Utilization of Search Engine Optimization (SEO) and Websites in Brand Building Awareness in Health Institutions (Study Case Klinik Griya Husada)

Ibrahim Malik[1], Sarji[2]
e-mail:[1] ibra.malik08@gmail.com, [2] faisalsarji@gmail.com

Abstract

The study was conducted to find facts in the field related to brand awareness of patients, and business partners of the Griya Husada Clinic, through data collection from primary and secondary sources. Data collection instruments used by researchers are interviews, document studies, observation and questionnaires. Furthermore, the provision of questionnaires to patients and business partners aims to determine the response or responses of patients and business partners to search engine optimization (SEO) or websites that are aspects of their interest in using Griya Husada Clinic health services. This study concluded that patients and business partners who were respondents indicated that they were aware of the Griya Husada Clinic and its health services through a search on the Google search engine. services on search engines (SEO) such as Google attract customers to use the services of the Griya Husada Clinic with a percentage rate of 90% which is included in the Very High category.

Keywords: Search Engine Optimization, SEO, Website, Brand Awareness

I. INTRODUCTION

Based on Permenkes RI No.9 of 2014, a clinic is a health facility that organizes individual health services, which provides basic and or specialized medical services (Ministry of Health, 2014, P.1). Currently, the government facilitates all licenses, including licenses to establish health institutions such as clinics, so that health institutions such as clinics are very much found in big cities such as Bekasi city, based on data from BPS West Java Province in 2018, health institutions in Bekasi city from hospitals to clinics reached more than 300 health institutions. With the population of Bekasi city reaching 2.5 million people, of course, it makes business competition in the health service sector even higher. In the current era where business competition, global economic turmoil, technological disruption and rapid changes, require all business entities to think hard to survive or win the competition. The high level of competition in the health service business has made the Griya Husada clinic continue to try to survive and win the competition in this business. Starting from working with

BPJS (Social Security Organizing Agency) Health which is then registered as a level one health facility in Bekasi city. In addition, health service products were also developed, starting from *home* services for *antigen swabs.* Of the many health services developed by the Griya Husada Clinic such as private and BPJS general examinations, childbirth, obstetrics, *Covid 19 Antigen Screening* and PCR (*Polymerase Chain Reaction*) *tests*, from the results of temporary observations and documentation through the recapitulation of patient visit data conducted at the Griya Husada Clinic, some service products still have no patients or are still below the target for patients who use these service products. The following recapitulation of the report on the use of Health services per Quarter (Q1-Q4) there is a comparison of data on target patient visits and actual patient visits in the period 2020 to April 2021:

Table 1: Recapitulation of Reports on the Use of Health Services
at Griya Husada Clinic

Jenis Layanan	Tahun 2020 (Jumlah Pasien)								Tahun 2021 (Jumlah Pasien)			
	Q1		Q2		Q3		Q4		Q1		Q2 (April)	
	Target	Aktual	Target	Aktual	Target	Aktual	Target	Aktual	Target	Aktual	Target	Aktual
Permeriksaan Umum	2.700	2.744	2.700	2.612	2.700	2.325	2.700	2.339	2.700	2.351	900	940
Kebidanan (USG 4D)	0	0	0	0	75	32	75	5	75	57	25	12
Kebidanan (Persalinan)	45	40	45	37	45	28	45	28	45	30	15	17
Swab Antigen	0	0	2.100	1.990	2.100	1.850	2.100	1.930	2.100	1.952	700	598
Gigi	45	19	45	0	45	44	45	35	45	31	15	11
Swab PCR	0	0	450	490	450	352	450	438	450	410	150	135

The failure to achieve the targets set by the clinic leadership for each service is first due to the lack of information obtained to the public regarding the Griya Husada Clinic itself and the health service products presented at the Griya Husada Clinic. Second, it is difficult for people to get information related to Griya Husada Clinic and its service products on the internet or when searching for information through search engines such as Google. in the current era of technological disruption, many customers before deciding to transact they first search for information on the internet (Hidayanto et al., 2017, p.71). Apart from the information above, according to the Ministry of Information and Information Technology of the Republic of Indonesia through its *website* https://kominfo.go.id, currently the internet has become the main reference for accessing various information rather than other media (Kemenkominfo, 2015, https://kominfo.go.id/content/). Reinforced by data from the APJII (Association of Indonesian Internet Service Providers, 2020) survey, the number of Indonesian internet users in 2019-2020 (Q2) was 196.71 million out of a total Indonesian population of 266.91 million (APJII, 2020, p.15-16). This means that more than half of Indonesia's

population has used the internet for information search, shopping, and socializing. So that the all-digital 4.0 marketing strategy must be a solution for health institutions in the marketing and communication process. from the background presented above, researchers are interested in conducting research related to the use of *search engine optimization* (SEO) and *websites* in building *brand awareness in* health institutions with a case study at Griya Husada Bekasi Clinic.

II. THEORETICAL OVERVIEW

1. Marketing 4.0

   In the current era of *disruptive* technology or the era of the industrial revolution 4.0, in the world of *marketing* also experienced a transition or shift starting from product-oriented *marketing* 1.0, then customer-oriented marketing 2.0 and then human-oriented *marketing* 3.0. marketing 4.0 also combines online and offline interactions between companies and their customers (Kotler et al, 2017, p. 44). Furthermore, marketing 4.0, according to Hermawan Kartajaya, marketing 4.0 is a marketing approach that combines online and offline interactions between companies and their customers (Kotler et al, 2017, p. 44). *marketing* 4.0 also combines *style* and *substance*, meaning that brands or *brands* not only prioritize good *branding* but must also be supported by content that is relevant to customer needs that are packaged in a contemporary manner (Mukhoyaroh & Susilawati, 2019, p.53).

