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Designing an innovative SEO marketing plan to promote Indonesian tourism using AI-driven tool

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Abstract:

This study adopts the descriptive research method to design an innovative SEO marketing plan aimed at promoting Indonesian tourism using AI-driven tools, specifically SEO.AI and ASKOPTIMO AI. The objective is to explore how artificial intelligence can be leveraged for enhancing keyword generation, content creation, and overall SEO optimization to boost the visibility of Indonesian destinations on global search engines. The research identifies some targeting keyword categories, include geographic targeting, seasonality and traveler demographics. The researcher also found high-volume tourism-related keywords like Bali, Komodo Island, and Raja Ampat with more than 1900 search volume. Later on, researchers designed marketing plan through a step-by-step SEO strategy, including AI-powered content generation, website optimization, and link-building techniques. Through this process, the study demonstrates the effectiveness of AI-driven tools in streamlining SEO tasks and improving search engine rankings, providing practical implications for the tourism industry. The findings suggest that using AI for SEO can significantly enhance the digital presence of Indonesian tourism. However, the research also acknowledges certain limitations, such as dynamic search trends and external influences on tourism. Future studies are recommended to explore additional digital marketing strategies and assess the long-term impact of AI-driven SEO methods on tourism marketing.

Keyword: SEO Marketing Plan, Indonesian Tourism, AI-Driven Tool



INTRODUCTION

The rapid digital transformation of the global tourism industry has significantly altered how destinations are marketed and promoted. As tourism organizations seek innovative ways to stand out in a crowded digital landscape, Artificial Intelligence (AI) has emerged as a game-changer. AI, particularly through tools such as seo.ai, has revolutionized Search Engine Optimization (SEO), providing unprecedented opportunities for destinations like Indonesia to increase their visibility and engagement with potential tourists. This research aims to design an innovative SEO marketing plan for promoting Indonesian tourism using AI-driven tools, focusing on the potential and effectiveness of seo.ai. (Optimo, 2023; Page & Brin, 2024). Indonesia, with its vast array of cultural and natural attractions, has long been a popular destination for travelers.

However, the increasing competition from other global tourism markets means that traditional marketing strategies are no longer sufficient (Khan, 2024). As digital marketing becomes the primary tool for attracting tourists, Indonesia's tourism sector must adopt more advanced and efficient strategies (Mkwizu, 2019). AI has proven to be a powerful tool in enhancing SEO, enabling more personalized and targeted content delivery, thus improving online presence and search engine rankings (Kong et al., 2023). Tools like seo.ai use machine learning and data-driven insights to optimize websites, target specific keywords, and improve search engine rankings—critical factors for any tourism destination aiming to compete globally.

Research in the application of AI in tourism marketing has grown significantly over the years. Discusses the growing role of AI in content creation and marketing strategies within the hospitality and tourism sectors (Doborjeh et al., 2022; Dwivedi et al., 2024; García-Madurga & Grilló-Méndez, 2023). AI-generated content is increasingly used to engage potential travelers by tailoring advertisements, social media posts, and website content to meet the needs and preferences of target audiences (Tuomi, 2023). Similarly, Conducted an extensive review of AI's impact on the hospitality and tourism industry, noting that AI technologies such as predictive analytics, machine learning, and AI chatbots have transformed marketing, customer experience, and operational efficiency (Lisi & Esposito, 2015; Wang et al., 2022). Also highlighted how AI-driven marketing tools are used to personalize content and enhance consumer interactions in tourism, demonstrating AI's potential in driving engagement and conversion rates (Fileri et al., 2021).

Despite the considerable body of literature on AI applications in tourism marketing, there is a noticeable gap in research on the specific implementation of AI-driven SEO tools, particularly in the context of Indonesian tourism (Asturi et al., 2019; Putri et al., 2024). While studies have explored AI's potential across various regions and industries, there has been limited focus on how AI can be utilized to create an effective, targeted SEO strategy for promoting a specific country's tourism sector, such as Indonesia. The research gap in existing literature lies in understanding how AI-driven SEO tools, such as seo.ai, can be harnessed to promote Indonesian tourism and enhance its competitive positioning on digital platforms. This research, therefore, aims to bridge this gap by providing a comprehensive, practical framework for integrating seo.ai into the SEO marketing strategies of Indonesia's tourism sector.

