales. The object of this research is MSME actors in Indonesia. The inscriptors used in digital marketing are Accessibility, Interactivity, Entertainment, Credibility, Irritation, Informativeness. This type of research is a descriptive research with a quantitative approach and the analysis used is a partial Least Square (PLS) model analysis carried out by evaluating the outer model and evaluating the inner model. The number of respondents representing MSME actors was 150 respondents. The results of the study show that Accessibility has a significant positive effect on Product Sales. Accessibility has no positive and insignificant effect on SEO (Search Engine Optimization). Credibility has a positive but not significant effect on Product Sales. Credibility has a significant positive effect on SEO (Search Engine Optimization). Entertainment has a significant positive effect on Product Sales. Entertainment has a positive but not significant effect on SEO (Search Engine Optimization). Informativeness has a significant positive effect on Product Sales. Informativeness has a significant positive effect on SEO (Search Engine Optimization). Interactivity has a positive but not significant effect on Product Sales. Interactivity has a positive but not significant effect on SEO (Search Engine Optimization). Irritation had a positive but not significant effect on Product Sales. Irritation has a significant positive effect on SEO (Search Engine Optimization).

INTRODUCTION

In Indonesia, the Micro, Small, and Medium Enterprises (MSMEs) sector plays an important role in the national economy. MSMEs contribute a very significant contribution to the economy. MSMEs effectively create jobs according to the level of abilities and skills possessed by the

community. MSMEs have also proven to be able to withstand the shock of the 1997 economic crisis and continue to show their existence in the economy. MSMEs have a very important and strategic role in the economy. In fact, MSMEs are also one of the economic sectors that have been proven to be able to survive the shock of the crisis. However, many MSMEs face challenges in reaching a wider market and competing with larger companies. In the increasingly rapid digital era, MSMEs in Indonesia are required to be adaptive in utilizing technology to increase their competitiveness.

The development of digital technology has become one of the main factors in the change in the business paradigm in the contemporary era. Digital transformation has transformed the way we work, communicate, and interact with the world around us, creating new challenges and opportunities for the business sector.

The rapid growth of e-commerce in Indonesia has created increasingly fierce competition in the digital market. MSMEs, as a pillar of the Indonesian economy, need to have the right marketing strategy to be able to compete with larger business players. Digital marketing is one of the marketing media that is currently in great demand by the public to support various activities carried out. MSMEs are gradually starting to leave the conventional marketing model and switch to modern marketing, namely digital marketing. The increase in the number of internet and social media users is a huge opportunity for business people to market their products digitally.

According to (Noel, 2009) in (Hermawan, 2012) the use of the term red-hot, to describe the opportunity of marketers is so great in marketing through the internet. Internet product marketing can be more helpful, as the internet allows for a more effective marketing process, faster response and cheaper costs (Hermawan, 2012). Low costs and rapid dissemination of information are expected to increase sales so that they can achieve the target turnover.

According to (Chaffey & Chadwick, 2016) in (Yacub & Mustajab, 2020) digital marketing or digital marketing has almost the same meaning as electronic marketing (emarketing), both describe the management and implementation of marketing using electronic media. It is important to recognize that the implementation of an effective marketing strategy is not an easy task, especially in the rapidly changing digital age. MSMEs must understand changing consumer behavior and evolving technologies, as well as constantly monitor and adapt to the latest market trends to stay competitive effectively (E. Y. Nasution et al., 2020).

Therefore, this research will cover a number of aspects relevant to MSME marketing strategies in the digital era, including the challenges faced in adopting digital marketing strategies, the opportunities offered by digital technology in expanding the marketing reach of MSMEs (E. Y. Nasution et al., 2020). SEO is present as an effective solution because it can help MSMEs improve the ranking of MSME actors' websites in organic search results.

A good strategy in managing a website by optimizing the use of SEO or Search Engine Optimization. SEO is a method to increase website visibility so that it is easier to find by internet users (Hernawati, 2013). SEO is an optimization step so that the website that users are looking for is at the top of search engine results. This opportunity is even taken advantage of by a number of search engines to offer web optimization services in their search engines for companies that have a business base on the internet (Google, 2010).