2. Digital Marketing

   Marketing that refers to the use of electronic media and communication technology is generally conventionally called *E-Marketing*, but is currently preferred as *digital marketing* (Shaltoni et al., 2018, p.2). *Digital marketing* can be defined as the use of all *digital* facilities to facilitate the marketing process with the ultimate goal of interaction with customers that results in customer engagement in the form of loyalty (Wiet Haryanto & Wismantoro, 2020, p.21). So, it can be concluded that digital marketing is a marketing process using information technology to reach wider customers in *real time* and interactively.

3. Brand

   The definition of a brand, according to Kotler and Armstrong, is a name, term, sign, symbol, or design or a combination of all that is shown to identify products or services from one or a group of sellers and to distinguish products from competitor products (Kotler & Armstrong, 2008, p.281). Meanwhile, another definition of a brand is a name, term, or symbol given to a product to distinguish

similar product offerings from existing competitors (Wiet Haryanto & Wismantoro, 2020, p.21). So, it is concluded that a brand is a name, symbol, logo, tagline that is used for recognition so that it is easy to remember.

4. Brand Awareness

   Brand Awarness is the ability of potential buyers or customers to recognize or remember brands, including images, names, logos and even slogans used to promote products (Firmansyah, 2019, p.44). In addition, *brand awareness* can also be interpreted as the basis and main limitation in brand search and is the ability of customers to remember and recognize brands in different situations (Hamdani et al., 2021, p.1330). So, it is concluded that *brand awareness* is the ability of customers to recognize and remember and display brands that exist in the minds of these customers in any situation and condition.

5. Search Engine Optimization (SEO)

   In research (Jara & Putra, 2021, p.112). *search engine optimization* (SEO) is also a technique for placing *websites* on the top page of search engines such as Google by entering certain keywords or *keywords* where these keywords have a relationship with the content on the *website*. Meanwhile, in research (Arifin et al., 2020, p.4) *search engine optimization* (SEO) is a way to develop a *website* to have a high level of *visibility* and ranking on a search engine *website* such as Google. So, it can be concluded that *search engine optimization* is a way to place web pages at the top level of visibility on search engines by synchronizing keywords and content on web pages.

6. Website

   Website or also called the *web* is a collection of *web* pages, which are summarized in a domain whose place is on the *world wide web* (WWW) or can also be called the internet (Josi, 2017, p.50). The *website* can also be interpreted as a collection of pages containing information displayed by *browsers* such as Mozila Firefox, Google Chrome, Internet Explore or others. (Ersyad, 2019, p.21). So, it can be concluded that the website is a collection of several web pages that are connected between pages containing information, both text, images, videos or other types of files that can be accessed through browsers such as Google chrome, mozila firefox and others.

III. RESEARCH METHODS

The type of research conducted in this study is qualitative research. According to Mamik in his book explains from experts, including Bogdan and Taylor defining that

qualitative methodology as a research procedure that produces descriptive data in the form of written and spoken words from people and observed behavior (Mamik, 2015, p.4). The type of approach used in this research is a descriptive approach with a method of thinking using the deductive method, where the deductive method developed by Aristotle according to Mamik in his book is a method of thinking from general things or theories to specific things or reality (Mamik, 2015, p.10). From the above considerations, the researcher took this research method looking at the nature of the problem under study which can develop naturally according to the situation and conditions in the field. Data collection techniques commonly used for researchers with qualitative methods such as interviews, observation, and documentation, will also be used in this study as explained below:

A. Data Collection Technique

1. Observation

This data collection technique, a researcher must go directly to the field, observe things related to the research subject, such as places, actors, activities, events and feelings. Here's what the observer must do so that data collection can run effectively (Mamik, 2015, p.104).

2. Document Study

This documentation technique is a data collection technique through searching for data about things or variables in the form of notes, transcripts, books, magazines, newspapers, inscriptions, meeting minutes and so on (Siyoto & Sodik, 2015, p.78). Researchers in this technique will prepare a *checklist* as a tool to control what documentation is needed in this study, which is also used to test and interpret other data obtained.

3. Interview

Interview is one of the data collection techniques used to find problems that must be researched (Putu Agung & Anik, 2019, p.63). besides that this technique can also be used by researchers to be able to know in depth everything from the respondent. The key factor of this data collection technique is the interviewer's skill in interviewing by creating intimacy, neutral from the answers of the respondents and friendly. In addition, for this interview process to run well, researchers must also prepare carefully starting from questions and other supporting tools such as *recording* conversations.

B. Data Analysis Technique

1. Data Reduction

Reducing data is the process of summarizing core data (abstraction), then selecting and arranging according to themes which are then interpreted to obtain temporary findings which are repeatedly reduced to become substantive theories (Nugrahani, 2014, p.170). This analysis process will make it easier for researchers to sharpen, classify and discard data that is not needed in this study.

2. Data Display

In the next data analysis process, researchers use this stage to interpret or analyze data from the results of data collection through interviews, observation and documentation. By displaying data, this will make it easier to understand what is happening and also make it easier to plan what next to do based on what has been understood.

3. Verification (Conclusion Drawing)

The third step or the next stage of the data analysis process according to *miles* and *huberman*, researchers draw conclusions and *verification* (Putra, 2011, p.204). Drawing conclusions and *verification* will be followed by evidence obtained from research in the field. This is done to determine the final data from the data analysis process. So that research problems can be answered with original data that are in accordance with research problems.