A unique aspect of this study is its focus on the tool seo.ai, which combines artificial intelligence with SEO strategies to optimize digital marketing efforts. Unlike traditional SEO methods, seo.ai automates many processes, such as keyword analysis, content optimization, and performance tracking, which can result in more efficient and effective marketing campaigns. AI's impact on tourism marketing has been profound, enabling faster decision-making, better targeting, and more effective personalization strategies (Bulchand-Gidumal et al., 2024). This research will evaluate how seo.ai can be utilized to develop SEO strategies that are specifically designed to promote Indonesia's tourism offerings to a global audience.

The increasing reliance on AI for digital marketing in tourism is a relatively new phenomenon. The impact of AI in tourism, they tend to focus on general trends and technologies, with limited analysis of specific tools or their direct impact on the tourism marketing of particular countries (Doğan & Niyet, 2024; Islam et al., 2024). By focusing

on seo.ai as a case study, this research will provide insights into the practical applications of AI in SEO for tourism promotion. It will explore the effectiveness of AI in improving search engine rankings, targeting high-value tourist segments, and enhancing the online experience for potential travelers.

This research is both timely and relevant. As the tourism industry recovers from the impacts of the COVID-19 pandemic, digital strategies that use AI to boost visibility and attract tourists will be critical to ensuring sustainable growth. AI-powered SEO tools like seo.ai offer the potential to redefine how Indonesian tourism is marketed in a competitive, digital-first world (Kusumanegara et al., 2024). This study will contribute to the broader understanding of AI's role in modern tourism marketing, providing valuable insights into the integration of AI into SEO strategies and offering actionable recommendations for stakeholders in Indonesia's tourism sector. By investigating the use of AI-driven SEO tools in promoting Indonesian tourism, this research aims to fill an important gap in the literature while providing practical insights for industry professionals. Ultimately, it will contribute to the development of a more effective, data-driven marketing strategy for Indonesian tourism, one that can leverage AI to improve online visibility and drive global tourism to the country.

RESEARCH METHOD

This study adopts a Descriptive Research Method to design an innovative SEO marketing plan to promote Indonesian tourism using AI-driven tools, specifically seo.ai and Ask Optimo AI. The descriptive approach is chosen to detail the steps and processes involved in formulating and implementing an AI-powered SEO strategy, offering an in-depth exploration of how AI can transform the digital marketing landscape in the tourism industry. Descriptive research is selected as it allows for a structured analysis, description, and documentation of the stages involved in developing an effective SEO marketing strategy (Saunders & Lewis, 2019). This methodology was preferred over experimental or mixed methods due to its suitability for exploring complex processes without requiring controlled conditions. Experimental methods, while valuable for testing hypotheses, may overlook the nuanced, real-world application of AI in SEO. Similarly, mixed methods were deemed unnecessary for this study's focused scope, as the descriptive method sufficiently addresses the need for step-by-step process documentation. Additionally, the data sources and criteria for keyword selection were meticulously determined. Keywords were identified through a comparative analysis between seo.ai and Ask Optimo AI. The criteria included:

- a. Geographic Targeting: Focus on keywords relevant to specific Indonesian regions or tourist destinations.
- b. Seasonality: Keywords tied to peak travel seasons, such as holiday or festival periods, to maximize relevance and traffic.
- c. Traveler Demographics: Keywords reflecting the preferences of specific traveler groups, such as eco-tourists, adventure seekers, or luxury travelers.

1. Comparative Analysis of AI Tools

In this research, a comparative analysis of seo.ai and Ask Optimo AI serves as a foundation for integrating both tools into a cohesive strategy for tourism marketing. Each tool brings unique capabilities that complement one another, allowing the research to

harness their combined strengths in achieving optimal SEO results. This combination ensures a holistic approach, covering both the technical and creative aspects of search engine optimization. The analysis guides the research in strategically utilizing seo.ai for its precision in technical SEO tasks, such as on-page optimization and performance monitoring, while leveraging Ask Optimo AI for its ability to generate engaging, contextually rich content and uncover high-value long-tail keywords. Together, these tools provide a well-rounded framework for developing and implementing an AI-driven SEO strategy tailored to the unique needs of Indonesian tourism. By combining the strengths of both tools, this research leverages seo.ai for its technical optimization capabilities and Ask Optimo AI for content strategy development, ensuring a balanced and robust SEO plan.

