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## **Shopee Affiliate Viral Marketing Potential as a Promotional Media**

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### **A B S T R A C T**

*Knowing about fashion trends is also important when it comes to impulse buying because people who have a strong emotional attachment to a particular trend have a higher probability of buying it. Programs that help support increased revenue, such as Shopee Affiliate, have a greater chance of success by encouraging insiders to use the Shopee platform to share product information and generate more sales. This study aims to find out how potential viral marketing is in the Shopee Affiliates program as a promotional medium for users of the Shopee Affiliates program. This study uses a qualitative method with a descriptive approach by using data source triangulation, in-depth interviews, observations, and documentation. The subjects of this research are Shopee Affiliates users (content creators/influencers). The results of this study indicate that Viral Marketing at Shopee Affiliates has the potential to be a promotional medium for the public on social media because this program makes it easy to promote and share products that consumers want through the referral link provided by Shopee. Shopee Affiliates also have benefits for users because they get commissions in the program. The limitations of this research only cover the Shopee Affiliate Program created by Shopee as a digital promotional medium. The conclusion from this research is that this type of viral marketing is often used by influencers to carry out promotional activities in the Shopee Affiliates program, thus creating potential in the program.*

**Keywords:** *Digital Marketing, E-commerce, Potential, Shopee Affiliates, Viral Marketing*

## INTRODUCTION

The growth of E-commerce in Indonesia during the Covid -19 period in 2020 was very significant. During Covid-19, the growth rate reached 91 percent, compared to 54 percent in the previous year (in 2019). The growth of internet users in Indonesia in 2021-2022 according to a survey from the Indonesian Internet Service Users Association (APJII) in 2022 reached 210.3 million users, which means an increase from 2020 which reached 196.7 million users of the total number Indonesia's population is at 275 million people. This means that the growth penetration of internet users in Indonesia in 2021-2022 will reach 77.02% (A'isah, 2022). E-commerce continues to innovate to make the buying and selling process easier for the general public. Today, people no longer need to stop and go to a shop to transact, all of this has been made possible by a digital world that is faster and easier E-commerce continues to innovate to make the buying and selling process easier for the general public. Now, people no longer need to stop and go to a shop to transact, all of this has been made possible by a digital world that is faster and easier (Mazurek & Kucia, 2011). Digital marketing is an effective way to promote company products (Lucyantoro & Rachmansyah, 2017)



**Figure 1.** Data on the Number of Internet Users in Indonesia

Source : (Asosiasi Pengguna Jasa Internet Indonesia (APJII))

According to data released in 2019 by Janio.asia, some of the most popular fashion items among Indonesian consumers are sports, children's clothes, hijab fashion, and sustainable fashion. Knowing about fashion trends is also important when it comes to impulse buying because people who have a strong emotional attachment to a particular trend have a higher probability of buying it. In addition, programs that help support increased revenue, such as Shopee Affiliate, have a greater chance of success by encouraging insiders to use the Shopee platform to share product information and generate more sales. The emergence of new media such as blogs, Twitter, Youtube, Instagram, and Tiktok, various internet-based social media applications that are widely used by the general public to stay connected and become interactive and viral media of any information (Kristiyono, 2022). The traditional marketing paradigm, also known as Legacy Marketing, which is vertical and company-focused, must also change in this regard (Figueiredo, 2019).

Data from Tempo.co (2020) shows the results of a MarkPlus survey that Shopee is the most popular brand among consumers with a percentage of 71 percent. Tokopedia is in second place with a percentage of 15%, and Lazada is ranked third, with a percentage of 8% (Rohmatulloh & Sari, 2021).

### Find Out E-commerce Competition in Indonesia

Filter by Business Model Store Type Store Origin Select Data Per Quarter Q4 2020

Merchant	Monthly Web Visits	AppStore Rank	PlayStore Rank	Twitter	Instagram	Facebook	Number of Employees
1  Shopee	129,320,800	#1	#1	541,700	7,100,000	19,908,390	9,066
2  Tokopedia	114,655,600	#2	#4	710,400	2,400,000	6,372,160	4,521
3  Bukalapak	38,583,100	#7	#7	199,600	1,363,070	2,514,260	2,446
4  Lazada	36,260,600	#3	#3	411,400	2,600,000	30,461,740	4,500
5  Blibli	22,413,100	#6	#5	514,800	1,389,780	8,539,020	2,106