C. Data Validity Technique

1. Triangulation

Triangulation is checking data using various sources, techniques and time (Putra, 2011, p.189). The purpose of various sources is to ascertain whether the data produced by this research is correct or not, by taking turns to ensure the truth of the data. As for the various times of checking, it is done from various times of the morning, afternoon, evening or night. Everything is done *cross-checking* and comparing each other so that all the data produced is correct. In this triangulation technique, researchers do 3 ways, namely:

a) Comparing data obtained from observation with data obtained from interviews.

b) Comparing results obtained from interviews with documentation data.

c) Comparing data obtained from observation with documentation data.

2. Observation Accuracy

In this technique, researchers are required to focus more on making detailed, continuous or continuous observations until they find an in-depth explanation of symptoms or phenomena that are very interesting and prominent (Putra, 2011, p.173). Researchers use this technique by using all five senses ranging from

hearing, vision, feelings and instincts to get data validity, starting from identifying characteristics, situations, problems and issues related to research.

3. **Extending Participation**

In this technique, researchers are required to stay longer in the field to meet and also communicate with more people to increase familiarity and quality of trust. If the person under study is more familiar and trusts the researcher, whatever the researcher wants to know will be easily obtained from the person under study (Putra, 2011, p.168). For this reason, researchers used the technique of extending the participation of researchers in this study to minimize errors - misinformation that can be from informants who lie or deliberate false information to deceive researchers.

4. **Member Check**

This member checking technique is an effort to check whether researchers have succeeded in revealing EMIK, namely explanations related to phenomena from the perspective of the community itself, to people who are observed and interviewed (Putra, 2011, p.200). In this technique, researchers will do it gradually and not at the end of the research, and it is done formally and informally according to the conditions and situations in the field.

5. **Dependability**

Dependability testing is commonly called reliability testing. A research can be said to be reliable if other people can repeat or replicate the research process. In qualitative research, the *dependability* test is carried out by auditing all research processes starting from data collection activities with interviews, observations, document studies and other data collection processes to the analysis and decision-making process. So if the researcher does not have a track record of his field or research activities, the dependability can be doubted according to Sugiyono in (Mekarisce, 2020).

IV. RESULTS AND DISCUSSION

This research was conducted with a qualitative approach. Data collection was carried out by researchers using interview data collection techniques with informants or resource persons consisting of the leadership of Griya Husada Clinic, Griya Husada Clinic workers, individual patients of Griya Husada Clinic, and business partners of Griya Husada Clinic. The data disclosed is complemented by document studies, and observation data, from the results of this research and discussion are described as follows:

1. **The Process of Building *Brand Awareness* at Griya Husada Clinic**

   Health businesses such as the Griya Husada Clinic must certainly have solid *branding* to strengthen *brand awareness of* the Griya Husada Clinic and its health services where the ultimate goal is for customers to decide to use Griya Husada Clinic Health services. However, the problem is that if this health service is new and also the health business competition is high, of course, it requires the right efforts and strategies, the efforts made by the Griya Husada Clinic are as follows:

   1) Clinic leaders change policy strategies to increase patients and cooperation with companies by making changes to services

   2) Updating marketing strategies by utilizing search engine optimization (SEO) and websites.

   In the current era of the industrial revolution 4.0, almost all activities require internet access. Likewise, customer behavior has also begun to change, many customers look for information first before deciding to make a purchase or use a service. From the results of the interview, the information submitted by the Griya Husada Clinic patients, the *website* can be a medium for building brand *awareness* so that the *brand awareness* stage, which was previously *unaware* of the brand, becomes brand *recognition* and the decision to use the Griya Husada Clinic health services.

   Search engines like Google are currently the most used tool to find any information, by simply typing the keywords you want to find. From the search results, a list of *websites* will appear which will then be clicked to search for information on the *website*. So that in this aspect of the study, SEO and Website can be used as an initial gate in building *brand awareness of* prospective patients of Griya Husada Clinic to get to know Griya Husada Clinic with its health service products, before deciding to buy or use the health service.

2. **Website implementation in building brand awareness of the griya husada clinic**

   a. Content as an Information Source

   Searching for information can be through various media such as newspapers, books, magazines, or asking friends, but nowadays with the rapid development of *smartphone* penetration and easy access to the internet, finding information has become easier. By utilizing existing *smartphones*, information can be easily obtained, especially for business entities that already use *websites*. So that business entity information can be conveyed on the *website*. Likewise in the health business, Griya Husada Clinic, which implements a *website* as an

information medium so that customers or patients get complete information from the Griya Husada Clinic *website*.

b. Website content helps the decision-making process of using Health services
Visual appeal and validity of information have a great opportunity to influence the *brand* to be remembered or *aware*. The information presented on the website can be accounted for and also the graphic elements that are read and captured by the eyes of prospective patients or prospective buyers.
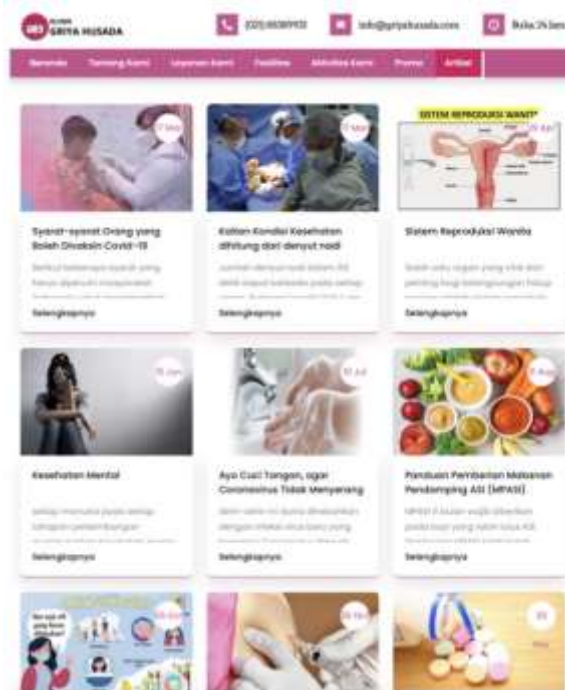

