

The Development of Google Maps and Instagram for Digital Promotion of PT. Dian Tax and Finance Consulting

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ABSTRACT

This internship program (Praktik Kerja Lapangan/PKL) is driven by the critical urgency of digitalization for professional service sectors, such as tax and finance consulting, to establish online credibility. This program aims to optimize Google Business Profile features on Google Maps to increase local search visibility, and develop educational content on Instagram to build brand authority. The applied approach includes baseline surveys, need-based interviews, and the implementation of organic digital promotion. The results indicate an improvement in local search visibility that facilitates client navigation, alongside active and personalized engagements driven by consistent tax education on Instagram. Thus, the integration of both digital platforms is proven effective in strengthening the digital ecosystem and client trust for PT. Dian Tax and Finance Consulting.

INTRODUCTION

The development of information technology in the era of the Industrial Revolution 4.0 has brought fundamental changes to business communication patterns and consumer behavior in obtaining information. Digital transformation is currently the main need for companies to maintain competitiveness in the midst of increasingly rapid technological developments (Kotler & Armstrong, 2018). These changes do not only occur in product-based companies, but also in the professional services sector such as tax and financial consultants that rely heavily on public trust and company credibility.

In the modern digital era, prospective clients tend to search for initial information through the internet before deciding to use a professional service. Google search engine and social media are the main means in shaping public perception of the quality of a company's services (Febriyantoro & Arisandi, 2018). Therefore, an optimal digital presence is an important factor in building the company's professional image. Companies that do not have a clear digital identity will find it more difficult to gain the trust of potential consumers and are considered less adaptive to technological developments.

As a company engaged in tax and financial consulting services, PT. Dian Tax and Finance Consulting faces challenges in increasing digital visibility and building effective communication with the public. Based on the results of initial observations, it was found that the optimization of Google Business Profile on Google Maps was still not optimal, characterized by a lack of operational information, a lack of customer reviews, and a lack of optimal synchronization of the company's location points. In addition, the use of Instagram social media as a medium for promotion and public education is also still limited so that it has not been able to create consistent engagement with the audience.

Google Business Profile Optimization has an important role in improving a company's Local Search Engine Optimization (Local SEO). The existence of a complete and verified business profile is able to increase the chances of companies appearing in local searches such as "nearest tax consultant" or "trusted tax consulting services" (Adithia & Setianingrum, 2022). Information about addresses, operating hours, contact numbers, office documentation, and customer reviews are elements it is important in building public trust in the legality and professionalism of the company.

On the other hand, Instagram has a strategic function in building brand awareness and company brand authority through the dissemination of educational content that is visual and communicative. Instagram allows companies to convey complex tax information to be simpler, more attractive, and easier to understand for the general public (Prasetyo & Triandini, 2019). Digital marketing strategies based on educational content are also considered effective in increasing audience engagement and strengthening emotional relationships between companies and potential clients (Sanjaya & Tarigan, 2018). Therefore, the integration between Google Maps and Instagram is a relevant digital strategy in strengthening PT. Dian Tax and Finance Consulting.

IMPLEMENTATION AND METHODS

In developing and utilizing digital media at PT. Dian Tax and Finance Consulting, the method used includes the following structured stages:

Surveys and Needs Analysis

The initial stage in the implementation of this Field Work Practice (PKL) activity is to conduct a survey and needs analysis to map the initial condition of the digital ecosystem owned by PT. Dian Tax and Finance Consulting. The survey was conducted by directly observing the digital presence of agencies on the Google search engine and social media platforms. This observation aims to determine the level of effectiveness of digital media that companies have used in supporting business promotion and communication to the public (Febriyantoro & Arisandi, 2018).

Based on the results of initial observations, it was found that information about the physical location of the office on Google Maps has not been fully optimized, reflected in the inconsistency of operational data and the lack of reviews from previous clients. Meanwhile, the company's Instagram social media account has also not been actively used for promotional activities or public education, where the content uploaded is still very limited and does not have a consistent visual identity. Through this needs analysis, the author concludes that companies need regular location data updates to support local search visibility (Local SEO), as well as designing educational and professional infographic content to build brand authority in the digital realm (Adithia & Setianingrum, 2022).

