IDSCIPUB
Indonesian Scientific Publication

Utilizing Google Trends for the Identification of Evergreen Topics in Online Media Akurat.co

Noor Latifah Adzhari[1], Wahyu Budi Priatna[2]
IPB University, Indonesia[12]
Correspondent: latifahnoor@apps.ipb.ac.id [1]

ABSTRACT: The development of digital technology has changed how news is produced and consumed, requiring online media to adopt strategies that allow articles to remain relevant over time. Previous studies using Google Trends have focused on specific practical applications, such as analyzing newsroom patterns in Madania.co.id, assessing the impact of COVID-19 on the stock market, improving product keyword competitiveness, forecasting airport passenger arrivals, identifying public health risks, and analyzing social media usage trends. However, none of these studies investigate how Google Trends is used within editorial decision-making to support sustainable evergreen content production. This study fills that gap by examining how editors at Akurat.co utilize Google Trends to identify and select evergreen topics that continue attracting readers in the long term. The research uses a qualitative method through observation, interviews, and literature study conducted during an internship at PT Akurat Sentra Media. This internshipbased approach enables direct access to editorial routines, allowing deeper understanding of how data analytics supports decision-making in the newsroom. The findings reveal that Google Trends helps editors recognize topics with stable search interest such as education, lifestyle, and health thus supporting a more focused and data-driven SEO strategy. This study contributes to the discussion on data-driven journalism by demonstrating how search analytics can guide editorial sustainability practices in Indonesian online media. The implication is that integrating search data into newsroom workflows can improve content quality, match reader needs, and enhance the long-term competitiveness of digital news platforms.

Keywords: Google Trends, Evergreen Articles, SEO Online Media.

INTRODUCTION

Communication is fundamentally a process of delivering and receiving information, messages, ideas, or understanding between individuals or groups (Mahadi, 2021). It involves the transmission

of messages intended to influence attitudes, opinions, and behaviors, either directly or through media (Fernadi & Aslamiyah, 2022), where effective communication requires mutual understanding between sender and receiver (Ramadhayanti, 2021). However, the evolution of communication into the digital realm has significantly transformed how these messages are exchanged and consumed.

In the current digital ecosystem, audiences are increasingly exposed to fragmented information through short-form videos on platforms like YouTube, TikTok, or WhatsApp, often produced by influencers rather than established news organizations (Reuters Institute Research, 2024). This shift presents a dual challenge: while people are reading less from news portals, unverified influencer-generated content reaches millions. Consequently, media organizations face the difficult task of capturing audiences with shorter attention spans while maintaining accuracy, speed, and long-term relevance(Abdul Karim et al., 2022).

In the Indonesian context, competition among online media outlets has become increasingly fierce. Data from the Press Council (2024) indicates the existence of thousands of news portals publishing thousands of articles every hour. This information abundance fragments audience attention, making it insufficient for media outlets to rely solely on speed. They must adopt special strategies to continue reaching their audiences amid the overwhelming flow of information.

To navigate this competitive landscape, media organizations rely on search engines to ensure content discoverability. Google offers more relevant, faster, and smarter search results compared to other services (Antonius & Suteja, 2021) and is considered a reliable tool for quickly locating information based on specific keywords (Indriyatmoko, Forbenius, & Diningrat, 2024). However, as Google's algorithms evolve to penalize low quality clickbait, media outlets must pivot towards high quality content strategies.

One proven strategy to ensure long-term relevance is the production of evergreen content. Typically, evergreen content serves as the backbone of a website due to its high potential for discovery through popular keywords (Saputra & Rahmawati, 2025). Unlike seasonal news, evergreen articles such as those related to education, lifestyle, or health remain relevant over time and contribute significantly to long-term website traffic growth, typically within one to two years (Aminah & Dalimunthe, 2024).