MSMEs can attract more visitors to MSME actors' websites and increase the chances of sales conversion. By integrating existing marketing theories with empirical findings from field research, we hope to develop a better understanding of how MSMEs can leverage digital technologies to strengthen their marketing strategies and achieve sustainable business growth. Thus, this research not only aims to provide practical insights for MSMEs and marketing practitioners, but also to make a significant contribution to the academic literature on marketing strategies in the digital era.

LITERATURE REVIEW

Micro, Small, And Medium Enterprises (MSMEs)

In this country, Micro, Small and Medium Enterprises (MSMEs) have a fairly important position because of their role in the economic world. Its existence cannot be denied by the community because through MSMEs there is a distribution of community income. The birth of a new work realized by MSME actors is in line with the government's efforts to maintain and develop aspects that come from community culture (Anggraeni, 2022). Micro, Small and Medium Enterprises (MSMEs) are able to absorb a large number of workers.

This is due to the increasing number of Indonesia's population every day. Therefore, the existence of these MSMEs is able to reduce the unemployment rate in Indonesia. The development of MSMEs also needs to be carried out. The development of MSMEs is very strategic to boost the national economy. With MSMEs, there is great hope for low-income groups to increase their income.

In (Government Regulation Number 7, 2021) terms of Facilitation, Protection, and Empowerment of Cooperatives and Micro, Small and Medium Enterprises, it is stated that the central government and local governments will provide convenience, protection, and empowerment for cooperatives and MSMEs through coaching and providing facilities. The accountability of the MSME government itself as an empowered party internally must be able to interact with the government and through its potential be able to create entrepreneurial creativity by using the facilities provided by the government According to (Government Regulation Number 7, 2021) the Facilitation, Protection, and Empowerment of Cooperatives and Micro, Small and Medium Enterprises, which is meant by Micro, Small and Medium Enterprises, namely (Government Regulation Number 7, 2021):

1. Micro Business is a productive business owned by an individual and/or an individual business entity that meets the criteria for Micro Business as regulated in this Government Regulation.
2. Small Business is an independent productive economic enterprise, carried out by an individual or business entity that is not a subsidiary or not a branch of a company owned, controlled, or part either directly or indirectly of a Medium Business or a large business that meets the criteria for Small Business as intended in this Government Regulation.
3. Medium Enterprises are independent productive economic enterprises, which are carried out by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or are part of either directly or indirectly with Small Enterprises or large enterprises that meet the criteria for Medium Enterprises as regulated in this Government Regulation.

    In general, Micro, Small and Medium Enterprises (MSMEs) are businesses that produce products with the main raw materials coming from the use of resources owned by the environment, expertise, and local traditional cultural creations (Halim, 2020).

Digital Marketing

Digital marketing is a modern and promising form of marketing to improve the company's business performance. The advantage of this strategy is that it allows advertisers to communicate directly with potential customers without any barriers caused by time and geographical location restrictions (Nurcahyo, 2018).

Digital marketing is a marketing strategy that utilizes electronic devices such as personal computers, smartphones, and mobile phones, and to involve stakeholders in the marketing process. In its application, digital marketing techniques are able to integrate several aspects of marketing communication and existing conventional media channels, so that they can expand the marketing mix (Firmanda & Lukiastuti, 2022).

According to (Iqbal, 2021; Latif et al., 2022) the Digital Marketing indicators, namely:

1. Accessibility

   Accessibility is the ability of users to access information and services provided through online advertising. The term Accessibility is generally related to the way users can access Social media sites.

2. Interactivity

   Interactivity is a two-way communication level that refers to the reciprocal ability of communication between advertisers and consumers, and responding to the input they receive.

3. Entertainment

   Entertainment is the ability to advertise to provide pleasure or entertainment to consumers. In general, there are indeed many advertisements that provide entertainment while inserting information.

4. Credibility

   Credibility is how the level of consumer trust in online advertisements appears, or the extent to which the advertisements provide information about them as trustworthy, impartial, competent, credible and specific.

5. Irritation

   Irritation is a disorder that occurs in online advertising, such as advertising manipulation that leads to fraud or a bad consumer experience about online advertising.