**Figure 2.** E-Commerce Competition Data in Indonesia in 2020

Source : Iprice

Shopee also began to provide the best service for its users as a market with a large user base, namely the Shopee Affiliates Program. This Shopee Affiliates Program service can generate potential and increase competition in the market (Rizky Prabowo Rahino, 2021) Shopee affiliates program is an official program from Shopee by offering additional income for content producers or social media users who have been approved by Shopee to promote Shopee's products on other social media, such as YouTube, Instagram, Facebook, TikTok, and others (Isna Rifka Sri Rahayu, 2022). Shopee Affiliate is a B2B and C2C e-commerce company that implements affiliate marketing known as Shopee, which has huge profit potential, both for consumers and for Shopee (Rizky Prabowo Rahino, 2021)

Not only that, Shopee users have the option to receive Shopee commissions by clicking on promotional links that have been posted on social media. Users will also be provided with instructions on how to create content while adhering to Shopee's terms and conditions. If more people are interested in using the Shopee Affiliate link provided by the user, then the commission that the user will receive will be higher. (Japariato & Adelia, 2020)

The Shopee Affiliates Program is a system where affiliates who have been approved by Shopee can promote Shopee products by forwarding referral links to other people. Commissions are based on the price of products sold through links previously provided by members of the Shopee Affiliates Program. The commission is 10% for new users, 2% for old users of the Shopee Affiliates Program, and 3% for old users of the Shopee Influencer Program, with a maximum commission of IDR 10,000 per transaction. The Shopee Affiliate Program provides positive benefits for Shopee and merchants selling on the Shopee e-commerce platform. Consumers can access information about products sold by Shopee. Consumers can obtain Shopee products by simply clicking on links that have been distributed by the Shopee Affiliates Program. The Shopee Affiliates Program will also generate purchase interest, which then influences consumer purchasing decisions for the products available on the Shopee application (Rizky Prabowo Rahino, 2021).

Shopee Affiliate data reports that orders are created from an affiliate program, which is 29 million - 35 million orders per month and is always increasing. In addition, the number of Shopee users using the Shopee Affiliates Program is around 300 - 350 million per month, according to Iprice.com, and the total number of Shopee users is expected to reach 421 million by the end of 2022. However, due to the increasing popularity of e-commerce, Shopee will ranked second among the top five websites in Asia in Q1 2022 (Kristiyono, 2022).



**Figure 3.** Shopee Affiliates screenshot

Source : Shopee

## RESEARCH METHODS

This study used a qualitative research method with a descriptive approach. Descriptive data analysis technique is a method used to find out the description, condition, or thing by describing it in as much detail as possible based on existing facts (Gamal Thabroni, 2022).

This descriptive research uses several techniques in data collection including:

1. Interview (Interview) is to get information surrounded by direct data sources through conversations or questions and answers (Dr. Agus Triyono, 2021). Tools and techniques for collecting data using observation and in-depth interviews (in-depth interviews). According to (Moleong, 2005: 186), in-depth interviews are a process of digging up information in depth, openly, and freely and directed at the research center. In this case, the in-depth interview method was carried out by providing a list of questions beforehand.
2. Documentation is a way of obtaining information and data in the form of books, archives, documents, written numbers and pictures in the form of reports and descriptions that can support research (Sugiyono, 2013: 240).
3. Observation is testing with a specific purpose about something, especially the purpose of collecting facts, values, a verbalization or disclosure in words of everything that has been observed. (Kartono, 1980:142).The interviews used in this study were in-depth interviews, which were a process of obtaining information by face-to-face debriefing and via online via Google meet between interviewers and informants. This study uses source triangulation to check the validity or credibility of data obtained or generated by checking data from different sources.

In this study using Data Analysis Techniques according to L.R. Gay (2009) where the way to analyze data is as follows:

1. Linking the results of the analysis with related theories
2. Linking relevant theories to the problems at hand
3. Linking the analysis with the point of view of the object
4. Provide the results of the analysis performed.