2. Expanded Methodology Stages

In detail implementations or applications, there are several things that are done in this research process. The following stages will be used:

- a. **Analysis of Existing Tourism Marketing Practices;** The first step involves analyzing the current state of tourism marketing in Indonesia, particularly focusing on digital marketing and SEO practices. The research will explore existing digital marketing strategies, identify common approaches, and highlight their limitations. This review will lay the groundwork for introducing AI-driven tools like seo.ai and AskOptimo ai as a solution to optimize and enhance SEO efforts.
- b. **Introduction to AI and SEO Tools;** This phase will examine how artificial intelligence tools, such as seo.ai and AskOptimo, are revolutionizing SEO practices. AI has gained attention for its ability to analyze large sets of data, predict trends, and optimize content, all of which can lead to higher visibility for websites in search engine results. AI tools automate tasks like keyword research, content generation, and technical SEO, thus streamlining marketing efforts and saving time. Research from *Ai and Emotional Intelligence for Modern Business Management (2023)* discusses the impact of AI in various industries, including tourism, emphasizing the efficiency and scalability of AI-driven solutions (Reejo, 2023)
- c. **Developing an AI-Driven SEO Strategy;** Using seo.ai, the research will develop an SEO strategy designed to improve the online presence of Indonesian tourism destinations. The key components of the strategy include:
 - **Keyword Research and Content Strategy:** AI tools will analyze search engine data to identify relevant keywords for Indonesian tourism. Content will be optimized to target these keywords, ensuring that it ranks higher in search engine results.
 - **On-Page Optimization:** seo.ai will assist in optimizing key elements of website pages such as meta descriptions, titles, headers, and images. This optimization ensures the website is structured in a way that is search-engine friendly.
 - **Link-building Strategy:** A robust link-building strategy will be designed, leveraging AI's ability to identify authoritative websites in the tourism sector and suggest effective backlink opportunities.
- d. **Implementation and Monitoring Using AI;** Once the SEO strategy is developed, it will be implemented using seo.ai. AI will automate content creation, track website performance, and adjust SEO efforts based on real-time data. AI tools also offer insights into user behavior, which will be utilized to optimize the user experience on

tourism websites. Research from the International Journal of Digital Marketing emphasizes the importance of continuous SEO monitoring and adjustments to stay ahead of competitors (Eccles, 1995). The Descriptive Research Method is ideal for this study as it allows for a detailed exploration of how AI tools like seo.ai can be integrated into the process of designing an SEO strategy for promoting Indonesian tourism. The methodology includes data collection, content optimization, technical SEO, link building, and ongoing monitoring, offering a comprehensive approach to digital marketing.

RESULT AND DICUSSION

1. Overview of AI-Driven Tools

Currently there are many AI-Driven Tools available that can be used for SEO keyword research needs. There are two that researchers use to search for potential keywords in the tourism sector which are applied in this research, namely: seo.ai and AskOptimo. Both have the same function, but there are differences in several things.

- a. SEO.AI; SEO.AI is a modern, AI-driven platform designed to revolutionize search engine optimization (SEO) by automating and optimizing content creation for better rankings on platforms like Google. The platform was developed by a team of veteran SEO professionals who have been working with SEO and search engine optimization strategies since 2004. Their extensive experience in the industry revealed that many businesses are still relying on outdated manual for SEO content, which limits the potential of their online presence. SEO.AI addresses this gap by leveraging advanced artificial intelligence to generate high-quality, SEO-optimized content that ranks well on search engines. By using AI, SEO.AI can rapidly produce relevant, impactful content based on data-driven insights, while saving time and effort that would otherwise be spent on manual SEO tactics. The tool simplifies the often complex and time-consuming process of keyword research, content creation, and optimization, enabling businesses to create content that directly aligns with search engine algorithms. This makes SEO.AI a perfect solution for businesses looking to stay ahead in an increasingly competitive digital space.
- b. AskOptimo; AskOptimo, developed by FATJOE, is a versatile AI-driven tool designed to cater to a wide range of SEO and marketing needs. As part of the Optimo Tool Suite, it empowers users to streamline various aspects of digital marketing, from ad creation and social media management to email marketing and business content generation. What sets AskOptimo apart is its comprehensive approach to SEO, offering much more than basic keyword research. With features for generating meta-titles and meta-descriptions, keyword clustering, long-tail keyword identification, and even link-building ideas, AskOptimo is a one-stop solution for enhancing online visibility and improving search engine rankings.