6. Informativeness

   The ability of advertising to supply information to consumers is the essence of an advertisement. Advertising must also provide a true picture of a product so that it can provide economic benefits for consumers

Search Engine Optimization (SEO)

SEO (Search Engine Optimization) is a systematic method by utilizing search engine algorithms on websites that are used to improve the quality of traffic on search pages and sentences that match keywords (Yusnanto et al., 2021). Simply put, SEO is a way to develop a website to achieve a high level of visibility and ranking in search results (Sohail, 2012). in the use of SEO also has specific tools and uses.

In a journal written by previous researchers, SEO is a method or way that aims to increase the visibility of a website so that it is easier to find by internet users by developing and utilizing an algorithm called PageRank (Hernawati, 2013), so that websites that use SEO methods will be in the top position in the search which eventually becomes a great opportunity to get more visitors. The more companies realize the benefits of SEO, the more they will target keywords that are specific and relevant to their services (Yang & Hohman, 2019).

In the application of SEO, there are 2 techniques, namely on-page and off-page. On-page SEO focuses on internal optimization of a website by engineering the elements and content of a website (Ningrum et al., 2023). Off-page SEO, on the other hand, focuses on external optimization of the website. Off-page is closely related to backlinks or links from other websites to the website in question (Riyanto & Purwadi, 2016). Backlinks are like a recommendation, the more websites recommend, the more often the website is noticed by search engines (Mardiyantoro & Latifan, 2021).

It can be concluded that to increase website visibility, companies can use SEO methods that can be done in two techniques, namely on-page and off-page. By using SEO methods, companies can increase their chances of gaining new customers and increase sales and profits

METHODS

This research is a descriptive research with a quantitative approach. According to (Sugiyono, 2019)   the quantitative descriptive research method, it aims to describe a phenomenon, event, symptom and occurrence that occurs in a factual, systematic and accurate manner. The sample used in this study was 150 respondents representing MSME actors in Indonesia. The method used in this study is statistical analysis of data using the SEM PLS method. The data processing in this study uses smartPLS SEM (Partial Least Square – Structural Equation Modeling) software. PLS has the ability to explain the relationship between variables and has the ability to conduct analyses in one test. The purpose of PLS is to help researchers to confirm theories and to explain whether or not there is a relationship between latent variables.

RESULTS AND DISCUSSION

Partial Least Square (PLS) Model Scheme

In this study, hypothesis testing uses the Partial Least Square (PLS) analysis technique with the smartPLS 4.0 program., the following is the proposed PLS program model scheme:

Figure 1 Partial Least Square (PLS) Phase 1 Model Scheme

Source: PLS Output v 4.0 (Primary Data Processed, 2024)
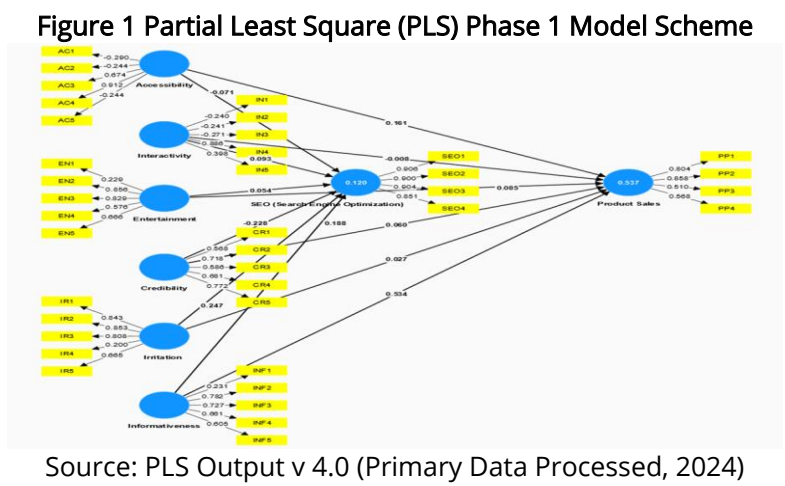
Above the outer model value or correlation between the construct and the variable there are several indicators with a value of <0.50, so the elimination process is carried out. The eliminated indicators are: AC1, AC2, AC5, EN1, IN1, IN2, IN3, IN5, INF1 and IR4, so the results can be seen as follows:

Figure 2 Partial Least Square (PLS) Phase 2 Model Scheme

Source: PLS Output v 4.0 (Primary Data Processed, 2024)
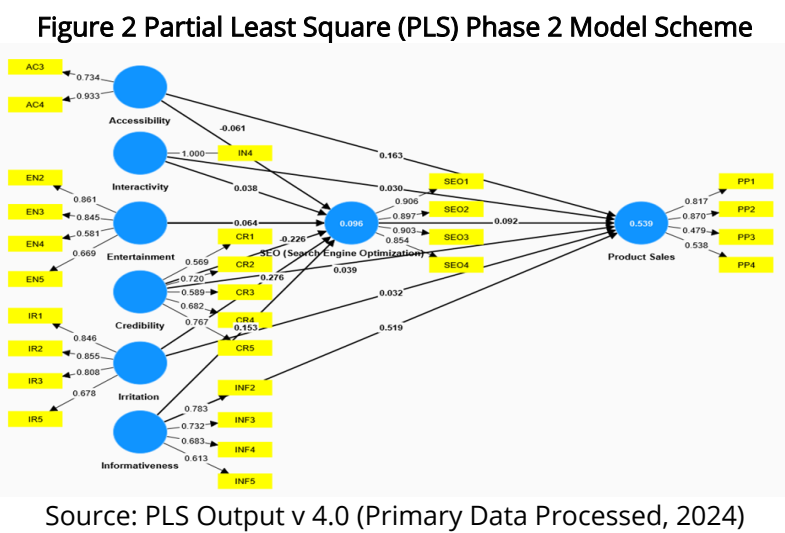
The evaluation of this model was carried out using Coefficient Determination (R2) and Hypothesis Test (Direct Effect and Indirect Effect), the following is the proposed PLS program model scheme:

Figure 3 Inner Model Evaluation
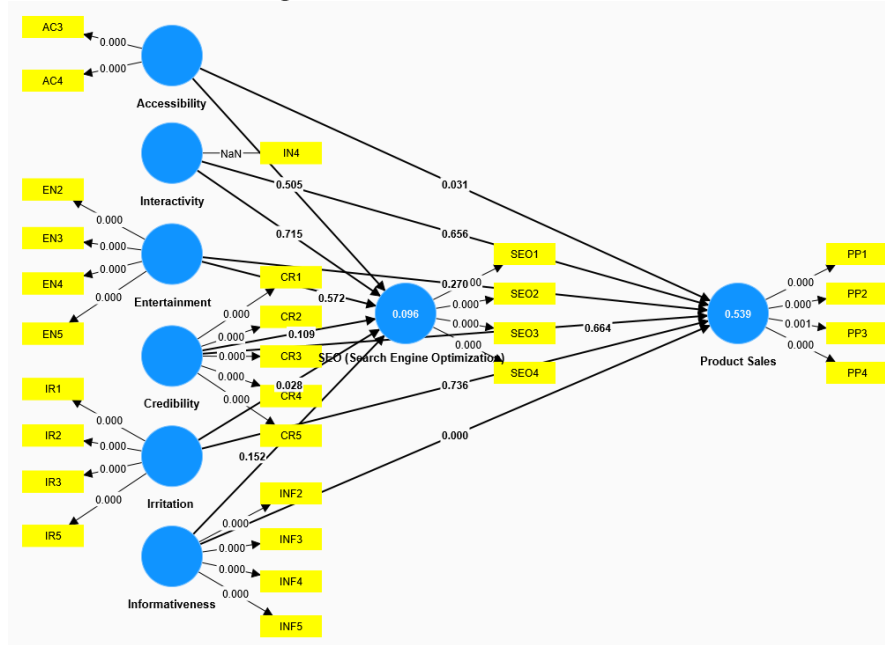
Source: PLS Output v 4.0 (Primary Data Processed, 2024

Hypothesis Test

Based on the data processing carried out, the results can be used to answer the hypothesis in this study by looking at r Statistics and P Values. The hypothesis is declared accepted if the P Value <0.05. In this study, there is only a direct influence. In the inner model of Partial Least Square Structural Equation Modeling (PLS-SEM), the main focus does lie in the direct influence between latent variables.

This is because PLS-SEM is designed for prediction and explanation of variance, so it emphasizes more on direct and strong cause-and-effect relationships between constructs. Although indirect influences are not explicitly displayed in the inner model, that doesn't mean PLS-SEM ignores them. Indirect influence remains and can be calculated through mediation.

