

ABSTRACT

`Iffatul Kamilah, 1820210065, Affiliate Marketing Online Marketing Analysis through Instagram Social Media in the “Shopee Affiliate” Program.

Affiliate marketing is a marketing system through online or digital media, this marketing uses the main strategy by directing members or affiliates as marketers. This online affiliate marketing carries out promotions by providing information through online media about the products offered by marketing using social media as a promotional tool such as Instagram.

This study discusses the optimization of shopee affiliate program online marketing through Instagram. The purpose of this study is to discuss and find out what steps must be applied in conducting online marketing and how efforts so that affiliate shopees can be run optimally through Instagram social media. This study uses a qualitative type of research that cannot be measured by numbers and requires in-depth analysis from researchers regarding the optimization of shopee affiliate marketing through Instagram. This study uses a qualitative narrative approach, this is because the shopee affiliate optimization information is obtained based on stories or things experienced by the data source. Data collection techniques are carried out by means of observation, interviews or interviews, and documentation. The subjects of this research are 5 students who are shopee affiliate members and 3 students who have made product purchases through the shopee affiliate link on Instagram.

Based on the results of the study, the results of this study indicate that the facilities and features provided by Instagram can be utilized optimally in attracting consumer interest and online marketing strategies and steps continue to improve the quality and marketing trends so that the marketing of the online shopee affiliate program through Instagram can be said to be optimal.

Keywords: Online Marketing, Shopee Affiliate, Instagram Social Media.

ABSTRAK

Iffatul Kamilah, 1820210065, Analisis Pemasaran Online *Affiliate Marketing* melalui Media Sosial Instagram pada Program “Shopee Affiliate”.

Affiliate marketing merupakan sistem pemasaran melalui media online atau digital, pemasaran ini menggunakan strategi utama dengan mengarahkan para *member* atau *affiliaters* sebagai pemasar. Pemasaran online *affiliate marketing* ini melakukan promosi dengan cara memberikan informasi melalui media online mengenai produk yang ditawarkan dengan menggunakan sosial media sebagai alat promosi seperti instagram. Penelitian ini membahas mengenai optimalisasi pemasaran online *shopee affiliate program* melalui instagram. Tujuan penelitian ini adalah membahas dan mengetahui apa saja langkah yang harus diterapkan dalam melakukan pemasaran online dan bagaimana upaya agar *affiliate marketplace* shopee dapat dijalankan secara optimal melalui media sosial instagram. Penelitian ini menggunakan jenis penelitian kualitatif yang tidak bisa diukur dengan angka dan membutuhkan analisis secara mendalam dari peneliti mengenai optimalisasi pemasaran shopee affiliate melalui instagram. Penelitian ini menggunakan pendekatan naratif kualitatif, hal ini dikarenakan bahwa informasi optimalisasi *shopee affiliate* diperoleh berdasarkan cerita atau hal yang dialami oleh sumber data. Teknik pengumpulan data dilakukan dengan cara observasi, wawancara atau *interview*, dan dokumentasi. Subjek penelitian ini yaitu 5 mahasiswa yang menjadi *member shopee affiliate* dan 3 mahasiswa yang telah melakukan transaksi pembelian produk melalui *link shopee affiliate* di instagram.

Berdasarkan hasil penelitian, hasil penelitian ini menunjukkan bahwa fasilitas dan fitur yang disediakan instagram dapat dimanfaatkan secara maksimal dalam menarik minat konsumen serta strategi dan langkah pemasaran online terus meningkatkan kualitas dan trend pemasaran sehingga pemasaran online shopee affiliate program melalui instagram dapat dikatakan optimal.

Kata Kunci: *Pemasaran Online, Shopee Affiliate, Media Sosial Instagram.*