The tool's functionality extends beyond keyword analysis, making it a powerful asset for businesses seeking to optimize their digital strategies. For example, its keyword clustering feature groups similar keywords to target multiple related search queries, while its long-tail keyword suggestions help focus on niche, high-conversion phrases. Additionally, AskOptimo provides actionable link-building ideas by identifying authoritative backlink opportunities, ensuring a balanced SEO strategy. Its ease of use

and robust features make it an excellent choice for both beginners and seasoned marketers looking to enhance their digital presence.

2. Indonesian Tourism: Key Keywords and Opportunities for International Promotion

Indonesia is one of the world's most popular tourist destinations, known for its rich cultural heritage, stunning natural landscapes, and diverse ecosystems. As a country with over 17,000 islands, it offers tourists everything from beautiful beaches and tropical rainforests to historical sites and vibrant cities. With its unique blend of culture and nature, Indonesia has become a significant player in the global tourism market. To promote Indonesian tourism internationally, there are many valuable keywords and trends that can be targeted using AI-driven SEO tools like SEO.AI. After conducting keyword research, it is evident that several key terms related to Indonesian tourism are not only highly searched but also offer substantial potential for growth when optimized effectively. Some of the most promising keywords include:

- a. Bali vacation packages: Bali remains one of the top tourist destinations globally, drawing travelers for its beaches, temples, and unique culture.
- b. Best places to visit in Indonesia: Keywords related to the top tourist spots such as Java, Sumatra, and Lombok are highly searched by tourists planning trips to Indonesia.
- c. Indonesian cultural tourism: With its rich history, Indonesian culture is an attractive topic for foreign tourists looking for unique, immersive experiences.
- d. Eco-tourism in Indonesia: Indonesia's biodiversity and commitment to sustainable tourism provide a strong foundation for promoting eco-tourism, with keywords related to nature tours and wildlife experiences.
- e. Indonesia adventure tours: As adventure tourism grows in popularity, Indonesia's vast natural resources, including volcanoes, jungles, and mountains, offer key opportunities for adventure-seeking tourists.

SEO.AI can assist in identifying such keywords, optimizing content around these terms, and ensuring that they appear in search engine results. The tool can also analyze search trends, providing valuable insights into emerging tourist interests such as wellness tourism, island hopping, and cultural festivals, which have become increasingly popular among international tourists. By integrating AI-powered SEO strategies, Indonesian tourism promotion can target a wider audience more effectively, making use of data-driven insights to optimize digital content for better global visibility. This approach not only enhances the reach of Indonesian tourism websites but also ensures that potential visitors find relevant, engaging, and well-optimized content when they search online.

3. The Potential Indonesian Tourism Keywords Based on Targeting Categories

The research utilized seo.ai and Ask Optimo AI to generate a diverse range of keywords tailored to the Indonesian tourism sector. The keywords were categorized based on Geographic Targeting, Seasonality Targeting, and Traveler Demographics. The final selection combined the top 10 keywords from each tool to create a comprehensive list. Because this approach ensured a balanced and strategic keyword set that aligns with user intent and market demand. By leveraging SEO.AI and Ask Optimo AI, the

research benefited from advanced AI-driven analysis, identifying keywords that are both highly relevant and optimized for search engine algorithms

- a. Geographic Targeting; This category highlights specific destinations in Indonesia, catering to travelers interested in particular regions or attractions.

Table.1. List of Indonesian Tourism Keywords According Geographic Targeting

Keywords	Description
<ul style="list-style-type: none"> • Bali tourism destinations • Java island attractions • Komodo National Park tours • Yogyakarta cultural landmarks • Raja Ampat diving spots • Mount Bromo hiking trails • Lombok beaches and resorts • Borobudur Temple sightseeing • Tana Toraja cultural tours • Tanjung Puting National Park 	<ul style="list-style-type: none"> • Popular attractions and activities in Bali • Notable sights across Java island • Guided tours to explore Komodo dragons • Iconic heritage sites in Yogyakarta • Best diving locations in Raja Ampat • Scenic trekking routes on Mount Bromo • Relaxing beach destinations in Lombok • Visits to the world-renowned Borobudur • Cultural experiences in Tana Toraja • Wildlife tours in Central Kalimantan

Source: Author, 2024

- b. Seasonality Targeting; This category includes keywords targeting specific travel seasons, festivals, and holidays in Indonesia.