Here are the reasons why indirect influences are not directly visible in the inner model:
1. PLS-SEM emphasizes more on predicting relationships between latent variables, so that direct influence is the top priority.
2. Displaying all the indirect influences in the inner model can make the diagram very complex and difficult to read, especially if there are many variables and relationships between them.
3. PLS-SEM focuses more on the total effect (direct + indirect influence) of an exogenous variable on the endogenous variable.

This study proposes as many as 12 hypotheses. Hypothesis testing uses bootstrapping analysis techniques. Through the statistical results obtained, the influence of the level of significance between independent variables to dependent variables can be obtained. When the statistical value > 1,967. (=TINV(0.05.50) (t-table significance 5%) then the effect is significant.

Furthermore, through the results of the P Value obtained by the P Value value in each variable < 0.05, H0 is rejected. The positive influence can be seen through Original Semple. The summary results of the direct impact test are as follows:

Table 1 Results Of The Hypothesis-Direct Influence Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Accessibility -> Product Sales	0.163	0.165	0.075	2.163	0.031
Accessibility -> SEO (Search Engine Optimization)	-0.061	-0.050	0.091	0.667	0.505
Credibility -> Product Sales	0.039	0.056	0.089	0.434	0.664
Credibility -> SEO (Search Engine Optimization)	0.226	0.226	0.141	1.993	0.010
Entertainment -> Product Sales	0.092	0.083	0.084	2.102	0.027
Entertainment -> SEO (Search Engine Optimization)	0.064	0.075	0.113	0.566	0.572
Informativeness -> Product Sales	0.519	0.523	0.100	5.166	0.000
Informativeness -> SEO (Search Engine Optimization)	0.153	0.138	0.107	2.432	0.015
Interactivity -> Product Sales	0.030	0.026	0.067	0.445	0.656
Interactivity -> SEO (Search Engine Optimization)	0.038	0.036	0.104	0.365	0.715
Irritation -> Product Sales	0.032	0.029	0.095	0.337	0.736
Irritation -> SEO (Search Engine Optimization)	0.276	0.277	0.125	2.202	0.028

Source: PLS Output v 4.0 (Primary Data Processed, 2024

Based on table 10., above it can be understood that the t-statistics of the direct influence of Accessibility on Product Sales are greater than the t-table (1,967) which is 2,163 with an influence of 0.163 and the P-value <0.05 of 0.031. So it can be concluded that the direct influence of Accessibility on Product Sales has a significant positive effect. So in accordance with Accessibility has a significant positive effect on Product Sales. H1 accepted.

The statistical value of the direct influence of Accessibility on SEO (Search Engine Optimization) is smaller than the t-table (1,967) which is 0.667 with an influence of -0.061 and the P-value >0.05 of 0.505. So it can be concluded that the direct influence of Accessibility on SEO (Search Engine Optimization) does not have a positive and insignificant effect. So in accordance with Accessibility does not have a positive and insignificant effect on SEO (Search Engine Optimization). H2 was rejected.

The statistical value of the direct influence of Credibility on Product Sales is smaller than the t-table (1.967), which is 0.434 with an influence of 0.039 and the P-value >0.05 of 0.664. So it can be concluded that the direct influence of Credibility on Product Sales has a positive but not significant effect. So in accordance with Credibility, it has a positive but not significant effect on Product Sales. H3 was rejected.

The statistical value of the direct influence of Credibility on SEO (Search Engine Optimization) is greater than the t-table (1,967) which is 1,993 with an influence of 0.226 and the P-value <0.05 of 0.010. So it can be concluded that the direct influence of Credibility on SEO

(Search Engine Optimization) has a significant positive effect. So in accordance with Credibility has a significant positive effect on SEO (Search Engine Optimization). H4 accepted.

The statistical value of the direct influence of Entertainment on Product Sales was greater than that of the t-table (1,967), which was 2,102 with an influence of 0.092 and a P-value of <0.05 of 0.027. So it can be concluded that the direct influence of Entertainment on Product Sales has a significant positive effect. So in accordance with Entertainment , it has a significant positive effect on Product Sales. H5 accepted.