To produce effective evergreen content, editorial teams must precisely identify topics that hold stable public interest using analytical tools. Google Trends is a platform that allows users to see how frequently certain topics are discussed, explore trending subjects, and compare the performance of various keywords (Aprila, 2024). It is defined as a statistical tool that visualizes trending topics on Google searches over a customizable time range (Karim et al., 2022). As a web based service, Google Trends provides insights into popular keywords across regions (Priyarsono & Laelia, 2023; Putera et al., 2020), which is crucial for online media like Akurat.co to support trend analysis by considering parameters such as time range, geography, and topic categories (Hartatik et al., 2023).

Google Trends offers several advantages over other analytical tools such as Ahrefs or SEMrush, particularly in its ability to collect extensive data from diverse regions, including areas difficult to

reach directly (Trilestari et al., 2025). It presents real-time data, allowing researchers and editors to monitor trend changes quickly (Kharis et al., 2024). By utilizing this tool, Akurat.co can select evergreen article topics in lifestyle, education, and health that align with shifting public interest. Editorial management plays a crucial role in ensuring that every published article maintains quality and reader appeal (Gazella & Trijayanto, 2023), and Google Trends assists this process by identifying topics that attract high public attention.

Research Gap and Objective

Despite the increasing numbers of studies using Google Trends demonstrating its analytical capability across diverse subjects (Nafah & E., 2021), existing literature has largely focused on its application in fields such as market research, election prediction, or general public sentiment analysis. There is a significant gap in academic research regarding how Google Trends is operationally integrated into the editorial workflows of Indonesian newsrooms specifically for the purpose of identifying and selecting evergreen topics. Most studies discuss the tool's technical capabilities but overlook the human in the loop aspect: how editorial teams interpret this data to make strategic content decisions.

This study aims to bridge this gap by examining the case of Akurat.co. As a media outlet navigating the competitive Indonesian digital landscape, Akurat.co is an appropriate case study for analyzing how data-driven strategies are implemented to combat the volatility of the digital news cycle.

Theoretically, this research extends the application of Uses and Gratifications Theory (UGT) to the realm of editorial analytics. While UGT is traditionally employed to analyze why audiences consume specific media to satisfy their needs, this study shifts the focus to the production side. It explores how editorial teams utilize Google Trends data to proactively anticipate these audience gratifications specifically the need for information and education and align their evergreen content strategy to meet those specific search intents.

Practically, this study contributes to developing media strategy by offering a framework for utilizing search data to maintain audience loyalty and sustainable traffic. Based on this background and the identified research gap, the research questions of this study are:

1. How is Google Trends used to select evergreen article topics at Akurat.co?
2. How does Akurat.co utilize Google Trends in identifying evergreen topics?

METHOD

Location and Time

The data collection was conducted at PT Akurat Sentra Media, which is located at Jalan Tentara Pelajar No. 15 Blok A, RT. 1/RW. 7, Grogol Utara, Kebayoran Lama District, South Jakarta City, Special Capital Region of Jakarta 12210. The data collection period was carried out during the Field

Work Practice (Praktik Kerja Lapangan/PKL) activity, spanning three months, specifically from September to October 2025. Data collection adhered to the work schedule at PT Akurat Sentra Media, which stipulated working days from Monday to Friday, from 08:00 to 16:00 Western Indonesian Time (WIB).

The use of data collected during the internship is methodologically justified because it falls under participant observation. This approach gives the researcher direct access to the editorial workflow, an internal environment that is usually inaccessible to external researchers. From this position, the researcher can directly observe how Google Trends is applied in real-time decision-making, providing empirical evidence to answer the research questions related to topic selection.

To ensure data validity, this study uses source triangulation. Findings from direct observation of the SEO dashboard and daily workflow are cross-checked with in-depth interviews. This process helps reduce researcher bias and ensures that the observed actions align with the editorial policies.