Image: Layout view of the website www.griyahusada.com

The application of the *website* in building *brand awareness of the* Griya Husada clinic, a website in which there is information content, website design and layout, researchers conclude that the website can be used to build *brand awareness* even to the next stage, namely the decision to use the health services of the Griya Husada Clinic.

3. **Application of Search Engine Optimization in building brand awareness at the griya husada clinic**
   a. **Building brand awareness with google search engine**
   Currently, more than half of Indonesia's population are active *internet* users. With the *internet,* finding information is also easier, just by using a search engine like Google, almost all the information you want will be accessible. So that search engines like Google are mandatory applications for everyone who

accesses the *internet* to be used to find information such as health information, from the results of interviews with administrative officers of the griya husada clinic, data were obtained that new patients generally search for information from Google with the keyword "nearest clinic" and several health facilities such as "antigen swap". The following is an example of a Google search engine display with us looking for information related to "tt injection" so that information about the TT (Tetanus) vaccine for women before marriage appears and what appears on the first page and the top order is the *website* www.griyahusada.com.

Image: Google search engine view

From the results of interviews and observations of the Google search engine as described above, it can be concluded that search engines like Google make it easy to find the information that information seekers want so that *brand awareness* can be built when the Google search engine displays its search results on the Google search engine page *website.*

b. **Search engine results match the target market**

Target markets are certain consumer segments that have been determined or projected which *customers* need these products and services. Identifying the target market is important because it is related to the business of the business and also the marketing methods used later for promotion. For health service products such as the Griya Husada Clinic business, by utilizing search engines

such as Google by optimizing it when prospective patients search for information about health service products, what search engines such as Google produce is what patients or prospective patients are looking for so that the health service target market is appropriate. In contrast to conventional *marketing* methods such as *mouth by mouth, of* course, the health service information may not be what the patient or prospective patient is looking for. From the results of an interview with one of the patients or users of the health services of the griya husada clinic, the results of searching on Google for the griya husada clinic are correct in terms of price and service. From interviews and website observations, the results of searches on the Google search engine can build brand awareness of prospective patients or users of the Griya Husada clinic health services.

c. **Keyword strategy in building brand awareness**

The trust of a patient or business partner can be created or built through *brand awareness*, by utilizing the *website* and *search engine optimization* (SEO). *Brand awareness* that has been built encourages patients or business partners to be more loyal to the health service products of Griya Husada Clinic, and of course makes it easier to get new patients and new business partners. With the application of the right *keyword* or keyword strategy, it will certainly make it easier to build *brand awareness*, based on the results of interviews, observations and the following questionnaire, it is described how the right keyword or *keyword* strategy can make it easier to build *brand awareness.*

(a) *Website* in search results with the right keywords according to the information sought.

Keywords are an important element in *search engine optimization* (SEO) that can build *brand awareness of* a business, including health businesses such as Griya Husada Clinic. By targeting the right keywords on a *website* page, of course, it will help the *website to be* easily found on search engines such as Google or in other words, the *website* will appear on the first page and top in search engines such as Google. In previous studies, it was found that consumer behavior is usually before making a purchase, consumers seek information first before deciding to buy or use a product or service, this also applies to health service products, generally prospective patients will find out information related to these health services in line with the following *brand awareness* pyramid theory:

Image: *Brand Awareness* Pyramid

Image: *Top Keyword website* www.griyahusada.com

(b) Information displayed by the Google search engine with certain *keywords* or keywords on the first page and used as a reference.

Website is an important instrument in building *brand awareness*, especially for businesses that use *digital marketing* for their strategy. However, having a *website* is not enough, an additional instrument is needed, namely *search engine optimization*, the goal is that *websites* containing information related to products and services can be on search engine pages. The biggest chance of a *website being* visited if it is on the first page and the top order on search engines such as Google. interviews with patients of Griya Husada Clinic can be concluded that *websites* that are on the first page and top order always have a great chance of being clicked on which then becomes the main reference in making a decision to buy or use a product or service.
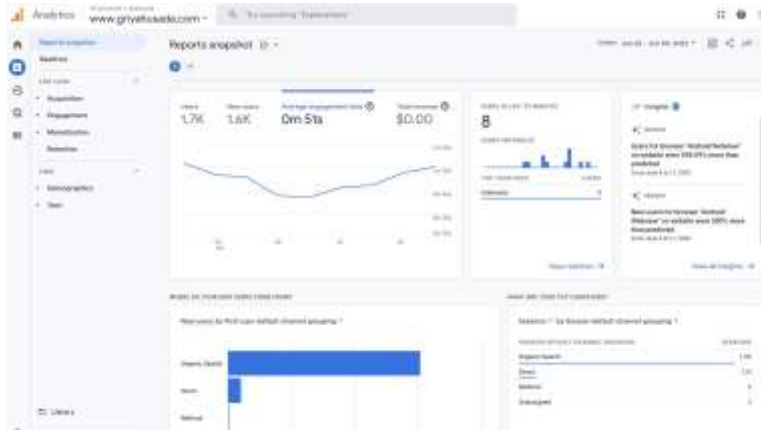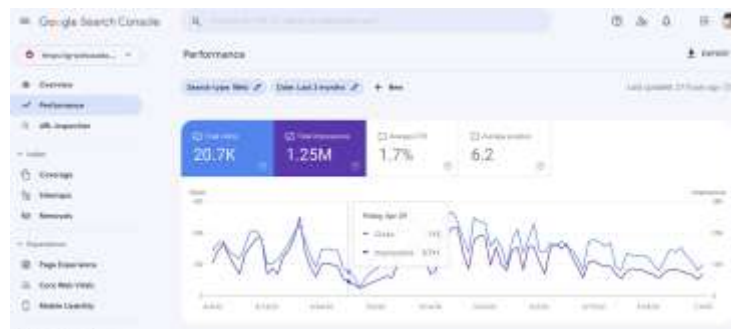
Image: Google *Analytic Snapshot Report*