The statistical value of the direct influence of Entertainment on SEO (Search Engine Optimization) is smaller than the t-table (1.967) which is 0.566 with an influence of 0.064 and the P-value >0.05 is 0.572. So it can be concluded that the direct influence of Entertainment on SEO (Search Engine Optimization) has a positive but not significant effect. So in accordance with Entertainment has a positive but not significant effect on SEO (Search Engine Optimization). H6 was rejected.

The statistical value of the direct influence of Informativeness on Product Sales is greater than that of the t-table (1,967) which is 5,166 with an influence of 0.519 and the P-value <0.05 is 0.000. So it can be concluded that the direct influence of Informativeness on Product Sales has a significant positive effect. So in accordance with Informativeness, it has a significant positive effect on Product Sales. H7 accepted.

The statistical value of the direct influence of Informativeness on SEO (Search Engine Optimization) is greater than that of the t-table (1,967) which is 2,432 with an influence of 0.153 and the P-value <0.05 is 0.015. So it can be concluded that the direct influence of Informativeness on SEO (Search Engine Optimization) has a significant positive effect. So in accordance with Informativeness, it has a significant positive effect on SEO (Search Engine Optimization). H8 accepted.

The statistical value of the direct influence of Interactivity on Product Sales is smaller than the t-table (1.967), which is 0.445 with an influence of 0.030 and the P-value >0.05 is 0.656. So it can be concluded that the direct influence of Interactivity on Product Sales has a positive but not significant effect. So in accordance with Interactivity , it has a positive but not significant effect on Product Sales. H9 Denied.

The statistical value of the direct influence of Interactivity on SEO (Search Engine Optimization) was smaller than the t-table (1.967) which was 0.365 with an influence of 0.038 and the P-value >0.05 of 0.715. So it can be concluded that the direct influence of Interactivity on SEO (Search Engine Optimization) has a positive but not significant effect. So in accordance with Interactivity, it has a positive but not significant effect on SEO (Search Engine Optimization). H10 was rejected.

The statistical value of the direct influence of Irritation on Product Sales is smaller than the t-table (1.967), which is 0.337 with an influence of 0.032 and the P-value >0.05 of 0.736. So it can be concluded that the direct influence of Irritation on Product Sales has a positive but not significant effect. So in accordance with Irritation, it has a positive but not significant effect on Product Sales. H11 was rejected.

The statistical value of the direct influence of Irritation on SEO (Search Engine Optimization is greater than the t-table (1,967) which is 2,202 with an influence of 0.276 and the P-value <0.05 is 0.028. So it can be concluded that the direct influence of Irritation on SEO (Search Engine Optimization) has a significant positive effect. So in accordance with Irritation, it has a significant positive effect on SEO (Search Engine Optimization). H12 accepted.

CONCLUSION AND SUGGESTION

This research on MSME actors in Indonesia reveals interesting facts about the influence of the search engine optimization (SEO) dimension of digital marketing strategies in increasing product sales. It is proven that the quality of Search Engine Optimization (SEO) has an important

role in supporting the success of MSMEs in the digital era. However, the influence of each dimension on sales and SEO varies.

High accessibility, which reflects the ease of access to information and product offerings on the website, is able to drive a significant increase in sales. However, this is not the case with SEO. This means that an easily accessible website is not enough to achieve top rankings in search engines.

Credibility or customer trust in MSME digital marketing actually has a significant effect on SEO, even though its impact on sales has not been proven in real terms. This shows that credible digital marketing is viewed positively by search engines, but other factors such as reputation and product quality still determine the purchase decision.

Entertainment and Informativeness both have a significant effect on sales. Engaging and informative content is able to attract customers' interest and drive sales conversions. However, only Informativeness also has a positive impact on Search Engine Optimization (SEO), showing that complete and relevant information is seen as important by search engines.

Interactivity that facilitates interaction with customers and Irritation that reflects user discomfort when accessing the website, both have no significant effect on sales or Search Engine Optimization (SEO). However, this does not mean that these two aspects can be ignored. Well-designed interactions and a positive user experience remain important in maintaining customer loyalty and the image of MSMEs.

This research highlights the importance of a holistic approach in developing MSME websites. MSME actors need to pay attention to all dimensions of Search Engine Optimization (SEO) in a balanced manner to maximize sales, as well as achieve sustainable business growth in the digital era.

REFERENCES

Anggraeni, F. D. (2022). Pengembangan Usaha Mikro, Kecil, dan Menengah (UMKM) melalui Fasilitas Pihak Eksternal dan Potensi Internal. Jurnal Administrasi Publik, 1(6), 1286–1295.