Data and Instruments

Data constitutes a vital element employed to obtain information that serves as the foundation for addressing the research problem. Data is essential as a reference material for providing a comprehensive overview related to a specific situation. The author will utilize both primary and secondary data. The following is an elaboration of primary and secondary data, as defined by Fadilla & Wulandari, (2023):

a. Primary Data

Primary data refers to information gathered directly by the researcher from its original source. Several methods can be used to collect primary data, including interviews, observation, and focus group discussions (FGD). In this study, primary data were obtained directly through the author's role as a content writer specialized in Search Engine Optimization (SEO content writer).

b. Secondary Data

Secondary data encompasses information acquired by the researcher indirectly from the object of study. This data comprises collection results previously conducted by other parties using various methods, whether for commercial or non-commercial purposes. Secondary data was obtained from interviews, the internet, articles, journals, and other sources pertinent to the research proposal.

To ensure data reliability and consistency, this study employs specific research instruments, which will be used by the author throughout the research process:

a. List of Questions (Interview Guide)

The list of questions serves as a guide when conducting interviews with resource persons to obtain information relevant to the research topic.

b. Audio Recorder

The audio recorder functions as a sound recording device during the interviews conducted with the resource persons.

c. Laptop

A laptop is utilized for composing the final paper regarding the Utilization of Google Trends for the Identification of Evergreen Topics in Online Media Akurat.co.

Data Collection Techniques

This data collection process was conducted utilizing the following techniques:

1) Observation

Observation is one technique that can be used to gain insights by conducting a direct examination of the conditions in the field. Observation was carried out by directly monitoring the work of the SEO content writer.

2) Active Participation

Active participation involves the researcher's direct involvement in the activities at PT Akurat Sentra Media during the Field Work Practice (PKL) program.

3) Interview

An interview is a form of communication between two or more parties, typically conducted directly. In this process, one party serves as the interviewer and the other as the interviewee, with the specific purpose of obtaining information or collecting data. The interviewer asks a series of questions to the interviewee to elicit the necessary answers (Fadhallah, 2021).

4) Literature Review

A literature review is a research activity conducted by gathering information and data using various supporting sources available in libraries (Melinda & Zainil, 2020). These sources include reference books, previous research findings, articles, notes, and various journals relevant to the problem being examined. This technique is employed to support the relevant theories pertaining to the issues discussed in this study.

RESULT AND DISCUSSION

This study shows that Google Trends plays an important role in editorial decision making at Akurat.co, particularly through the Explore feature used to filter content. This finding is supported by an interview in which Idham, the SEO Editor, stated, I usually use keywords based on the 5W+1H framework to identify which information has long-term value or is suitable for evergreen articles.

In addition, observations indicate that this checking process is mandatory during the content planning stage. Editors review search volumes over an extended period ranging from one month to several years to ensure that the selected topics genuinely reflect stable audience needs rather than short lived viral trends.

Editorial Adaptation through Data Analytics

This study demonstrates that Akurat.co has shifted its editorial strategy by integrating data analytics into the core of its content planning. The findings indicate that Google Trends is not merely a supplementary tool but a mandatory filter, particularly through the use of the Explore feature. As a big data based analytical tool, Google Trends provides access to keyword search frequencies over a specific period, enabling the editorial team to identify emerging topics, seasonal patterns, and shifts in public attention (Bily, 2024; Kamal et al., 2024).

However, Akurat.co goes beyond passive monitoring. Observations reveal that the editorial team actively filters this data to separate short-lived viral trends from genuine information needs. This process is empirically validated by the testimony of Idham, the SEO Editor, who explained the specific method used to ensure relevance:

"I usually use keywords based on the 5W+1H framework (what, how, why, etc.) to identify which information has long-term value. From there, I can distinguish which information is suitable for evergreen articles versus daily news. If the graph shows a stable line without drastic drops over a long period, we approve it." (Interview, October 2025).

This direct quotation confirms that the data driven approach at Akurat.co is strictly supervised by journalistic judgment. Editors review search volumes over an extended period ranging from one month to several years to ensure that the selected topics genuinely reflect stable audience needs.

Google Trends as a Bridge between Audience Behavior and Editorial Decision Making

In practice, the utilization of Google Trends functions as a bridge connecting audience search behavior with editorial production. The criteria for determining a suitable evergreen article topic consider four main aspects: consistency with the media's character, long-term search potential, benefit to the reader, and the potential for developing derivative content.