Table 2. List of Indonesian Tourism Keywords According Seasonality Targeting

Keywords	Description
<ul style="list-style-type: none"> • Bali cultural festivals 2024 • Best places for Christmas in Indonesia • Rainy season travel destinations • Top spots for New Year's Eve in Jakarta • Summer holidays in Raja Ampat • Ramadan travel experiences in Indonesia • Annual Lake Toba festival • Top dry season hiking trails • Festive season getaway to Bali • Best destinations for Easter in Indonesia 	<ul style="list-style-type: none"> • Major cultural events in Bali for 2024 • Festive destinations for Christmas • Places to visit during the rainy season • Celebratory venues for New Year's Eve • Activities and tours during summer months • Unique trips during the Ramadan season • Highlights of Lake Toba's annual festival • Best hiking trails in dry months • Holiday escapes during festive periods • Places to visit for Easter celebrations

Source: Author, 2024

- c. Traveler Demographics; This category focuses on keywords for specific traveler profiles, such as eco-tourists, adventure seekers, and luxury travelers.

Table 3. List of Indonesian Tourism Keywords According Traveler Demographics

Keywords	Description
Eco-friendly resorts in Bali	Eco-tourists
Sustainable tourism in Kalimantan	Eco-tourists
Mangrove conservation tours in Indonesia	Eco-tourists
Trekking Mount Rinjani	Adventure Seekers
Whitewater rafting in Bali's Ayung River	Adventure Seekers
Luxury resorts in Nusa Dua Bali	Luxury Travelers

Keywords	Description
Premium tours to Labuan Bajo	Luxury Travelers
Exclusive Raja Ampat resorts	Luxury Travelers

Source: Author, 2024

This classification ensures targeted strategies for different audiences, seasons, and destinations, enhancing the relevance and effectiveness of SEO campaigns in promoting Indonesian tourism.

4. Design of SEO Marketing Plan for Indonesian Tourism Using AI-Driven Tools

SEO.AI is an AI-driven platform designed to optimize content for better search engine rankings. Developed by experienced SEO professionals, it automates content creation, enabling businesses to efficiently generate high-quality SEO content that aligns with search engine algorithms. This tool simplifies keyword research, content creation, and optimization, saving time and effort while improving search rankings. It leverages advanced algorithms to analyze trends, identify relevant keywords, and ensure content meets user intent. By offering real-time feedback, SEO.AI helps users craft engaging, well-structured content that resonates with both search engines and readers. Its intuitive interface and data-driven approach make it accessible for beginners and invaluable for SEO experts looking to enhance their content strategy.

The platform's features include automated keyword suggestions, competitor analysis, content performance tracking, and on-page SEO optimization, all of which contribute to higher visibility and improved website traffic. Businesses can streamline their SEO efforts, reduce manual workload, and achieve sustainable growth in search engine rankings. For Indonesian tourism promotion, SEO.AI can help to design an innovative SEO marketing plan. Here are the ways of how to use AI-Driven Tool SEO.AI to create an effective marketing strategy on promoting tourism destinations in Indonesia:

- a. Step 1: Keyword Generation; The initial step involves generating a list of keywords relevant to Indonesian tourism using SEO.AI and AskOptimo's AI Keyword Tool. This provides a comprehensive set of keywords related to various aspects of tourism in Indonesia, allowing the focus to be tailored to specific interests and destinations. Some of the keywords identified are:

Table 4. List of Keywords Relevant to Indonesian Tourism from SEO.AI

No	Keywords
1	Indonesia tourism
2	Tourist attractions in Indonesia
3	Best places to visit in Indonesia
4	Indonesia vacation packages
5	Explore Indonesia
6	Bali tourism
7	Komodo Island tours
8	Raja Ampat diving
9	Indonesia adventure travel
10	Bali tourism

Source: Author, 2024

Table 5. List of Keywords Relevant to Indonesian Tourism from AskOptimo

No	Keywords
1	Bali tourism
2	Jakarta attractions
3	Indonesian culture
4	Beach vacations in Indonesia
5	Adventure tourism in Indonesia
6	Famous landmarks in Indonesia
7	Indonesian food and cuisine
8	Surfing in Indonesia
9	Island hopping in Indonesia
10	Indonesian national parks

Source: Author, 2024

These keywords form the foundation of the marketing strategy, highlighting high-interest areas such as Bali tourism and Komodo Island tours, which are globally recognized as major tourist attractions.