Researchers took 5 informants as research subjects. In this study, the in-depth interview technique was used which was conducted by researchers with relevant informants in order to be able to dig up various information from the point of view of potential viral marketing from the Shopee Affiliates program as a promotional medium. This research involved five informants from influencers on Instagram. The researcher conducted interviews with the five informants because the five informants participated in programs from Shopee Affiliates and consumers in Shopee e-commerce. Prior to conducting the interviews, the researcher sent messages to five informants via the WhatsApp application in order to request permission to interview the five informants. The five informants were named Fitriami Cantika, Nisa Purnami, Ravelshatitanya Fariza, Syifa Munifatuzzahrah, and Felicia Ellen Kristanto. The first resource person was Fitriami Cantika as an influencer and brand ambassador for Wardah and Emina, the second resource person was Nisa Purnami as an influencer in the fashion sector, the third resource person was Ravelshatitanya Fariza as an influencer in the fashion sector, the fourth resource person was Syifa Munifatuzzahrah as an influencer in the field of fashion and beauty, and The fifth resource person is Felicia Ellen Kristanto as an influencer in the field of beauty (skincare).

## **RESULTS & DISCUSSION**

Writing this natural research aims to find out whether viral marketing activities in the Shopee Affiliates program have the potential as a promotional medium. Researchers use the theory of Digital Marketing, Affiliate Marketing, Viral Marketing, and E-Commerce. Digital marketing is a method of spreading awareness and promoting a brand or product through the digital or internet world (Yulianah, 2022). Websites, search engine marketing, web banners, social networking, viral marketing, e-mail marketing and affiliate marketing are examples of internet or digital marketing (Yulianah, 2022).

Affiliate marketing is defined by Anshari & Mahani (in Batu, Situngkir, Krisnawati, & Halim 2019) as a cooperative activity that allows an organization, business or location to generate profits for both parties in certain situations through campaigns to promote products or services. The basis of affiliate marketing is to monitor traffic that has been increased so that users can take the desired action and arrive at the website targeted for the transaction (Stokes, 2013).

Viral marketing is an internet-based strategy that can quickly and effectively reach large numbers of people. "Viral marketing can be understood as a communications and distribution concept that relies on customer to transmit digital product via email to other potential customers in their social sphere and to animate these contact to also transmit the products." wrote Helm in Skrob (in Susilowati, 2019).

According to Loudon (1998), e-commerce is a type of transaction carried out by buyers and sellers when they buy and sell various products electronically from one company to another using computers as a medium of exchange (Lumban Batu et al., 2020). Researchers use research objects, namely influencers/content creators who use the Shopee Affiliates program.

The Shopee Affiliates program has implemented digital marketing with the aim of attracting consumer interest in their products. According to Nur Sabilah (2019), digital marketing has 3 indicators, namely fulfillment/reliability, website design, and customer service. Fulfillment refers to ease of access in terms of product appearance and description that consumers want. The informant FC believes that it is very easy for consumers to access in terms of appearance and product descriptions desired by consumers/customers, to find out product information, prices, and detailed information about a product. Source NP believes that the Shopee Affiliates Program makes it very easy for consumers to access in terms of appearance and product descriptions desired by consumers/customers, because all we have to do is share the link and click on the link in the display, then the product description is already available.

RF resource person is of the opinion that the Shopee Affiliates program greatly facilitates access in terms of appearance and product descriptions that consumers want because people only need to click on the link that we share on Instagram stories. The informant SM was of the opinion that the program greatly facilitated access in terms of appearance and product descriptions desired by consumers. because sometimes customers are lazy to look for goods and other trusted shops, with this program customers can see direct reviews from people who participated in the Shopee Affiliates program who bought goods at the store first. FEK sources believed that it was very convenient because parties as affiliates did not need to provide too long descriptions when sharing links and were directly connected with purchases.

Based on the results of the interviews above, the informants have the same information opinion in terms of ease of access in terms of appearance and product descriptions desired by consumers/customers. Informants argue that Shopee Affiliates makes it easy to access in terms of product appearance and descriptions because consumers can have more confidence with direct reviews from content creators, then customers only need to click on the links provided by the affiliates to purchase the desired product.