Field evidence shows that this strategy is effective in identifying knowledge gaps in the market. A concrete example found during this study was the identification of the keyword "Apakah polisi membayar pajak" (Do police pay taxes) during a demonstration period. While other media focused

on the chaos of the protest, Akurat.co utilized the Explore feature to find this specific query, produced a relevant article, and successfully gained high readership. This case illustrates how the tool helps the newsroom anticipate content demand and optimize visibility.

By analyzing such trending queries, the editorial team can map the information landscape understanding what readers are currently searching for and how their interests evolve. This process helps editors select topics that not only attract immediate readership but also maintain informational value in the long run.

Theoretical Implications Operationalizing Uses and Gratifications Theory

The findings of this study reveal a strong connection between Akurat.co's editorial practices and the Uses and Gratifications Theory (UGT). The theory, introduced by Elihu Katz, Jay G. Blumler, and Michael Gurevitch, emphasizes that audiences possess psychological and social needs that motivate them to actively seek out and choose media content aligning with their personal interests (Karunia et al., 2021).

In the context of Akurat.co, this theory is operationalized in reverse: the editorial team uses Google Trends to proactively identify these needs before the content is even produced. Katz, Blumler, and Gurevitch outlined three fundamental assumptions underlying this theory, one of which is that audiences are presented with a wide range of media options designed to fulfill diverse needs. Akurat.co responds to this by using data to ensure their option is the most relevant.

Furthermore, The more individuals rely on a particular medium to meet their needs, the greater the medium's influence becomes in shaping their habits (Wakas & Wulage, 2021). By consistently providing accurate answers to specific search queries (e.g., how to maintain mental health), Akurat.co builds this reliance. The use of Google Trends allows the newsroom to monitor and interpret the audience's informational needs in real time, ensuring that published articles not only attract attention but also deliver practical satisfaction. This confirms that in the digital era, UGT serves as a framework not just for understanding consumption, but for guiding production strategy.

Limitations and Cautions

The results of this research show a close connection between Akurat.co's editorial practices and the Uses and Gratifications Theory. This theory explains that audiences are active in choosing and using media. They have certain needs such as wanting information, entertainment, or a sense of connection that drive them to select content that matches what they are looking for.

In Akurat.co's newsroom, this theory is reflected in how the team uses Google Trends to understand readers' interests and needs. By observing trending searches, editors can see what topics people are talking about or curious about at the moment. These insights help the team decide what kind of stories to publish so that the content feels more relevant, useful, and in line with what readers actually want to know.

This approach makes Akurat.co more than just a news outlet. It becomes an information provider that focuses on reader satisfaction and audience needs. The interaction between the newsroom and readers forms a two-way relationship where the audience influences what kind of content is produced, and Akurat.co responds by offering stories that fit those interests. Through this process, Akurat.co builds a stronger connection with its audience and maintains its relevance in today's digital media competition. It shows that understanding readers' behavior and preferences through tools like Google Trends can help a media company stay responsive, trustworthy, and close to its audience(Rahayu, 2024).

Recommendations for Future Research

1. For Other Online Media Outlets

Other online media outlets are advised to adopt a data-driven content management strategy. Utilizing Google Trends can assist in comprehending reader needs and generating articles that are both relevant and enduring. A careful balance between the application of SEO principles and content quality must be maintained so that content is not solely oriented toward clicks but also provides valuable, beneficial information.

2. For Akurat.co

Akurat.co should consider expanding the use of supplementary analytical tools, such as Google Search Console or a limited version of Ahrefs, to support a comprehensive evaluation of article performance. Internal training for the writing and editing teams needs to be reinforced to enhance their understanding of the characteristics of evergreen content and the ethical application of SEO. This measure will contribute to maintaining the consistency and quality of their written output on a continuous basis.

3. For Future Researchers

Subsequent researchers could involve a wider range of informants, such as journalists, SEO editors, and chief editors, to obtain a more comprehensive perspective on the implementation of Google Trends in digital content production. Comparative research across different media outlets is also suggested to identify variations in editorial strategies for determining evergreen topics.

