

# Marketing Campaign Insight in Open and Distance Learning Higher Education from Internet Analytic

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## Abstract

This study aims to find marketing campaigns that match the interests of the online audience at the Universitas Terbuka (UT) as an Open and Distance Learning (ODL) institution in Indonesia. Keyword research is used as a research method with the help of the keyword everywhere tool to get insights from keywords. Universitas Terbuka has high internet searches, indicating a high level of audience interest. Area and academic themes became the highest audience interest in the June-August range. Universitas Terbuka can create and schedule content based on keyword research findings. This research provides insight into a practical marketing plan that can be made based on keyword research so that it is effective and in the interests of the audience on the internet.

*Keywords:* keyword research, Universitas Terbuka, marketing, internet.

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## 1. Introduction

The covid outbreak that has been running since 2020 has disrupted all activities in all fields. One area that has changed is the field of learning and education. Conventional face-to-face education stops and changes to online or remote. Distance learning using e-learning has become the best alternative in various learning activities at various levels of education during a pandemic (Alqahtani & Rajkhan, 2020). Distance education is becoming a phenomenon and remains a trend even though the pandemic has reduced drastically. On the other hand, Universitas Terbuka (UT), an Open and Distance Learning (ODL) institution in Indonesia, has long-held distance learning education and has become an example for other universities during the pandemic.

The Indonesian government has set one of UT's goals, namely to provide broad opportunities for Indonesian citizens, wherever they live, to obtain higher education. In addition, UT also provides higher education services for those who cannot continue their education at face-to-face tertiary institutions due to work or other reasons. From this goal, UT needs to be widely known to become a solution for people who want to continue their education at tertiary institutions with some limitations. UT currently has more than 400 thousand students in 2022 and is targeting to have 1 million students in 2025. To achieve this achievement, UT needs to carry out various marketing activities to increase awareness, engagement, and conversion on digital channels.

Based on DataReportal (2022), In Indonesia, 191 million individuals used social media regularly as of January 2022. When compared to the 170 million persons in the prior year, that figure has climbed by 12.35%. Search for a product or brand by the audience on the internet aged 16 to 64 years on search engines (40.3%), social media advertisements (35.7%), comments on social media (35%), and official websites (31, 5%) (DataReportal, 2022). Keyword searches on the internet can provide similar keyword themes, potential keywords, and interest in specific keywords. Keyword research on the internet is also helpful in knowing the positioning of the UT brand on the internet.

This study discusses the analysis of keywords used by individuals in information search activities on search engines, especially the evaluation of brand positioning, insights, and detailed information desired in marketing activity plans (Wilson & Pettijohn, 2007). Some authors contend that a brand only exists when consumers think of it and perceive it that way. (Keller et al., 2011). The brand is not located in the market share but in the minds and hearts of customers (Gobe & Zyman, 2001). A customer might have a relationship with a brand even though they typically do not have a

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relationship with a product or service (Davies, 2002). Brands make products or services immediately recognizable with their physical and emotional characteristics. It seeks to establish and solidify connections between clients and products or services. (Morrison & Crane, 2007). The brand is established in the consumer's imagination and seeks to set the product apart in the market.

The goal of brands is to suggest items or services provided by sellers to differentiate products or services from rivals. Brands can be names, phrases, symbols, signs, designs, or a mix of all of these (Kotler & Keller, 2006). To identify and make goods or services simple to recognize, a brand can be a symbol that contains a variety of qualities and psychological commitments (Kusuma et al., 2020). A brand is the perception that consumers have of a product or business that satisfies their needs. As customers believe in the brand, they make their choice, so organizations need to create a strong brand.

This study aims to identify and gain insight into brand positioning to obtain an appropriate marketing campaign. Using a keyword research analysis tool, brands are identified by looking at the terms that Internet users have typed into search engines. The results of the identification and analysis are then used to obtain an appropriate marketing campaign. Users enter keywords into a search engine to produce search results when they conduct an online search. Search engine users leave behind traces on the web that can be tracked and studied. This method of investigation has the benefit that these traces are largely ignored by humans, and the data can be processed to gain new knowledge and insights related to specific keywords. In the current digital world, a company must not only be well positioned in the eyes of consumers but also highly positioned online. In their spare time, people utilize the internet and social media to conduct informational searches, communicate with others, and make purchases online. From year to year, consumer behavior has changed, with the Internet has played an essential role in organizations and consumers (Imaniya & Agus, 2019). From a consumer's point of view, the Internet helps find information on a particular subject of interest, obtain customer feedback and reviews, make online purchases, and produce a variety of material on a volunteer basis. From an organizational standpoint, it is advantageous to persuade audiences or consumers through online marketing and communications to create attractive content. Understanding what customers want is crucial for businesses, especially when it comes to how and what they look for online (Bonera et al., 2020).