Furthermore, this type of website design is a close relationship with the digital world where online activities will be delivered directly to customers (Yulianah, 2022). As a result, it can be shown that website design improves consumer behavior in terms of gathering information, completing transactions, personalizing content and purchasing products. Based on the results of the interviews conducted by informant 1, informant 2, informant 3, informant 4, and informant 5, of course they made a website design for their Shopee Affiliates program activities, but the way to create a website design for several influencers is also different. The FC source argued that he had not yet provided a website design because he was still promoting according to what he wanted. Resource person NP created a link website on Instagram bio to make it easier for someone to find the product. RF sources make links to make it look attractive. The SM resource person created a website design milkshake to add and collect links that will be shared with customers. The FEK resource person created a website design to make it easier for customers to see, access the products that were distributed without the need to search manually.

Based on the results of the interviews above, the website design informants have different information opinions in website design increasing consumer behavior in terms of gathering information, completing transactions, personalizing content, and buying products. Informant 1 said that he did not include website designs such as linktr.ee or milkshake websites, but the informant did include links/products through highlight stories on Instagram. However, four other informants said that they created a website design to include product links from Shopee Affiliates.

Furthermore, this type of customer service is good, responsive, communicative, intelligent in responding to consumer questions and responding to consumer needs. Based on the results of interviews conducted by informant 1, informant 2, informant 3, informant 4, and informant 5, the customer service of content creators/influencers for the Shopee Affiliates program is also different. FC sources are of the opinion that FC always responds to consumer Q&A for marketing strategies. Resource persons NP have responded to Q&A to help answer questions as well as establish relationships with followers. RF sources respond to consumer Q&A because if other people ask, it means the goods used are good. SM resource persons also respond to Q&A because by responding to questions and responding to consumers, SM can convince consumers to buy products through shared links.

Based on the results of the interviews above, customer service informants have the same informed opinion in responding to consumer needs. Informants argue that informants respond to consumer needs by answering questions or QnA to build relationships and followers and increase consumer confidence to buy products from Shopee Affiliates.



Affiliate marketing is defined by Anshari & Mahani (in Batu, Situngkir, Krisnawati, & Halim 2019) as a cooperative activity that allows an organization, business or location to generate profits for both parties in certain situations through campaigns to promote products or services. There are 3 models of affiliate marketing i.e. convincing the prospect to visit the affiliate website, redirecting the customer to the sponsor of the website where he performs a predetermined action (i.e. purchase, form filling, email address registration etc.), affiliate compensation (commission) for the value of the sequence/number of actions assumed to be performed by the customer.

FC sources convince potential customers to visit the affiliate website because it is for people to be interested in what FC is wearing. NP sources convince potential customers to visit affiliate websites so that NPs get commissions from Shopee Affiliates. However, RF sources did not convince potential customers to visit affiliate websites because RF uses the product according to the interests of followers. SM sources convince potential customers to visit affiliate websites because it is effective for adding to the commissions that SM gets later. FEK sources convinced potential customers to visit affiliate websites because they wanted more people to know about the product so they could try it too.

Based on the interview results above convincing potential customers to visit affiliate websites in the Shopee Affiliates program, informants have different information opinions in convincing potential customers to visit affiliate websites in the Shopee Affiliates program. Informants argue that they convince potential customers to visit affiliate websites so that consumers are interested in what they use and describe in the product, besides that they also get commission benefits from Shopee Affiliates.

But there is a difference of opinion from one informant, namely that he did not convince potential customers to visit the affiliate website in the Shopee Affiliates program, because the informant focused more on what followers were interested in, so they were more inclined to the needs of followers.

Furthermore, the affiliate marketing model redirects the customer to the sponsor's website where he/she performs a predetermined action (i.e. purchase, fills out a form, registers an e-mail address, etc.). Based on the results of interviews conducted by informant 1, informant 2, informant 3, informant 4, and informant 5 researchers, of course the content creators/influencers for the Shopee Affiliates program are also different. The FC source argued that the redirection of the customer to the sponsor of the website where he took action determined that FC by way of simply providing a normal Shopee link. The informant NP argues that the transfer of customers to website sponsors where he takes predetermined actions by creating more content for Shopee Affiliate on Instagram in the fashion field. The RF resource person redirects customers to website sponsors by sharing the Shopee Affiliates link after which they include the link and product name. After that, enter it into the highlight story and bio on Instagram. SM sources, by transferring customers to website sponsors, provide honest reviews of the advantages and disadvantages of the product, so nothing is exaggerated, nothing is understated. Meanwhile, FEK sources have never transferred customers to website sponsors.