Further research could investigate reader behavior towards evergreen articles, for example, through the analysis of reading time, comment interaction, or click-through rates. This approach would deepen the understanding of the extent to which this content genuinely satisfies audience needs and provides gratification, in alignment with the principles of the Uses and Gratifications theory.

CONCLUSION

This study concludes that the use of Google Trends at Akurat.co marks a major shift in the newsroom's editorial culture. What was once driven by intuition has now moved toward a more structured, data based decision making process. The findings show that Google Trends is not just

an additional tool, but a key filter in the editorial workflow. By using the Explore feature and analyzing long-term search volumes, the editorial team can distinguish between topics that are merely viral for a moment and those that are suitable as evergreen content. This approach ensures that topic selection whether related to health, lifestyle, or other areas is grounded in evidence of long-term audience interest.

Theoretically, this research offers a new contribution to the Uses and Gratifications Theory (UGT) by expanding its application to the production side of journalism. While UGT traditionally focuses on audience consumption, this study shows that editorial teams also use search analytics to anticipate audience needs even before content is produced. Methodologically, participant observation provides a rare behind the scenes perspective, emphasizing that data driven journalism still requires human involvement. Algorithms assist the process, but they do not replace journalistic judgment such as applying the 5W+1H framework.

In practice, the implications of this study are significant for media sustainability. In an era of fast moving information and fragmented attention, relying solely on breaking news is not enough. The ability to identify and create content that remains relevant over time helps media outlets build steady traffic and strengthen audience loyalty. This shift toward high quality, enduring content provides a healthier strategy for online media compared to competing through low quality clickbait.

Ultimately, this research reinforces the connection between data analytics, audience engagement, and editorial ethics. It highlights that the responsible use of data allows media organizations to balance commercial goals with the public's need for reliable information. The integration of Google Trends into the editorial workflow enhances data driven journalism practices and supports a more sustainable model of audience engagement.

REFERENCE

Abdul Karim, K., Nasution, M. B. K., & Suryadi, S. (2022). Pelatihan digital marketing dalam meningkatkan kompetensi siswa smk negeri 1 rantauprapat. *Journal of Social Responsibility Projects by Higher Education Forum*, *3*(2), 115–119.

Aminah, R. S., & Dalimunthe, W. Y. (2024). *Penerapan Search Engine Optimization Pada Pemberitaan di Media Siber.Jurnal Netnografi Komunikasi (JNK* (Vol. 3, Issue 1, pp. 74–88).

Antonius, A., & Suteja, B. R. (2021). The Implementasi Metode On-Page Search Engine Optimization untuk Meningkatkan Peringkat Website sebagai Hasil Pencarian Google. *Jurnal Teknik Informatika dan Sistem Informasi*, *7*(1).

Aprila, G. N. (2024). *Pemanfaatan Big Data Google Trends pada proses produksi berita media daring: Studi Fenomenologi pengalaman wartawan Madania.*

Bily, S. I. (2024). Pemanfaatan Google Trends dalam Nowcasting Jumlah Kedatangan Penumpang di Bandara Komodo Labuan Bajo. *Jurnal Statistika Terapan (ISSN 2807-6214*, *4*(2), 68–80.

Fadhallah. (2021). *Wawancara*. UNJ Press.

Fadilla, A. R., & Wulandari, P. A. (2023). Literature review analisis data kualitatif: tahap pengumpulan data. *Mitita Jurnal Penelitian*, *1*(3), 34–46.

Fernadi, M. F., & Aslamiyah, N. (2022). Pengaruh Komunikasi Kepala Madrasah Terhadap Kinerja Guru Di Madrasah Aliyah Hidayatul Mubtadiin Jati Agung, Lampung Selatan. *Jurnal Mubtadiin*, *8*(01).

Gazella, J., & Trijayanto, D. (2023). Strategi Manajemen Redaksional Desk Gaya Hidup di Tempo. co. *INNOVATIVE: Journal Of Social Science Research*, *3*(2).