Image: *Website Performance Report*

Image: Google *Analytic Snapshot Report*

The right *keyword* strategy will make the *website* on the first page of the Google search engine, which means that the *keyword* strategy will make it easier to build *brand awareness*. Meanwhile, in Figure 21 to Figure 25, the observation results from Google *analytic* and Google search *console* found that the number of searches through the Google search engine reached 1800 (See Figure 23), so that new visitors or *new users* were found to reach 1600.

While measured from *website performance* referring to Figure 23, the number of *website* clicks reached 20,700 times and the number of impressions reached 1,250,000 times, as for the *top keywords* or keywords that are often used to search for information on the Griya Husada Clinic website in Figure 24. from the results of this description, it can be concluded that the information contained on the first page of the search will get a great opportunity for *brand awareness to* be built.

4. **Comparison between Search Engine Optimization and Website which is an aspect of patient interest in using the health services of the griya husada clinic.**

   a. Information (Content) and *website design* as aspects of patient interest in using services at Griya Husada Clinic.

   Information or content cannot be separated from the *website* as a whole, but valid information or content that can be accounted for is a separate value of the *website,* especially the information content on *the website is* also an image of the *brand*, so that content or information can also be an attraction for patients to use health services at the Griya Husada Clinic. From the results of interviews with patients, it is concluded that Griya Husada Clinic patients who get information from services through the website feel interested in the content displayed which is very informative and reliable. So that from the results of the interviews and observations above, it is concluded that interesting content and valid content are aspects of interest in the service and lead to the decision to use the service.

   b. Information on Griya Husada Clinic on the first page of Google as an aspect of interest in using services at Griya Husada Clinic.

   With internet users in Indonesia reaching half of the population, it can be said that the majority of *internet* users utilize Google to search for various kinds of information. The main tool used for the search process is the Google search engine. So that the Griya Husada Clinic, which previously used conventional *marketing* strategies such as visiting schools or neighborhoods around the Griya Husada Clinic, switched to using *search engine optimization* (SEO) in *its* marketing strategy, besides that SEO makes it easier to reach a clear and targeted target market. By utilizing the Google search engine, customers can search for the information they need and the information generated by Google matches what they are looking for. From the results of interviews with the director of the griya husada clinic after using this website and SEO strategy, there was an increase in new patients and new collaborations with government

and private agencies. So that from the results of the above comparison, it is obtained a comparison between *search engine optimization* (SEO) and the *website* which is an aspect of patient interest in using Griya Husada Clinic services." The researcher can conclude that Griya Husada Clinic information on the first page of the Google search engine has the highest aspect of interest compared to the information content and website *design of the* Griya Husada Clinic, but the information content and *website design of the Griya Husada Clinic are* also concluded to be an attraction for patients to use Griya Husada Clinic services.

5. **Obstacles Experienced in the Implementation of** *Search Engine Optimization* **and Website Utilization in Building** *Brand Awareness.*

   The implementation of *search engine optimization* and *websites* at Griya Husada Clinic is not without obstacles based on observations of the www.griyahusada website and interviews with sources, several obstacles are obtained, among others:

   a. Slow handling if there is a problem on the *website*

      Because the Griya Gusada Clinic does not have a special IT team for *development*, relying on third parties, so that handling when an *error* occurs on the *website is* not handled immediately.

   b. Competitors of other healthcare products that use the same strategy.

      Health businesses such as clinics are not impossible to have rivals, with cheap *website development* prices, there are currently many competitors who use *websites* and SEO as *their* marketing strategy.

   c. No content creators

      The website cannot be separated from the content or content of the *website* itself to make it more interesting to visit, Griya Husada Clinic does not have a content creator to fill its *website*, relying more on employees to fill the content.