Based on the results of the interview above on the transfer of customers to the website sponsor where he/she takes a predetermined action (i.e. purchasing, filling out forms, registering email addresses and others), the informant has a different information opinion in transferring customers to the website sponsor where he/she takes action (i.e. purchasing, filling out forms, registering email addresses, etc.). The informant argues that they divert customers to the website sponsor where he takes the specified action by providing an honest review and a link from the product description.

But there is a difference of opinion from one informant, namely that she does not transfer the customer to the website sponsor where he takes the predetermined action because I've never done it.

Furthermore, the affiliate marketing model compensates (commissions) affiliates for the value of the sequence/number of actions assumed to be performed by the customer. Based on the results of interviews conducted by informant 1, informant 2, informant 3, informant 4, and informant 5 researchers, of course the content creators/influencers for the Shopee Affiliates program are also different. The FC resource person has received a commission from Shopee Affiliates but is not satisfied. Resource person NP has never received a commission from Shopee Affiliates, NP is also dissatisfied because there are consumers who have checked out the link from NP, but have not entered. RF sources have already received commissions from Shopee Affiliates but are not satisfied because RF feels that he is not diligent enough to create content. The SM resource person has received commissions from Shopee Affiliates but is not satisfied, because lately there have been problems from Shopee Affiliates, that's why recently SM is no longer active to share links on Instagram. FEK sources have received commissions from Shopee Affiliates and are satisfied.

Based on the results of the interview above on the affiliate compensation (commission) for the value of the sequence/number of actions assumed to be carried out by the customer, the informant has a different information opinion on the affiliate compensation (commission) for the value of the sequence/number of actions assumed to be carried out by the customer. Informants argue that they are not satisfied with the commission income of the Shopee Affiliates program. But there is a difference of opinion from one informant, namely that he is quite satisfied with the Shopee Affiliates commission income that he is currently getting.

Some experts claim that viral marketing is a way of spreading information from person to person (word of mouth / WOM) via the Internet. The desired result of viral marketing is word of mouth marketing, which occurs when one person tells others about a good YouTube video or Facebook application (Ferguson, 2008). Skrob (in Muliajaya et al., 2019) identifies several factors that can trigger viral marketing, including customer recommendations, newsletters, linking strategies, communities, free offers, sweepstakes, list of prospective buyers. ), chatrooms, reference lists, product texts, affiliate programs, and search engines.

Customer recommendation represents whether or not the respondent actually recommends the company or brand to others (Lidwina, 2021). Westbrook (1987, p. 261) defines word of mouth as: There is informal communication directed to other consumers about the ownership, use, or characteristics of certain goods and services and/or sellers (Keiningham et al., 2007). FC informants often recommend Shopee Affiliates products to their closest relatives. The resource person NP has recommended Shopee Affiliates products to their closest relatives in order to get a commission from the Shopee Affiliates program. RF sources have recommended Shopee Affiliates products to their closest relatives. SM sources have recommended Shopee Affiliates products to their closest relatives because sometimes many of their closest relatives trust what they are looking for at Shopee through SM recommendations. FEK sources once recommended Shopee Affiliates products to their closest relatives because they asked for a link to the product.

Based on the results of the interviews above on customer recommendations, informants have the same informed opinion on customer recommendations. Informants argue that they often recommend their Shopee Affiliates program to their closest relatives and followers/viewers because usually many ask about the products they use.

Next is the factor of viral marketing linking strategies. Strategy is a method or plan chosen to bring the expected future, for example achieving goals and solutions to problems (Siagian, 2004). Based on the results of interviews conducted by informant 1, informant 2, informant 3, informant 4, and informant 5 researchers, of course the content creators/influencers for the Shopee Affiliates program are also different. FC sources usually carry out a strategy by creating content when FV travels outside the home and goes to various places (cafes, restaurants, etc.). Resource persons NP make videos using video outfits according to the occasion they want to go to. RF sources usually use question or QnA techniques on Instagram stories. SM resource persons carry out a strategy by buying products that are used and liked by SM, then we recommend them to our followers or customers. Because planned or conceptualized content can attract people to open our affiliates and buy these products. FEK resource persons carried out a strategy by creating simple but understandable content with a duration that was not too long (if possible) so that it could be enjoyed.