Chaffey, D., & Chadwick, F. E. (2016). Digital Marketing Strategy, Implementation and Practice. Pearson Education Limited.

E. Y. Nasution, P. Hariani, L. S. Hasibuan, & W. Pradita. (2020). Perkembangan Transaksi Bisnis E-commerce terhadap Pertumbuhan Ekonomi di Indonesia. Jesya (Jurnal Ekonomi Dan Ekonomi Syariah), 3(2), 506–519.

Firmanda, A. F., & Lukiastuti, F. (2022). Analisisi Peran Mediasi Kepuasan Nasabah Pada Hubungan Digital Marketing Dan Brand Loyalty Pada Bank Jateng Cabang Wonosobo. Among Makarti, 14(2), 29–49.

Halim, A. (2020). Pengaruh Pertumbuhan Usaha Mikro, Kecil dan Menengah terhadap Pertumbuhan Ekonomi Kabupaten Mamuju. Jurnal Ilmiah Ekonomi Pembangunan, 1(2).

Hermawan, A. (2012). Komunikasi Pemasaran. Erlangga.

Hernawati, K. (2013). Optimalisasi SEO (Search Engine Optimizer) sebagai upaya Meningkatkan Unsur Visibility dalam Webometric. Seminar Nasional Matematika Dan Pendidikan Matematika2009.

Iqbal, M. (2021). Efektifitas Digital Marketing terhadap Kualitas Layanan pada Usaha di Masa Pandemi Covid 19 (Studi Kasus di Aceh). JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi), 7(2), 83–93.

Latif, N., Ismail, A., Nurmega, N., & Irwan, A. (2022). Pengaruh Lingkungan Kerja terhadap Kinerja Karyawan PT Hadji Kalla Toyota Cabang Maros. SEIKO: Journal of Management & Business, 5(1), 585–591.

Mardiyantoro, N., & Latifan. (2021). Peningkatan Branding pada Website Dengan Menggunakan Teknik Search Engine Optimization (SEO) On Page dan off Page di CV Oafindo Wonosobo. Jurnal Penelitian Dan Pengabdian Kepada Masyarakat UNSIQ, 8, 262–267.

Ningrum, A. A., Ansari, R., & Suryana, Y. (2023). Pengenalan Teknik SEO dalam Upaya Meningkatkan Pemasaran Toko Online Pada Pengrajin Kain Sasirangan. Jurnal Pengabdian Teknologi Kepada Masyarakat, 1(2), 69–74.

Noel, H. (2009). Basics Marketing Consumer Behaviour. Ava Publishing SA.

Nurcahyo, A. (2018). Peran Digital Marketing dan Harga Kompetitif Terhadap Keputusan Berlangganan Indihome. Afan, 1(1).

Peraturan Pemerintah Nomor 7. (2021). Tentang Kemudahan, Perlindungan dan Pemberdayaan Koperasi dan Usaha Mikro Kecil dan Menengah.

Riyanto, A. D., & Purwadi. (2016). Penerapan Teknik Search Engine Optimization (SEO) untuk Memenangkan Persaingan Kata Kunci pada Mesin Pencari Google. (Implementation Techniques Search Engine Optimization (SEO) for Winning Competition Keywords on Google Search Engines). Case Study: C. JUITA Jurnal Informatika, IV, 59–65.

Sohail, A. (2012). Search Engine Optimization Methods & Search Engine Indexing for CMS Applications. Lappeenranta University of Technology.

Sugiyono. (2019). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. CV Alfabeta.

Yacub, R., & Mustajab, W. (2020). Analisis Pengaruh Pemasaran Digital (Digital Marketing) terhadap Brand Awareness pada E-Commerce. Manajerial: Jurnal Manajemen Dan Sistem Informasi, 19(2), 198–209.

Yang, S., & Hohman, J. (2019). The Impact of Search Engine Optimization on Company Performance. Journal of Research in Interactive Marketing, 13(3), 310–327.

Yusnanto, F., Arifah, N., & Wahyudi, S. (2021). SEO Untuk Meningkatkan Potensi Wisata di Desa Ngargoretno. KOMTIKA, 1, 49–54.