6. **SWOT Analysis and Research Findings**

   From the results of the research description above, it can be analyzed from the following swot matrix, where the position during implementation is so that it can be recommended for the next plan:

Table: Swot Matrix Analysis of SEO Implementation and Website
of Griya Husada Clinic

Internal External	*Strengths*: 1. Comprehensive healthcare products 2. Experienced health workers 3. The location of the clinic in a strategic location is easy to reach 4. Website content updates are carried out continuously 5. All employees become a digital promotion team	*Weakness*: 1. No internal IT Team 2. Not having a team of content creators 3. No budget for *search engine marketing* or Google *adsense* 4. No team to focus on *digital marketing* 5. Lack of *keyword research*
Opportunnity: 1. Changes in patients' information-seeking behavior with mobile phones 2. There is a change from *unaware of brand-to-brand* recognition. 3. Increased patient use of Griya Husada Clinic services 4. Change in *customer path* from individual to social through service *reviews* 5. Increased *followers* on social media accounts	S-O Strategy: 1. Update *website* display to *support mobile responsive* 2. Utilize social media such as Instagram and Facebook to continue *brand recognaztion* to *top of mind* 3. Increase *conversations* with patients who leave *reviews* on the *website* and social media 4. Improve *branding* and *pricing* promotions	W-O Strategy: 1. *Budgeting* for and creating a *website development plan* 2. *Budgeting* to intensify promotion both Google *adsense* for SEO, Facebook *ads* and Intagram ads 3. Hire new employees or focus existing employees to *handle digital* promotions, *conversations* with patients who *review* services
Threat: 1. The number of clinics and hospitals that use *websites* and SEO as a marketing strategy 2. Unstable *internet* connection	S-T Strategy: 1. Reduce threats by always *updating website* content information and *research keywords* to optimize *keywords* and use Google *adsense* to optimize keywords. 2. Support customers through social media such as Whatsapp	W-T Strategy: 1. Reduce or minimize external threats and internal weaknesses, especially for Google *adsense* for *search engine marketing* and *budget for* promotion. 2. Continuously develop *digital marketing* skills for the digital promo team. 3. Use all promotion and socialization *channels* both *offline* and *online* (OMNI channel)

Table: Research Findings and Recommendations

Study Aspect	Research Findings	Pros	Disadvantages	Advice	Proposed Strategy
The Process of Building *Brand Awareness* at Griya Husada Clinic	1. SEO and *website marketing* strategies are able to expand customer reach and business cooperation with companies. 2. *The website* is a medium of information that can be used in building *brand awareness.* 3. Google search engine is used to find information that is not yet known, so Google can be used as a medium to build *brand awareness.*	1. Global reach across provinces and countries 2. Comprehensive information provided 3. Free SEO	1. It requires an investment of effort and time. 2. Depends on 3rd parties i.e. *web hosting* and *internet* network providers 3. Relies on Google as a search engine	1. To build *brand awareness*, SEO and *website* are appropriate and can be continued 2. Provide informational content and attractive *design* 3. *Website* optimization through *off page* and *on* page	1. Form a dedicated *digital marketing* team to be more focused 2. Allocate *marketing budget* 3. Utilize OMNI *channels* to build *brand* awareness
Application of *Search Engine Optimization* (SEO) in Building *Brand Awareness* at Griya Husada Clinic	1. Google search engine can be used to build *brand awareness.* 2. *Search engine optimization* (SEO) makes it easier to determine the target market 3. The right keyword strategy makes it easier for *websites to* appear on the first page of the Google search engine and can also make it easier to build *brand awareness.*	1. Google is already widely used. 2. SEO works 24 hours non-stop 3. Target market is on target 4. Obtaining customer behavior data	1. Competitive with high level of competition 2. Not instant 3. Long process 4. Time cannot be estimated	1. Increase *referral* links on social media and other *websites* 2. Maximize internal *links* 3. Be diligent to check for *link errors* 4. In *website* programming meta *tags* optimization 5. Always *update* for old content 6. *Research keyword*	1. Cooperation with other *websites* for *back link referrals* 2. Recruit a team for internal IT 3. Continuous *development of* promotion team's *digital marketing* skills
Implementation of *Website* in Building *Brand Awareness of* Griya	1. In today's technological era, *website* content is a source of information 2. *Website* content both information content and	1. *Website* can operate 24 hours without stopping 2. Easy to Understand customers	1. It's not a cheap investment to build a *website* 2. Easy to copy Competitors	1. Diligently update content both promotions and health articles. 2. Conduct surveys related	1. Hire content creators 2. Make regular plans to do *offline* activities as well as use them to

Husada Clinic	*website design* and *layout* are used for the decision-making process of using health services.	3. *Marketing* strategies can be more *varied* 4. Interactive communication and credibility		to *website design* and *layout* to get *insight* from *website* visitors. 3. Socialize Griya Husada website on *offline* media 4. *Mobile responsive website development*	socialize the *website.* 3. Create a *website development plan* every year.
Comparison Between Search Engine Optimization (SEO) or Website Aspects of Patient Interest in Using Griya Husada Clinic Services	1. Information content and *website design* as an attraction to use Griya Husada Clinic services 2. Information on Griya Husada Clinic on the first page of Google as an attraction to use Griya Husada Clinic services.	1. The first page of Google is a guarantee of visits 2. *Up to date* content is sought after	1. To get the best view, you must use a laptop or *personal computer* (PC) 2. *Reseaarch* many times the words commonly used by customers	1. The content must match the *keywords* used. 2. Increase content in the form of *images* to increase the trust of customers or *website* visitors	a. *Budget* allocation for *keyword campaigns* through Google *adsense.* b. Optimize *images* on the Google *search engine*. c. Continuously *research* customer *behavior of website* visitors