The word or phrase a user type into a search engine to get information is referred to as a "keyword." The phrase "keyword research" refers to a technique for finding, selecting, and analyzing pertinent keywords for a certain research project or study (Vallez, 2011). To find and examine the most pertinent and beneficial terms, there are several keyword research tools available (Codina & Marcos, 2005). We can learn what people are seeking and how they search for information on the Internet by doing keyword research. Companies can determine what consumers need or desire and how they search for information through keyword research. It is also feasible to examine all the many ways individuals search for the same product (Stockwell, 2011). The keyword research study is necessary for internet marketing or Search Engine Marketing (SEM) in order to choose which keywords can provide or contribute to a higher position than rivals' adverts. Additionally, it is beneficial for businesses to learn more about their target market and new and potential clients so that they may employ targeted marketing techniques to satisfy their needs. For upcoming positioning efforts and plans, keyword research is also important. To be seen by customers, businesses must research, understand, and employ keywords. Knowing the search terms that the consumer is thinking of is crucial. Once businesses have found those keywords, they may utilize them to continue creating positioning strategies, bolstering or changing those tactics, and implanting the most pertinent terms into consumers' brains (Jones, 2011).

For this reason, keyword research analysis can be used to plan successful online marketing campaigns. Apart from that, fundamental analysis can also be used as a market research methodology, evaluation, and monitoring of brand position in the audience's minds (Bonera et al., 2020). Customers are often more likely to utilize the keywords used in the organization's message when they favorably respond to communications, which indicates they are interested in that particular product and begin seeking it. The search terms people employ to find what they're seeking may change if the keywords picked are also well-positioned in their brains.

## 2. Methods

According to a list released by the Financial Times, a keyword research study was done on the top 100 worldwide brands of 2019. By integrating financial and market data with a poll of over four million people in 51 countries on their perceptions of brands, the list of the world's most valuable brands determines the value that brands provide to enterprises (Winter, 2019). These brands are entered into a keyword research application, and then the keywords associated with these brands are analyzed using the Keyword Infinity feature. As a result, the application identifies

the most relevant keywords users search for to find companies. These findings are combined in business categories to create a portfolio of potential keywords. In the following analysis step, a relationship between keyword trends is made in visual form. This study used keyword analysis to create the most suitable marketing campaign for Universitas Terbuka based on audience searches on search engines.

This study uses the application keywords everywhere to quantify searches on the internet on search engines. Keyword everywhere can assess audience search behavior on the internet and generate monthly searches for specific keywords (Wyckhuys et al., 2019). Keyword everywhere will provide trending search results in the last 12 months, related keyword recommendations, and long tail keywords. Longtail keywords consist of three or more specific words targeted at a more detailed market niche (Skiera et al., 2010).

Keyword analysis has another benefit for optimizing web pages. A function provides keywords to position web pages or pages that are most visited on the organization's website. Keyword everywhere can track search performance for specific keywords based on the number of searches per time range. Keyword research will provide information on what your audience is looking for, such as search volume, average searches, graphs, related keywords, and longtail keywords. Furthermore, you can check which keywords are information search and transactional. Therefore, keyword analysis can help understand audience interests, study specific keyword themes and potential keywords that can gain an audience, digital content planning, and new ideas.

### 3. Result and Discussion

#### 3.1. Results

This study will show and explain some of the results from several important product categories to explain the potential of the proposed keyword research methodology. This study uses keyword everywhere software and spreadsheets to analyze keyword research. Keyword everywhere provides an estimated number of searches for a keyword on the internet and related keyword recommendations.

