

Abstract

Muhammad Giga Ali S, 2026. Optimasi Program Shopee *Affiliate* Sebagai Strategi *Digital Marketing* Dalam Mendukung Aktivitas Promosi Produk Untuk Meningkatkan Pendapatan Affiliator. Tugas Akhir. Jurusan Diploma-III Entrepreneurship. Fakultas Ekonomi dan Bisnis. Universitas Trunodjoyo Madura. Pembimbing Yudhi Prasetya Mada, S.E., M.M.

Perkembangan *digital marketing* memberikan peluang bagi individu untuk memperoleh pendapatan melalui Shopee *Affiliate*. Proyek bisnis ini bertujuan melakukan optimalisasi Program Shopee *Affiliate* sebagai strategi promosi produk teknologi dan parfum sekaligus meningkatkan pendapatan affiliator. Implementasi dilakukan melalui pemilihan produk yang memiliki potensi penjualan tinggi, pembuatan konten promosi yang informatif dan menarik, serta pemanfaatan media sosial seperti TikTok, Instagram, dan Threads sebagai sarana distribusi konten. Hasil pelaksanaan menunjukkan bahwa strategi tersebut mampu meningkatkan jangkauan promosi, interaksi audiens, dan jumlah transaksi melalui tautan afiliasi. Keberhasilan program didukung oleh konsistensi publikasi konten, penggunaan video pendek yang sesuai tren, serta pemilihan produk berdasarkan kebutuhan konsumen. Dengan demikian, optimalisasi Program Shopee *Affiliate* terbukti menjadi strategi *digital marketing* yang efektif dalam mendukung promosi produk, memperluas jangkauan pemasaran, dan menciptakan peluang peningkatan pendapatan bagi affiliator secara berkelanjutan.

Kata Kunci: Shopee *Affiliate*, Optimalisasi, *Digital marketing*, Promosi Produk, Media Sosial.

Abstract

Muhammad Giga Ali S, 2026. Optimizing the Shopee *Affiliate* Program as a *Digital marketing* Strategy in Supporting Product Promotion Activities to Increase *Affiliate* Income. Final Project. Diploma III Entrepreneurship Department. Faculty of Economics and Business. Trunodjoyo University, Madura. Supervisor: Yudhi Prasetya Mada, S.E., M.M.

The evolution of digital marketing offers individuals opportunities to generate income through the Shopee Affiliate Program. This business initiative aims to optimize the Shopee Affiliate Program as a strategy for promoting technology products and perfumes while simultaneously boosting affiliate earnings. Implementation involves selecting products with high sales potential, creating informative and engaging promotional content, and leveraging social media platforms such as TikTok, Instagram, and Threads for content distribution. Results indicate that this strategy successfully enhanced promotional reach, audience engagement, and the volume of transactions generated via affiliate links. The program's success was driven by consistent content publication, the use of trend-aligned short-form videos, and product selection based on consumer needs. Consequently, optimizing the Shopee Affiliate Program has proven to be an effective digital marketing strategy for supporting product promotion, expanding market reach, and creating sustainable income-generating opportunities for affiliates.

Keywords: Shopee Affiliate, Optimization, Digital marketing, Product Promotion, Social Media.