7. **Research Findings Model Utilization of *Search Engine Optimization* (SEO) and *Website* in Building *Brand Awareness* at the griya husada clinic health institution**
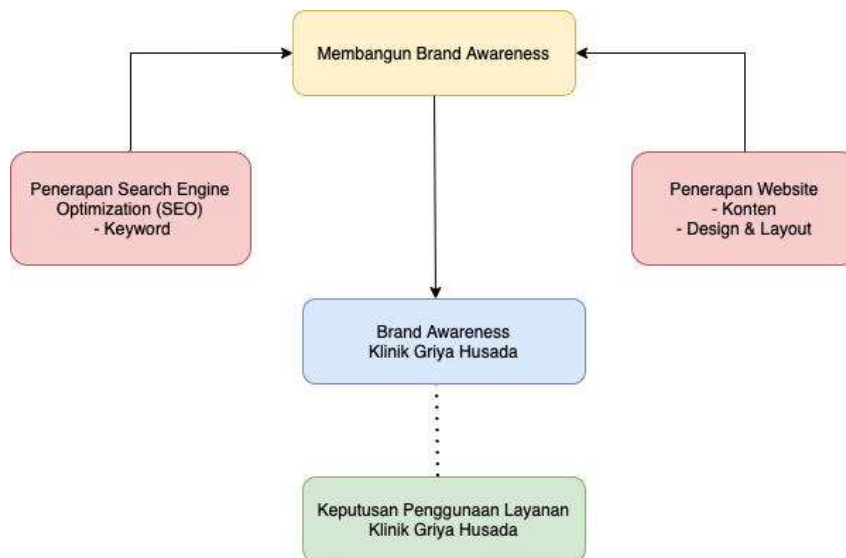
Image: Utilization of *search engine optimization* (SEO) and *websites* in building *brand awareness* at the griya husada clinic health institution.

Brand Awareness of the Griya Husada Clinic is a stage where Griya Husada Clinic patients are able to remember the name Griya Husada Clinic, logo, and health services of the Griya Husada Clinic. So that patients of the Grita Husada Clinic when they need health service products related to the Griya Husada Clinic, what they remember is the Griya Husada Clinic. Due to the high level of competition in the health business, this business entity must be able to build *brand awareness* to its customers. Building *brand awareness is* many ways to do that but of course it is adjusted to the strategy set by the leadership.

The application of *search engine optimization* (SEO) was chosen to be a strategy to build *brand awareness of the* Griya Husada Clinic based on the large number of people using *smartphones* to access information, besides that with the increase in internet users in Indonesia, which reaches more than half of Indonesia's population, this is the basis for the application of *search engine optimization* (SEO) in building *brand awareness* at the Griya Husada Clinic. Then SEO cannot be separated from keywords or keywords, this keyword strategy must be known by the Griya Husada Clinic *digital marketing* team. With the right *keyword* strategy, the Griya Husada Clinic *website* page will remain on the first page of the Google search engine. This means that if the Griya Husada Clinic *website* is on the first page, the potential for *brand awareness* will be built on *website* visitors.

The application of the *website* in building *brand awareness* is largely determined by the content presented on the Griya Husada Clinic *website,* besides that the *design* and *layout* also have an influence in building *brand awareness*, with valid and accountable information content, and also the *design* and *layout of the website* is also able to act as a trigger for *brand awareness* in patients or customers of the Griya Husada Clinic. The application of *search engine optimization* (SEO) and the *website* has implications for the decision to use the health services of the Griya Husada Clinic.

8. **Research Proposition**

   From the results of interviews, observations, document studies and questionnaires and in this study, the following research propositions were obtained:

   a) The process of building *brand awareness* can be done in various ways such as by utilizing the *website* as a medium of information and the Google search engine as a medium for finding information that has not been known before.

   b) Using a *website* in building *brand awareness* is the most effective way. The *website* can explain comprehensively and of course is easily accessible anytime anywhere, a *website* that meets the rules of a good *website* will

certainly display information and *design* that makes *website* visitors will linger on the *website* and means that *brand awareness* has been built.

c) *Search engine optimization* (SEO) is a way of how a *website* is on the Google search engine page, SEO cannot stand alone, it needs a *keyword* strategy or keywords so that the *website is indexed* on the Google search engine page. By applying a *keyword* strategy, it is likely that the *website* will be on the first page of Google, if so, it means that there will be many *website* visitors who access the Griya Husada Clinic *website*, at that stage *brand* awareness can be said to be built.

d) The aspect of interest in using Griya Husada Clinic services can be through information on Griya Husada Clinic on the first page of Google and also information content and *website design* as an attraction to use Griya Husada Clinic services, before the decision to use the service, of course, *brand awareness* has been built first.

V. CONCLUSION

The implementation of the use of *search engine optimization* (SEO) and *websites* as a start in building *brand awareness* is very appropriate, with the level of *internet* users reaching more than half of Indonesia's population and the development of increasingly *massive gadgets*. Of course, finding information will be easier, just by using a *gadget,* information is already in hand. The behavior of buyers or patients who are potential users of health services before using or buying products or services can certainly use Google to find information related to these products or services first before deciding to buy or use health services. From this behavior, the *brand awareness* stage, namely *unaware of brand,* occurs so that by utilizing *search engine optimization* (SEO) and *websites*, *website* pages that have been *indexed* on Google can be found by prospective buyers or prospective patients who then after appearing on the Google search engine page which is then clicked on the website, the stage of *unaware of the* prospective customer's brand changes to *brand recognition and* then continues to the decision to purchase or use the health services of the Griya Husada Clinic.