Based on the results of the interviews above on linking strategies (list of potential consumers), informants have different information opinions on linking strategies. The informant believed that they usually carried out the Shopee Affiliates promotion strategy in their daily activities, but the two informants differed who said that content could be made simple, planned and conceptualized.

Next is the factor from the viral marketing list of prospective buyers (list of potential consumers). Based on the results of interviews conducted by informant 1, informant 2, informant 3, informant 4, and informant 5 researchers, of course the content creators/influencers for the Shopee Affiliates program are also different. FC sources are of the opinion that there is potential for relationships with followers and collaboration with big brands. The resource person NP is of the opinion that there is potential for a relationship from the Shopee Affiliates program but only a few. RF sources are of the opinion that there is potential for a relationship from the Shopee Affiliates program because they have received offers of cooperation from large agencies. The informant SM believes that there is a potential relationship from the Shopee Affiliates program of around 15% of its followers. FEK sources are of the opinion that there is potential for a relationship from the Shopee Affiliates program but do not know how much of this potential there is.

Based on the results of the interviews on the list of prospective buyers, the informants have the same informed opinion on the list of prospective buyers (list of potential consumers). Informants are of the opinion that there is potential for customer relationships with content creators in the Shopee Affiliates program, which can open up opportunities for collaboration, endorsements, and campaigns with big brands.

According to Loudon (1998), e-commerce is a type of transaction carried out by buyers and sellers when they buy and sell various products electronically from one company to another using computers as a medium of exchange. E-Commerce, also known as Electronic Commerce, is a business activity that connects customers, manufacturers, service providers, and international traders (intermediaries) using computer networks such as the internet. (Lumban Batu et al., 2020)

There are factors from e-commerce, namely the availability of competitive prices, the availability of responsive, fast and friendly purchasing services, the availability of many bonuses such as coupons, special offers and discounts, the availability of a sense of community for discussion, input from customers, etc. trading becomes easier. FC sources promote products at affordable prices. NP sources promote at low and expensive prices, depending on the fashion used which is suitable for the circles used. RF sources promote cheap and high prices, but RF believes that consumers are more interested in low prices. SM sources promote high and low prices, because SM does not look at the price, but from the quality. FEK sources do not set prices in conducting promotions, but FEK seeks good quality.

Based on the results of the interview above, competitive prices are available, informants have the same information opinion on competitive prices available (list of potential consumers). Informants argue that they are promoting original product products from their official shop. Informants promote at high or low prices according to quality and needs. But Informant 1 said that promoting affordable prices.

Furthermore, the factor of e-commerce is that purchasing services are available that are responsive, fast and friendly. Based on the results of interviews conducted by informant 1, informant 2, informant 3, informant 4, and informant 5 researchers, of course the content creators/influencers for the Shopee Affiliates program are also different. The informant FC was of the opinion that the response from buyers to the Shopee Affiliates program was minimal because they had just joined this program. The NP resource person believes that the response from buyers to the Shopee Affiliates program is a bit due to the NP's current health condition which is not good. The RF resource person was of the opinion that the response from buyers to the Shopee Affiliates program was quite a lot, in fact, RF rarely makes content anymore. The informant SM believes that there was a buyer response from the Shopee Affiliates program as much as 15% of the number of followers. FEK sources believed that the response from buyers from the Shopee Affiliates program was minimal, due to competition from other e-commerce.

Based on the results of the interviews above, responsive, fast and friendly purchasing services are available, informants have different information opinions regarding the availability of responsive, fast and friendly purchasing services. Informants thought that the response from purchasing Shopee Affiliates was still small, but two informants believed that the response from buyers in their Shopee Affiliates was quite large.

Furthermore, the factor of e-commerce is that there is a sense of community for discussion, input from customers, and others. Based on the results of interviews conducted by informant 1, informant 2, informant 3, informant 4, and informant 5 researchers, of course the content creators/influencers for the Shopee Affiliates program are also different.

