

SEARCH FOR KEYWORDS ON THE INTERNET AND DEMAND TRENDS FOR TRADITIONAL REBANA MUSICAL INSTRUMENTS IN INDONESIA TO INCREASE SALES

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Abstract: The internet is the main reference source for marketing-related information. This research aims to investigate search data related to the demand for tambourine products by analyzing data from the Google Ads word planner. Keyword planner is a marketing tool linked to the Google search engine for campaigns in e-commerce, marketing, surveys, trends, etc. The keyword planner will estimate the search volume for keywords related to a particular term based on language, region, and language. And show it. We extracted the volume of keywords related to the word's kata "rebana" dan "hadroh" from October 2019 to September 2023 in Indonesia. The research results showed that there were 443 keywords displayed, with the 10 highest keywords in searches, namely: rebana, hadroh, hadroh tahlil, rebana ubi, assalamu alaik zainal anbiya hadroh, harga rebana, harga hadroh, seragam hadroh, rebana hadroh, dan hadroh banjari. Meanwhile, based on trends, the average search on the internet for these keywords is 28 searches for the word rebana and 29 searches for the word haroh per week. The distribution of search areas for the keyword rebana is 100% from the provinces of West Sulawesi, North Sulawesi, Gorontalo, West Papua, Maluku, and North Maluku. Most searches for hadroh are in Lampung Province (65%), South Sumatra (63%), DI Yogyakarta (58%), West Java (58%), and Nusa Tenggara (58%). Business owners can take advantage of the results of this research to increase sales of their tambourine products.

Keywords: keywords planner, trends, rebana, hadroh