The implementation of *search engine optimization* (SEO) in building *brand awareness* at Griya Husada Clinic requires other strategies to help facilitate the implementation of SEO. Keyword strategy or *keyword* strategy is an important thing that must be carried out to make it easier to build *brand awareness*. With inappropriate keywords, the *website* will probably not be on the first page of the search engine, if that is the case, it means that the *website* will be difficult to click or visit so that *brand awareness* will also be difficult to build. Almost all information seekers always look for information on Google search engine pages on the first page and top order. In that position, the information is usually obtained so that the opportunity on the next Google page becomes impossible to visit.

The application of the *website* in building *brand awareness* is done by creating interesting content, the information displayed is *valid* and can be accounted for. In addition, the *design* and *layout are* also the reason why customers when visiting the *website* want to linger after opening the *website*. Another thing is that this *website* is the most effective tool for building *brand awareness*, many potential customers or patients besides actively using social media, and with the increasingly easy access to the *internet, the website* is another alternative for finding information. With valid and accountable information content and with a good and quality website *layout* and *design* is the key to increasing *brand awareness*.

In the aspect of patient interest in deciding to use Griya Husada Clinic services, *website* content and *design* are important for prospective buyers or prospective patients to decide to use Griya Husada Clinic health services. The information or content submitted on the *website* is content or information that is able to answer questions from information seekers, of course the content or information on the *website* has been validated and can also be accounted for. In addition, another supporting factor is the *layout* and *design of the website* if the *website* does not heed this, it is not impossible that *website* visitors will only visit briefly and that means the possibility of *brand awareness has* not been built. So valid and reliable information content and *website design* and *layout are* good, of course visitors do not hesitate to linger on the *website*, when it is certain that *brand awareness is* well built which ultimately helps to make a decision to buy or use the services informed by the *website*.

REFERENCES

Arifin, B., Muzakki, A., & Kurniawan, M. W. (2019).   Seo (Search Engine Optimization) Based Digital Marketing Concept   in Marketing Strategy. *EKOMBIS SAINS: Journal of Economics, Finance and Business*, *4*(2), 87-94.

Indonesian Internet Service Providers Association. 2020. APJII Internet Survey Report 2019 - 2020. *Indonesian Internet Service Providers Association* (APJII), 1-146.

Ersyad, F. A., 2019. *Building Personal Branding with a Wordpress-Based Website Wordpress*. Sleman: Deeppublish.

Firmansyah, M. A., 2019. *Product and Brand Marketing: Planninng & Strategy*. Surabaya: CV. Qiara Media Publisher.

Hamdani, D., Februadi, A. C., & Amalia, F. A. (2021). *Increasing Brand Awareness   Through   Website   Creation   and   Search   Engine Optimization Campaign   Case   Study: PT   NorsK   Asia Technology*. 4-5

Hidayanto, A. N., Ovirza, M., Anggia, P., Budi, N. F. A., & Phusavat, K. 2017. The roles of electronic word of mouth and information searching in the promotion of a new E-commerce strategy: A case of online group buying in Indonesia. *Journal of Theoretical and Applied Electronic Commerce Research*, *12*(3), 69-85.

Jara, L. F., & Putra, M. R. 2021. *Implementation of Digital Marketing in Building Brand Awareness Using Object Oriented Analysis and Design Method in Umkm Tekstil Kota Padang. KomtekInfo Journal*, *8*(2), 110-117.

Josi, A. (2017). Application of Prototyping Method in Building Village Website (Case Study of Sugihan Village, Rambang District). *Jti*, *9*(1), 50-57.

Ministry of Communication and Information. 2015. Internet is the main reference for accessing news and information.

https://kominfo.go.id/content/Kotler, P., Kartajaya, H & Setiawan, I. 2019. *Marketing 4.0: Moving from Traditional to Digital*. Jakarta: PT Gramedia.

Mamik. 2015. *Qualitative Methodology*. Surabaya: Zifatam Publisher.

Mukhoyaroh, A. D., & Susilawati, R. (2019). *Marketing 4.0 for Kur Rope Bag Micro Business in Mojongapit Village, Jombang District, Jombang Regency, East Java*. *Journal of Applied Abdimas*, *4*(1), 52-56

Nugrahani, F. 2014. *Qualitative Research Methods: in Language Education Research*. Surakarta: Cakra Books.

Putra, N. 2011. Qualitative Research: Process & Application. Jakarta: PT Indeks.

Putu Agung, A. A., Yuesti, A. 2019. *Quantitative and Qualitative Business Research Methods.* Denpasar: CV.Noah Aletheia.

Shaltoni, A. M., West, D., Alnawas, I., & Shatnawi, T. (2018). Electronic Marketing Orientation in the SMEs Context. *European Business Review*, *30*(3), 272-284.

Siyoto, S., Sodik, M.A. 2015. *Basic Research Methodology*. Sleman: Literacy Media Publishing.

Wiet Aryanto, V. D., Wismantoro, Y. 2020. *Digital Marketing: Present and Future business solutions*. Sleman: PT Kanisius.

Putra, N. 2011. Qualitative Research: Process & Application. Jakarta: PT Indeks.

Putu Agung, A. A., Yuesti, A. 2019. *Quantitative and Qualitative Business Research Methods.* Denpasar: CV.Noah Aletheia.

Shaltoni, A. M., West, D., Alnawas, I., & Shatnawi, T. (2018). Electronic Marketing Orientation in the SMEs Context. *European Business Review*, *30*(3), 272-284.

Siyoto, S., Sodik, M.A. 2015. *Basic Research Methodology*. Sleman: Literacy Media Publishing.

Wiet Aryanto, V. D., Wismantoro, Y. 2020. *Digital Marketing: Present and Future business solutions*. Sleman: PT Kanisius