Hartatik, H., Rukmana, A. Y., Efitra, E., Mukhlis, I. R., Aksenta, A., Ratnaningrum, L. P. R. A., & Efdison, Z. (2023). Tren Technopreneurship: Strategi & Inovasi Pengembangan Bisnis Kekinian dengan Teknologi Digital. PT. Sonpedia Publishing Indonesia.

Indriyatmoko, T., claudy Forbenius, A., & Diningrat, M. S. M. (2024). Strategi Optimisasi Kata Kunci dalam Meningkatkan Visibilitas di Mesin Pencari. Intechno Journal: Information Technology Journal, 6(1), 66-72.

Kamal, F. Y., Sari, M. I., Utami, M. F. G. U., & Kartiasih, F. (2024). PENGGUNAAN REMOTE SENSING DAN GOOGLE TRENDS UNTUK ESTIMASI PRODUK DOMESTIK BRUTO INDONESIA. *Equilibrium: Jurnal Penelitian Pendidikan Dan Ekonomi*, *21*(02), 37–59.

Karunia, H., Ashri, N., & Irwansyah, I. (2021). Fenomena penggunaan media sosial: Studi pada teori Uses and Gratification. *Jurnal Teknologi Dan Sistem Informasi Bisnis*, *3*(1), 92–104.

Kharis, S. A. A., Arisanty, M., Putri, A., & Zili, A. H. A. (2024). Penggunaan Google Trends Dalam Perencanaan Strategi Digital Marketing Perguruan Tinggi Jarak Jauh di Indonesia. *Penelitian Dan Pengembangan Kependidikan*, *15*(3), 262–270.

Mahadi, U. (2021). Urgensi Komunikasi Efektif dalam Proses Pembelajaran. *Journal of Public Policy and Administration Silampari*, *2*(2), 84.

Melinda, V., & Zainil, M. (2020). Penerapan model project based learning untuk meningkatkan kemampuan komunikasi matematis siswa sekolah dasar (studi literatur. *Jurnal pendidikan tambusai*, *4*(2), 1526–1539.

Nafah, H. K. dan P., & E. (2021). *Penggunaan Big Data Melalui Analisis Google Trends Untuk Mengetahui Perspektif Pariwisata Indonesia Di Mata Dunia*.

Newman N. 2024. Reuters Institute News Digital Report. https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2024

Priyarsono, D. S., & Laelia, S. M. (2023). Studi Penggunaan Data Google Trends: Kasus Peramalan Tingkat Pengangguran Usia Muda. *Bina Ekonomi*, *27*(2), 100–123.

Putera, M. R., Rosyidi, I., & Muslim, A. (2020). Penerapan SEO di Jurnal Garut dalam Meningkatkan Daya Saing. *Annaba: Jurnal Ilmu Jurnalistik*, *5*(2), 149–170.

Rahayu, N. (2024). *Survei Lanskap Media Pers Indonesia*. https://www.dewanpers.or.id/berita/detail/2554/survei-lanskap-media-pers-indonesia

Ramadhayanti. (2021). Pengaruh Komunikasi Pemasaran dan Affiliate Marketing terhadap Volume Penjualan. Jurnal Komunikasi. *Bisnis dan Manajemen*, *8*(1).

Saputra, A. D., & Rahmawati, L. (2025). Implementasi SEO on-page pada artikel website Skill Academy untuk menempati halaman 1 Google. *Innovative: Journal of Social Science Research*, *5*(1), 2957–2968.

Trilestari, L., Shovmayanti, N. A., Kurniawan, D., & Prakosa, F. A. (2025). PEMANFAATAN GOOGLE TRENDS UNTUK MENGANALISIS POLA PENGGUNAAN MEDIA SOSIAL DI INDONESIA. *Jurnal Bincang Komunikasi*, *3*(1), 16.

Wakas, J. E., & Wulage, M. B. N. (2021). Analisis teori Uses and Gratification: Motif menonton konten firman Tuhan influencer Kristen pada media sosial TikTok. *Tepian: Jurnal Misiologi Dan Komunikasi Kristen*, *1*(1), 27–44.