

ABSTRAK

Argha Wiguna Hasbullah : Analisis *Search Engine Optimization (SEO)* Pada Pembentukan *Brand Awareness* Summarecon Mall Bandung

Perkembangan media digital mendorong pusat perbelanjaan untuk mengoptimalkan strategi komunikasi pemasaran berbasis digital guna membangun visibilitas dan *brand awareness*. Penelitian ini bertujuan untuk menganalisis penerapan *Search Engine Optimization (SEO)* dalam pembentukan *brand awareness* Summarecon Mall Bandung sebagai pusat perbelanjaan yang relatif baru di Kota Bandung. Penelitian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan data berupa wawancara mendalam, observasi digital, dan studi dokumentasi terhadap website serta media sosial resmi Summarecon Mall Bandung. Informan penelitian ditentukan melalui teknik purposive sampling, dengan fokus pada tim pengelola digital media.

Penelitian ini didasarkan pada landasan konseptual pemasaran digital, teori *brand awareness*, serta konsep SEO On-Page dan SEO Off-Page sebagai bagian dari strategi optimasi mesin pencari. SEO secara umum dipahami sebagai upaya sistematis untuk meningkatkan visibilitas website pada hasil pencarian organik melalui optimalisasi internal dan eksternal. Konsep ini diperkuat dengan model RACE (*Reach, Act, Convert, Engage*) yang menempatkan SEO sebagai instrumen penting pada tahap reach dan act, di mana eksposur digital mendorong audiens untuk mengenali merek serta melakukan interaksi awal.

Hasil penelitian menunjukkan bahwa strategi SEO On-Page diterapkan melalui optimalisasi struktur konten website, penggunaan kata kunci berbasis, pengelolaan heading, sistem navigasi, internal linking, serta pengelolaan image atau visual SEO. Selain itu, optimalisasi konten media sosial dilakukan melalui penggunaan meta hashtag, penyesuaian format konten, dan adaptasi terhadap algoritma platform. Sementara itu, strategi SEO Off-Page dijalankan melalui media partnership, publikasi event, kolaborasi dengan media dan influencer, serta perolehan backlink dan brand mention secara organik. Temuan penelitian juga menunjukkan bahwa integrasi SEO dengan media sosial berkontribusi dalam memperluas reach serta mendorong act audiens berupa interaksi dan pencarian informasi lanjutan.

Penelitian ini menyimpulkan bahwa SEO berperan sebagai strategi komunikasi digital jangka panjang yang tidak hanya meningkatkan visibilitas digital, tetapi juga mendukung proses pembentukan *brand awareness* secara bertahap. Integrasi antara SEO On-Page, SEO Off-Page, media sosial, dan publikasi media menjadi faktor penting dalam membangun eksistensi digital dan daya saing merek di tengah persaingan pusat perbelanjaan yang semakin kompetitif.

Kata kunci: *Search Engine Optimization (SEO)*, *SEO On-Page*, *SEO Off-Page*, *Brand Awareness*, **Komunikasi Pemasaran Digital.**

ABSTRACT

Argha Wiguna Hasbullah : Search Engine Optimization (SEO) Analysis in Building Brand Awareness at Summarecon Mall Bandung

The rapid development of digital media has encouraged shopping malls to optimize digital-based marketing communication strategies in order to build visibility and brand awareness. This study aims to analyze the implementation of Search Engine Optimization (SEO) in the formation of brand awareness at Summarecon Mall Bandung as a relatively new shopping mall in Bandung City. This research employs a qualitative approach using data collection methods consisting of in-depth interviews, digital observation, and documentation studies of the official website and social media platforms of Summarecon Mall Bandung. Informants were selected through purposive sampling, focusing on the digital media management team.

This research is based on the conceptual foundations of digital marketing, brand awareness theory, and the concepts of on-page and off-page SEO as part of a search engine optimization strategy. SEO is generally understood as a systematic effort to increase website visibility in organic search results through internal and external optimization. This concept is reinforced by the RACE (Reach, Act, Convert, Engage) model, which positions SEO as a crucial instrument at the reach and act stages, where digital exposure drives audiences to recognize a brand and initiate initial interaction.

The findings indicate that On-Page SEO strategies are implemented through the optimization of website content structure, the use of brand-based and informational keywords, heading hierarchy, navigation systems, internal linking, and consistency of information between the website and social media platforms. In addition, social media content optimization is carried out through the use of meta hashtags, content format adjustments, and adaptation to platform algorithms. Meanwhile, Off-Page SEO strategies are applied through media partnerships, event publications, collaborations with media outlets and influencers, as well as the acquisition of backlinks and brand mentions organically. The results also show that the integration of SEO with social media contributes to increased reach and encourages audience actions (act) in the form of interactions and further information seeking.

This study concludes that SEO functions as a long-term digital communication strategy that not only enhances online visibility but also supports the gradual formation of brand awareness. The integration of On-Page SEO, Off-Page SEO, social media, and media publications plays a crucial role in strengthening digital presence and brand competitiveness in an increasingly competitive retail environment.

Keywords: Search Engine Optimization (SEO), On-Page SEO, Off-Page SEO, Brand Awareness, Digital Marketing Communication.