The most searched keywords are generally analyzed about specific products or services, product characteristics and categories, and their functions. Figure 1 shows the search volume for "Universitas Terbuka" in the last five years. The search volume results show keyword searches showing significant searches from May to September 2022. The peak of keyword searches occurred in the fourth week of June 2022, with 98,200 searches. This period is the schedule for enrollment and registration of new students. The search trend for these keywords shows the public's high interest in Universitas Terbuka; this information is an opportunity for organizations to provide more detailed information regarding Universitas Terbuka to audiences interested in Universitas Terbuka keyword search.

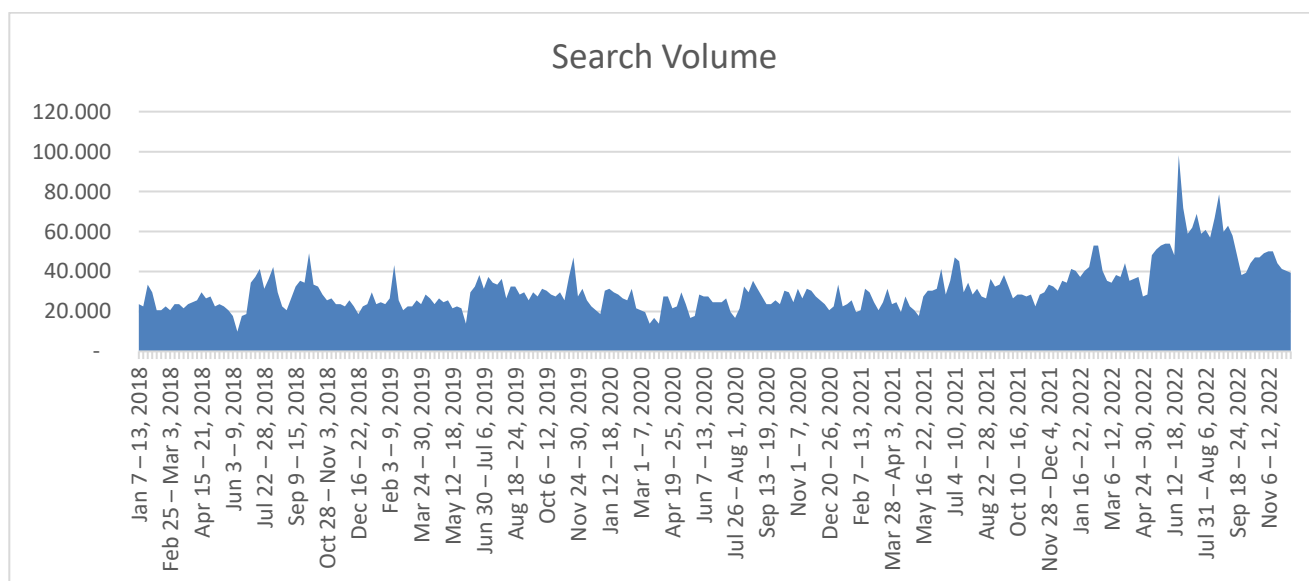


Figure 1. Search volume universitas terbuka keyword

The keyword tools everywhere also provide information related to long tail keywords related to the main keyword, namely "Universitas Terbuka" in Figure 2. Long tail keywords with the most search volume are Universitas Terbuka Jakarta, Universitas Terbuka Bogor, Universitas Terbuka Surabaya, Universitas Terbuka Bandung, jurusan di Universitas Terbuka, logo Universitas Terbuka, pendaftaran Universitas Terbuka, biaya Universitas Terbuka, Universitas Terbuka Yogyakarta, Universitas Terbuka Malang, akreditasi Universitas Terbuka, Universitas Terbuka jurusan, Universitas Terbuka adalah, S2 Universitas Terbuka, and apa itu Universitas Terbuka. Longtail keywords generally have two categories: area theme searches and academic info. Long tail keywords also show search trends for specific keywords; the lighter cell color indicates the more significant number of searches in that month compared to other months. In general, it can be seen that all the long tail keywords from June to August 2022 are the most searched by the audience. This indicates that audience interest in Universitas Terbuka will peak in detail from June to August 2022. Organizations can use this insight to plan relevant and efficient marketing campaigns based on audience interest in Universitas Terbuka.