Interview

The interview method was used to comprehensively explore information about the internal conditions, challenges, and specific needs of PT. Dian Tax and Finance Consulting. Interviews are conducted directly and unstructured with leaders and field supervisors in the company. According to Miles, Huberman, and Saldaña (2014), interviews are an effective data collection technique to obtain in-depth information related to organizational experiences, needs, and problems directly from the interviewees.

Through this question-and-answer process, data was obtained on the types of superior services provided, the profiles of potential target clients (such as MSME actors and corporate taxpayers), and technical communication obstacles faced so far in conveying complex tax regulations to the public. The results of these interviews are then used as the main foundation for designing content pillars on social media and optimizing business profile information to be more relevant to the needs of potential clients. Educational content-based digital communication strategies are considered to be able to increase audience interaction while strengthening the company's professional image in digital media (Prasetyo & Triandini, 2019).

RESULTS AND DISCUSSION

The implementation of the digital media development work program at PT. Dian Tax and Finance Consulting has made several significant achievements in supporting the company's visibility and credibility in the online realm. The development of digital media is not only focused on improving the company's promotion, but is also directed at building more effective, professional, and educational communication to the public. According to Kotler and Armstrong (2018), an integrated digital marketing strategy is able to improve the relationship between companies and consumers through faster, interactive, and accessible communication.

Conducting Interviews and Needs Analysis

The first step taken before entering the implementation stage of the work program is to coordinate and conduct in-depth interviews with field supervisors and agency leaders. This activity plays a crucial role in comprehensively identifying the digital promotion obstacles faced by the company so far, mapping the characteristics of specific target audiences, and determining the right direction of communication messages so that information can be conveyed properly to the public. The interview approach is considered effective in obtaining in-depth information about the organization's needs and communication strategies needed by the company (Miles, Huberman, & Saldaña, 2014).

Interviews are conducted face-to-face directly in the office in a professional discussion atmosphere to gather basic information related to the excellent services offered by the company. Based on the results of the questions and answers and manual recording of data during the discussion, a deep understanding was obtained that companies need a more dynamic, credible, and structured communication approach to communicate updates to tax rules and financial management that often changes rapidly. This condition shows that companies need a digital communication strategy that is able to simplify complex information to be easier to understand by the general public (Prasetyo & Triandini, 2019).

The author analyzes that the main target audience namely corporate taxpayers and MSME actors – urgently needs concise, practical information, but still has strong legal validity. Therefore, the results of the needs analysis in this interview are used as the main basis for designing educational content pillars and developing a strategy for presenting professional visual information on corporate social media. Educational content strategies are considered to be able to increase audience engagement while strengthening the company's professional image in digital media (Sanjaya & Tarigan, 2018).

Business Profile Optimization on Google Maps

One of the main outputs of this activity is to improve the ease of access and physical navigation of the office for potential clients through the optimization of Google Business Profile on the Google Maps platform. The author has updated crucial data comprehensively, including synchronization of map coordinates (pinpoint), inclusion of official contact numbers, information on work operating hours, and uploading photos of the office area. The results of optimizing business profile information on Google Maps can be seen in Figure 1.

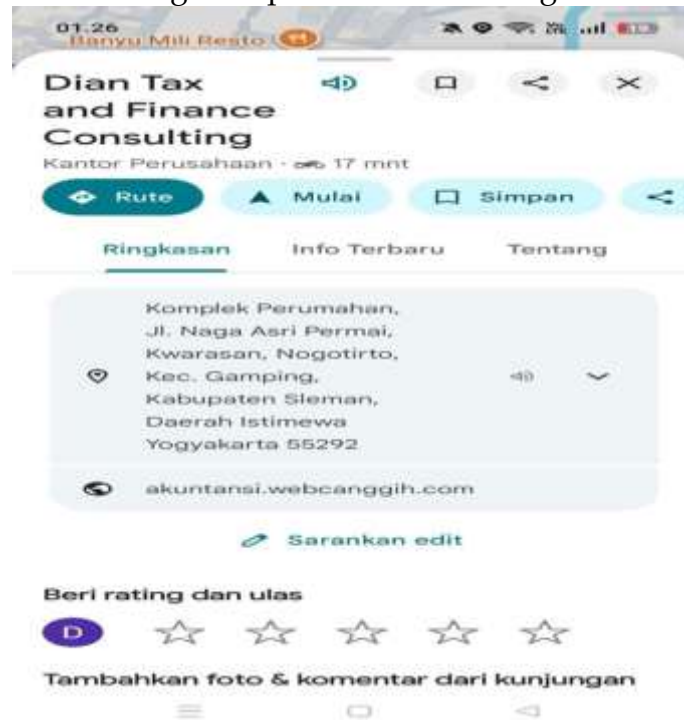


Figure 1. Google Business Profile View of PT. Dian Tax and Finance Consulting That Has Been Optimized.