The FC source believes that reviews from influencers are the main key in carrying out promotions in the Shopee Affiliates program. Source NP believes that reviews from influencers are influential in carrying out promotions in the Shopee Affiliates program, because if the reviews from influencers are not good, then customers are also less interested. RF resource persons are of the opinion that reviews from influencers are very influential in carrying out promotions in the Shopee Affiliates program, because as long as there is a response, then the commission will also be in this program. The SM informant believes that reviews from influencers are influential in carrying out promotions in the Shopee Affiliates program, because that way people also know better and can also checkout at the promoted store. FEK sources believed that they were still unsure about reviews from influencers on the Shopee Affiliates program, but FEK also believed that it might have an effect, because audience trust is directly proportional to the possibility of potential customers trying the product being promoted.

Based on the results of the interviews above, there is a sense of community for discussion, input from customers, etc., informants have the same information opinion, there is a sense of community for discussion, input from customers, and so on. The informants believed that their reviews as influencers were influential in the activities of the Shopee Affiliates program to increase consumer/customer confidence in product purchases. Informants also believed that reviews from consumers/customers also had an effect on purchasing products at Shopee.

Furthermore, the factor of e-commerce trading activities becomes easier. Based on the results of interviews conducted by informant 1, informant 2, informant 3, informant 4, and informant 5 researchers, of course the content creators/influencers for the Shopee Affiliates program are also different. The informant FC is of the opinion that the Shopee Affiliates program makes it easy to carry out promotions for product sales because it is usually a solution or a customer's doubts in buying goods/products. Source NP believes that the Shopee Affiliates program makes it easy to carry out promotions for product sales because with this Shopee Affiliates, it's easier for people to know that this product is being sold and known by many viewers/consumers at Shopee, in addition to getting commissions as influencers/ content creators. The resource person RF was of the opinion that the Shopee Affiliates program makes it easier to carry out promotions for product sales because current promotional activities are easier than before, and with this Shopee Affiliates, sharing products by including links is easier. The informant SM believes that the Shopee Affiliates program makes it easy to carry out promotions for product sales because it makes it easier for people to look for goods with good quality and relatively low prices.

Based on the results of the study, Shopee Affiliates is very influential on promotional activities in selling products because it makes it easier to access in terms of displaying descriptions and products. Shopee Affiliates also has the potential to facilitate promotions in trading/selling products because they only share links to products on Shopee. Shopee Affiliates users, especially influencers, are still dissatisfied with the Shopee Affiliates commission because influencers feel they are not active in creating content. Some influencers also argue that consumer buying responses are also not in accordance with influencer targets due to competition from other e-commerce.

Based on the results of the interviews above, trading activities became easier, informants had the same information opinion, trading activities became easier. Informants argue that Shopee Affiliates makes it easier for influencers or Shopee Affiliates users to sell products by promoting on social media because Shopee Affiliates users only share links on goods/products to be promoted and can also increase sales.

## **CONCLUSION & SUGGESTION**

Based on the research that the researchers have done through five selected informants, the researchers found the conclusion that viral marketing in the Shopee Affiliates program has great potential as a promotional medium. Viral marketing is a way of spreading information from person to person (word of mouth / WOM) via the Internet (Situmorang, 2010). Shopee Affiliates makes it easy to access in terms of product appearance and descriptions because consumers can have more confidence with direct reviews from content creators. Some Shopee Affiliates users get commissions from the Shopee Affiliates program but are not satisfied with the commission results they get. With well-managed viral marketing, researchers can find out how much potential exists in the Shopee Affiliates program as a promotional medium and facilitate trade/sale of products in promotional media. Based on the results of this research, the implications can be stated that the results of this study are used as input for influencers to be

consistent in carrying out promotional strategies in the Shopee Affiliates program, so that customers are interested in content created by influencers so that influencers are also satisfied in getting commissions given by Shopee. There is a limitation in this study that the respondents in this interview observation could only be examined from a few people who were closest to them or knew them, because the informant and the interviewer did not follow each other on Instagram so that the opportunity for the source to respond was very small.

This research has suggestions for future research so that it can be a good reference related to the potential of viral marketing for Shopee affiliates, by using a different research method, namely a quantitative method in order to find out how much the audience is interested in viral marketing in the Shopee Affiliates program. and find out how consumers or buyers respond to the Shopee Affiliates program. In addition, future researchers can also uncover data from Shopee Affiliates deeper than before.

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