- b. Step 2: Keyword Search Volume Analysis; Next, the keywords' search volume is analyzed using the Keyword Search Volume Tool. This step helps prioritize which keywords have the most potential for driving traffic to the Indonesian tourism website. The top-performing keywords based on search volume are:



Figure 1. List of Indonesian Tourism Keywords with High Search Volume

Source: Author, 2024

These high-volume keywords indicate that travelers are particularly interested in vacation packages and adventure travel (like Raja Ampat diving and Komodo Island tours), suggesting that content should focus on travel planning and specific destinations.

- c. Step 3: AI Content Creation Based on Keywords; In this step, the generated keywords are used to create content using SEO.AI's AI Writer or AI-powered Paraphrasing Tools. For example, by focusing on keywords like Raja Ampat diving and Bali tourism, AI-generated content can be tailored to highlight the unique experiences each

- destination offers. Content could include detailed travel guides, diving tips, or insights into the cultural and adventure aspects of Bali, all optimized for SEO to attract organic search traffic. *Keyword example:* "Discover the best Bali tourism experiences for 2024" or "Why Komodo Island tours should be on your bucket list."
- d. Step 4: Content Strategy and Optimization; Once the AI-generated content is created, the next step involves refining the content strategy using tools such as AI Title Generator, Keyword Intent, and Density Checker from SEO.AI. For example, for the keyword "Komodo Island tours", SEO.AI can suggest optimized titles like "Top 10 Things to Do in Komodo Island" or "Experience the Ultimate Komodo Island diving tour." These titles aim to capture user intent while ensuring proper keyword density to avoid keyword stuffing. *Keyword optimization example:* For Bali tourism, content should emphasize related keywords like Bali beach resorts, Bali cultural experiences, and Bali adventure tours to ensure comprehensive coverage of Bali-related search queries.
 - e. Step 5: On-Page Optimization; On-page SEO is crucial for improving the page's search engine ranking and user experience. Using SEO.AI's Internal Linking Tool, relevant internal links can be added to content, guiding visitors to other related pages, such as Bali tourism or Komodo Island tours. Additionally, the Meta Description Generator ensures that the meta descriptions for each page are concise, engaging, and optimized with keywords like Indonesia vacation packages or tourist attractions in Indonesia. This ensures the page is easily discoverable and appeals to both search engines and users. *For example,* the meta description for a page about Raja Ampat diving could read: "Explore the stunning underwater world of Raja Ampat diving. Book your next adventure with exclusive Indonesia vacation packages."
 - f. Step 6: Link-Building Strategy; Backlinks are a powerful ranking factor, so building a solid link-building strategy is essential for driving more traffic. Using SEO.AI's Backlink Checker and Backlink Audit tools, websites that already rank for high-volume keywords like Bali tourism and Komodo Island tours can be identified. Then, backlinks can be strategically acquired by reaching out to tourism blogs, online publications, or travel influencers who focus on destinations in Indonesia. This can increase the website's authority and search engine ranking for these key terms. *For example,* securing backlinks from reputable travel websites that mention Komodo Island tours or Indonesia beach resorts could improve the page's SEO performance for these specific keywords.
 - g. Step 7: Implementation, Monitoring, and Evaluation; Finally, the SEO strategy is implemented, and the website's performance is continuously monitored using tools such as SERP Checker, SEO Analyzer, and Website Ranking Checker. For instance, the ranking for keywords like Bali tourism and Komodo Island tours is tracked to evaluate how well the content is performing. This real-time monitoring allows for adjustments, such as optimizing underperforming pages or focusing on new high-potential keywords like Indonesia adventure travel or volcano tours Indonesia. *Example:* If a page optimized for Raja Ampat diving shows an increase in rankings and traffic, further optimization or content expansion can be performed to target similar high-search volume keywords such as Indonesia diving tours.

