

ABSTRAK

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STRATEGI *DIGITAL MARKETING* PADA PT VIDIO DOT COM (STUDI KASUS *SEARCH ENGINE OPTIMIZATION* UNTUK KONTEN *FREE TO AIR*)

Teknologi menjadi semakin canggih seiring dengan berkembangnya zaman, termasuk pengaruhnya dalam komunikasi pemasaran. Berbagai strategi dirancang agar sebuah perusahaan dapat mempertahankan produk layanannya melalui komunikasi pemasaran, khususnya dalam memanfaatkan *digital marketing*. *Digital marketing* memiliki berbagai manfaat jika dijalankan dengan baik. Perusahaan OTT seperti PT Vidio Dot Com yang berbasis situs web, *digital marketing* dapat dimanfaatkan melalui penggunaan *channel digital marketing*, terutama SEO (*Search Engine Optimization*) agar dapat meraih ranking teratas dalam hasil pencarian di Google atau SERPs (*Search Engine Result Pages*). Penelitian ini bertujuan untuk menganalisis posisi dan strategi *digital marketing* pada PT Vidio Dot Com dengan studi kasus terhadap SEO (*Search Engine Optimization*) untuk konten FTA (*Free To Air*). Penelitian ini menggunakan metode penelitian deskriptif kualitatif dengan data yang dikumpulkan melalui observasi, wawancara mendalam, dan dokumentasi. Hasil penelitian menjelaskan bahwa strategi *digital marketing* PT Vidio Dot Com sesuai dengan tahapan model komunikasi pemasaran AISAS yang terdiri dari lima tahap yaitu *Attention, Interest, Search, Action, dan Share*. Sedangkan strategi SEO untuk konten FTA yang digunakan memanfaatkan *Keyword Research, On-Page Content, On-Page Technical, dan Off-Page*.

Kata Kunci: *Digital Marketing, AISAS, SEO (Search Engine Optimization), PT Vidio Dot Com*

ABSTRACT

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**THE PROCESS OF INSTRUCTIONAL COMMUNICATION TEACHERS OF SD NEGERI 2
LENGKONG IN GARUNG DISTRICT IN LEARNING IN THE COVID-19 PANDEMIC
SITUATION**

Technology is increasingly sophisticated along with the era, including its influence on marketing communications. Various strategies are designed for companies to maintain their services through marketing communications, especially in digital marketing. Digital marketing has various benefits if it is appropriately executed. In OTT companies that website based, such as PT Vidio Dot Com, digital marketing can be utilized through digital marketing channels, especially SEO (Search Engine Optimization), to acquire the top rankings in search results on Google or SERPs (Search Engine Result Pages). This study aims to analyze the position and strategy of digital marketing at PT Vidio Dot Com with a case study on SEO (Search Engine Optimization) for FTA (Free To Air) content. This study uses a qualitative descriptive research method with data collected through observation, in-depth interviews, and documentation. The study results explain that PT Vidio Dot Com's digital marketing strategy is the stage of the AISAS marketing communication model, which consists of five stages: Attention, Interest, Search, Action, and Share. The SEO strategy for FTA content utilizes Keyword Research, On-Page Content, On-Page Technical, and Off-Page.

Keywords: Instructional Communication Process, Teacher, Learning