Explanation of Figure 1: The image above shows the Google Business Profile page after the author has updated the information periodically.

This data adjustment is critical to improving the performance of a company's Local Search Engine Optimization (Local SEO). By ensuring alignment of location points, service descriptions, opening hours, and including positive reviews from previous clients, this profile serves as a strong social proof. This not only makes it easier for potential clients to find the physical route to the office accurately, but also builds a sense of security and instant legal validation that PT. Dian Tax and Finance Consulting is a legitimate and credible business entity.

Instagram Educational Content Development and Visual Aesthetics

In addition to strengthening local search, the next strategic step is to increase active presence on social media through designing consistent tax education content on the Instagram platform. The author designed a new layout and visual aesthetic that is in accordance with the neat and trusted corporate image (brand guidelines). The content material is no longer just a direct promotion (hard selling), but has shifted to a soft selling approach that presents

the latest tax regulation information. The display of the author's developed Instagram feed can be seen in Figure 2.



Figure 2. PT. Dian Tax and Finance Consulting with Educational Visual Design.

Explanation of Figure 2: The image above shows the new visual layout on the company's Instagram account that has been developed by the author. This visual transformation emphasizes a neat aesthetic through the use of a consistent corporate color palette and easy-to-read typography. Each upload is focused on practical tax education content (such as tax return reporting guidelines and NIK-NPWP matching). By presenting complex information into simple and engaging infographics, this account is not only a promotional medium, but also an effective means of public education. This directly increases audience engagement rate and strengthens the company's position as a trusted expert in its field.

Discussion of Impact and Program Evaluation

Based on the results of the implementation on the two digital platforms above, the integration between Google Maps and Instagram has been proven to have a mutually supportive impact (simultaneously) on the digital marketing ecosystem of PT. Dian Tax and Finance Consulting. Google Maps optimization makes it easier for potential clients who need quick tax resolution to find the physical location of the office with precision. This increases the level of navigation visits on business profiles and increases the company's visibility in local searches (Local SEO). According to Adithia and Setianingrum (2022), optimizing Google Business Profile can increase the effectiveness of digital promotions while strengthening business credibility in the eyes of the public through more accurate location and business identity information.

On the other hand, education that is carried out consistently on Instagram has succeeded in triggering two-way interactions. Potential clients who initially only read content begin to take advantage of the comment and direct message feature to ask for further consultation procedures. Educational content-based communication strategies are considered more effective in building engagement because audiences feel that they benefit from information directly (Prasetyo & Triandini, 2019). In addition, the use of design professional and consistent visuals also help strengthen the company's brand awareness on digital media (Sanjaya & Tarigan, 2018).

Thus, this combination of local navigation strategies and visual education is very effective in converting digital audiences into potential clients for professional services companies. The integration of digital media not only increases the visibility of the company, but also strengthens the professional image, credibility, and communication relationship between the company and the community in a sustainable manner (Kotler & Armstrong, 2018).

CONCLUSIONS AND RECOMMENDATIONS

Based on the results and discussion of the Field Work Practice (PKL) work program that has been implemented, it can be concluded that the optimization of digital media at PT. Dian Tax and Finance Consulting has succeeded in increasing the company's visibility and credibility in the online realm.

Optimizing business profiles on Google Maps significantly makes it easier for potential clients to find precise physical office routes and get accurate operational information, which has an impact on improving local searches. Meanwhile, the development of consistent and professional tax education content on Instagram social media has proven to be effective in building brand authority and triggering active interaction with the audience. Thus, the integration of these two organic digital strategies is very relevant to strengthen the digital marketing ecosystem and build public trust in the consulting services offered by the company.

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