By following these steps, the SEO marketing plan designed with SEO.AI tools ensure a targeted, efficient, and continuously improving strategy for promoting

Indonesian tourism. The combination of data-driven keyword analysis, AI-powered content generation, on-page optimization, and backlink strategy all work together to enhance visibility, attract international visitors, and drive tourism to Indonesia.

5. Comparative Analysis of AI Tools: seo.ai vs. Ask Optimo in Tourism Marketing

To ensure a robust and effective approach, a comparative analysis of seo.ai and Ask Optimo AI was conducted. This comparison focuses on identifying the strengths and limitations of each tool, guiding their optimal application in the context of tourism marketing. Both tools bring unique capabilities to the table, enhancing various aspects of SEO and content strategy.

Table 6. List of Keywords Comparative Analysis of AI Tools: SEO.ai vs. Ask Optimo

ASPECT	SEO.AI	ASK OPTIMO
Primary Focus	Specialized in advanced SEO features for keyword research, on-page optimization, and analytics.	Comprehensive content generation and contextual recommendations for diverse marketing needs.
Ease of Use	Beginner-friendly interface with intuitive tools.	Requires a steeper learning curve for new users but offers extensive customization.
Cultural Adaptability	Focused on search data to identify cultural nuances and trends.	Uses sentiment analysis and keyword clustering to create culturally relevant content.
Global Trend Analysis	Excels in identifying global tourism trends via keyword analytics.	Generates diverse content ideas that align with current global and regional trends.
Integration Capabilities	Limited features for broader marketing strategies; best used with complementary tools.	Requires integration with other platforms for a complete SEO and marketing workflow.
Best Use Case	Optimizing on-page SEO and generating data-driven keyword strategies for tourism campaigns.	Creating contextual and adaptive content for creative tourism marketing efforts.

Source: Author, 2024

seo.ai stands out with its advanced keyword suggestion algorithms, particularly tailored for the tourism sector. Its automated on-page optimization features streamline tasks such as meta-tag and header updates, saving time and effort. Additionally, the tool offers real-time SEO performance monitoring, providing actionable insights to keep strategies aligned with search engine requirements. However, seo.ai primarily focuses on SEO, offering limited features for broader digital marketing needs like ad campaigns or social media integration.

Ask Optimo AI, on the other hand, excels in contextual content recommendations, making it ideal for creating engaging travel articles. It provides insights into long-tail keywords with high niche relevance, a crucial factor for targeting specific traveler demographics or niche destinations. Furthermore, its built-in sentiment analysis allows marketers to tailor content tone to audience preferences, enhancing

engagement. Despite these advantages, Ask Optimo AI has a steeper learning curve for new users and requires integration with other tools to achieve a comprehensive SEO workflow. By leveraging the strengths of both tools—seo.ai for its technical SEO capabilities and Ask Optimo AI for content strategy and engagement—the comparative analysis provides a balanced foundation for developing an AI-driven SEO strategy tailored to the unique challenges and opportunities in Indonesian tourism marketing.

6. The Integration of AI-Driven Tool with Broader Marketing Strategies

AI-driven SEO tools, such as seo.ai and Ask Optimo, can significantly enhance Indonesian tourism marketing when integrated with other digital strategies. These tools are not just limited to optimizing search engine visibility but can act as a bridge to align efforts across various platforms for a cohesive marketing plan. Below is a discussion on how AI-powered SEO can complement other digital marketing channels:

- a. **Social Media Campaigns;** AI tools help identify trending keywords and content ideas that resonate with target audiences. These insights can guide the development of engaging posts, reels, and stories across platforms like Instagram, Facebook, and TikTok. For example, keywords like “Best beaches in Lombok” or “Eco-tourism in Raja Ampat” can drive content creation for visually appealing posts or hashtags. By combining this with geotargeted ads and user engagement analytics from social platforms, marketers can ensure their SEO-driven content reaches and resonates with the right audience.
- b. **Email Marketing;** SEO insights from AI tools can also enhance email campaigns. By using long-tail keywords and relevant trends identified through tools like Ask Optimo, marketers can craft personalized subject lines and content for newsletters. For instance, an email titled “Discover Hidden Gems: Top Cultural Festivals in Indonesia” can be powered by SEO data, ensuring it ranks well in search results and engages recipients with content tailored to their interests.
- c. **Influencer Partnerships;** Collaborating with influencers becomes more strategic with AI-driven insights. Tools like Ask Optimo can help identify niche keywords and content themes that resonate with specific traveler demographics, such as eco-tourists or luxury travelers. Influencers can create posts or videos centered around these themes, boosting visibility and engagement. For example, promoting “luxury private villas in Bali” through an influencer can amplify a campaign's impact when aligned with an SEO-driven strategy.
- d. **Unified Marketing Strategy;** Integrating AI-powered SEO efforts with these digital marketing channels ensures a unified strategy. The data-driven approach of AI tools ensures that content across all platforms is cohesive, engaging, and optimized for maximum reach. This synergy can help Indonesian tourism campaigns attract diverse traveler profiles, increase conversions, and build long-term brand equity.

7. Ethical Implications of AI-driven Tools into Tourism Marketing

The integration of AI-driven tools into tourism marketing brings significant benefits, but it also raises ethical considerations that must be addressed. One major concern is data privacy, as these tools rely on collecting user information such as search queries and online behavior to deliver personalized campaigns. Ensuring compliance with regulations like GDPR or Indonesia’s PDP Law is crucial to protect user data and

maintain trust. Transparent privacy practices, including clear consent mechanisms, are essential for fostering consumer confidence, especially in a global tourism market.

Another critical issue is algorithmic bias. AI tools trained on historical data can unintentionally favor well-known destinations, such as Bali, while overlooking emerging spots like Wakatobi or Tanjung Puting. This bias may perpetuate inequality in tourism promotion, limiting growth opportunities for lesser-known regions. Regular audits and diverse training datasets are necessary to ensure fair and inclusive promotion that supports a more balanced tourism ecosystem across Indonesia. Transparency in AI-generated content is equally vital. Consumers need to trust that the information they receive is accurate and unbiased, especially when it comes to travel recommendations. Clearly labeling AI-generated materials and ensuring their cultural relevance can prevent misrepresentation. By addressing these ethical concerns, tourism marketers can leverage AI tools responsibly, combining innovation with accountability to create campaigns that are effective, inclusive, and sustainable.

CONCLUSION

In this research, the innovative approach of using AI-powered SEO tools, specifically SEO.AI and AskOptimo, to design a marketing plan for promoting Indonesian tourism has been explored in detail. The findings highlight the effectiveness of leveraging artificial intelligence to enhance keyword generation, content creation, and SEO optimization. By focusing on high-volume keywords related to Indonesian destinations such as Bali tourism, Komodo Island tours, and Raja Ampat diving, the SEO marketing plan demonstrates significant potential in improving the visibility of Indonesian tourism on a global scale.

The practical implications of this research are substantial for the tourism industry, especially in the context of digital marketing. Tourism boards, travel agencies, and other stakeholders in the Indonesian tourism sector can benefit greatly from adopting AI-driven SEO strategies to target international tourists. By utilizing tools, businesses can generate high-quality content optimized for search engines, ensuring that their offerings whether related to Bali beach resorts or Indonesia vacation packages reach the right audience. The AI-powered system can save significant time and resources in content generation while improving SEO efficiency and ranking, ultimately attracting more potential tourists to Indonesia.

Another limitation is that this research did not account for external factors, such as economic changes, global crises (like the COVID-19 pandemic), or local regulations in Indonesia, all of which can influence the tourism industry and SEO outcomes. These factors may affect the accuracy and longevity of the strategies implemented in this study. Future research could explore the integration of SEO-driven strategies with other digital marketing channels, such as social media platforms, email campaigns, and paid search advertising. This could provide a more holistic approach to promoting Indonesian tourism. Additionally, researchers should consider a longitudinal study to evaluate the long-term effects of SEO optimization strategies, tracking changes in traffic, bookings, and tourism growth over extended periods. Moreover, future studies could investigate the user experience and interaction with AI-generated content. Finally, it would be beneficial for future research to consider a more extensive evaluation of AI tools, comparing their performance across various tourism-related keywords and

destinations. This would offer a more comprehensive understanding of the most effective AI-powered tools for marketing tourism, for countries with diverse offerings like Indonesia.

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