Long Tail Keyword	Avg. Vol	Sep-21	Okt-21	Nov-21	Des-21	Jan-22	Feb-22	Mar-22	Apr-22	Mei-22	Jun-22	Jul-22	Agu-22	Sep-22
universitas terbuka jakarta	9.900	8.100	5.400	6.600	6.600	8.100	8.100	8.100	6.600	12.100	18.100	18.100	18.100	12.100
universitas terbuka bogor	8.100	6.600	5.400	4.400	5.400	8.100	6.600	6.600	5.400	8.100	12.100	12.100	12.100	12.100
universitas terbuka surabaya	6.600	4.400	2.900	3.600	4.400	6.600	5.400	6.600	5.400	6.600	12.100	9.900	9.900	8.100
universitas terbuka bandung	6.600	4.400	3.600	3.600	3.600	5.400	5.400	5.400	3.600	6.600	12.100	9.900	12.100	12.100
jurusan di universitas terbuka	6.600	5.400	4.400	4.400	4.400	6.600	6.600	8.100	5.400	9.900	9.900	8.100	8.100	6.600
logo universitas terbuka	6.600	1.900	8.100	22.200	6.600	1.600	1.300	2.400	6.600	12.100	8.100	4.400	3.600	2.900
pendaftaran universitas terbuka	5.400	4.400	2.400	2.400	3.600	4.400	4.400	4.400	4.400	6.600	9.900	8.100	8.100	4.400
biaya universitas terbuka	4.400	2.900	2.900	2.400	2.900	4.400	2.900	3.600	2.900	4.400	6.600	6.600	6.600	4.400
universitas terbuka yogyakarta	3.600	2.900	1.900	1.900	2.400	2.900	2.900	2.900	2.900	4.400	6.600	6.600	6.600	4.400
universitas terbuka malang	3.600	2.900	2.400	1.900	2.400	3.600	2.900	3.600	2.900	3.600	6.600	5.400	5.400	6.600
akreditasi universitas terbuka	2.900	2.400	1.900	1.900	2.400	3.600	2.400	2.400	1.900	2.400	4.400	4.400	4.400	2.900
universitas terbuka jurusan	2.400	1.000	880	880	1.000	1.600	1.600	1.300	1.300	1.600	5.400	5.400	5.400	4.400
universitas terbuka adalah	1.900	2.400	1.600	1.300	1.300	1.600	1.600	1.600	1.300	1.600	2.400	2.400	2.900	1.900
s2 universitas terbuka	1.600	1.000	1.000	880	1.000	1.300	1.300	1.300	880	1.300	1.900	1.900	2.400	2.400
apa itu universitas terbuka	1.300	1.300	1.000	1.000	880	1.300	1.000	1.300	1.000	1.300	1.900	1.900	2.400	1.600

**Figure 2.** Search volume long tail keyword

### 3.2. Implications

The insights from keyword research can be used for practical implications regarding marketing campaigns relevant to organizational needs. Organizations can study audience behavior and adapt marketing plans to audience needs. During campaigns, organizations may employ keywords connected to their goals or the characteristics of their products to ensure that the public is aware of them and more likely to utilize them when conducting online searches. Organizations can better position themselves in search engines and the digital world.

Many searches by various audiences can be utilized to get buyer personas digitally. Audience profiling is based on visiting Universitas Terbuka's official website using Google Analytics data for digital ad planning. Universitas Terbuka keyword search aims to find information related to Universitas Terbuka and click on websites. Universitas Terbuka website needs a Call To Action (CTA) on a high-visiting page. CTA is needed when the audience gets the desired information that can be directed to take further actions such as leads, promotions, or social sharing. Long tail keywords are used to plan digital content according to specific interests and audience patterns. Digital content contains coverage area and academic info, and timings from June to August. Digital content that fits the audience's

interests can be disseminated through various media channels owned by Universitas Terbuka, paid third parties, or invite community members and the public to disseminate it.

#### 4. Conclusion

Keyword research can be used in making practical marketing campaigns at educational institutions. Universitas Terbuka as an ODL institution in Indonesia has high searches on the Internet, indicating a reasonably high audience interest. Search trends and longtail keywords can be used as analysis material to create a marketing plan. At Universitas Terbuka, area and academic themes become the highest audience interest from June to August. This research focuses on one keyword research method and the Indonesian audience. Future research is expected to be able to integrate other data, such as website analytics, to obtain a more comprehensive analysis and use of the marketing mix. Besides gaining insight into marketing campaigns, keyword research can also be used to carry out brand positioning for Universitas Terbuka with other universities.

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