

ABSTRAK

Skripsi dengan judul “Strategi *Shopee Affiliator* dalam Meningkatkan *Passive Income*” ini diteliti oleh Putri Novi Wulandari, NIM. 126405202199, Program Studi Manajemen Bisnis Syariah, Jurusan Bisnis dan Manajemen, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, dibimbing oleh Dr. Moh. Rois Abin, M.Pd.I.

Seiring perkembangan yang pesat, Shopee meluncurkan *Shopee Affiliate Program* pada tahun 2019 hingga sekarang yang mempunyai tujuan untuk meningkatkan transaksi di platform Shopee. Dengan kenyataan bahwa Shopee telah menjuarai survei persaingan antar *affiliate marketing e-commerce*, tidak serta merta membuat *Shopee Affiliator* tidak memperhatikan para pesaingnya karena roda akan terus berputar. Persaingan dalam platform yang sama pun tidak dapat dihindarkan. Hal ini semakin membuat persaingan semakin ketat antara sesama *Shopee Affiliator*, jadi *Shopee Affiliator* harus pintar-pintar membuat strategi untuk mencapai komisi yang diharapkan supaya dapat meningkatkan *passive income*. Maka dari itu, peneliti ingin menganalisa strategi *Shopee Affiliator* dalam meningkatkan *passive income*.

Tujuan penelitian: (1) Untuk mendeskripsikan strategi pendaftaran menjadi *Shopee Affiliator*. (2) Untuk mendeskripsikan strategi *Shopee Affiliator* dalam meningkatkan *passive income*.

Penelitian ini menggunakan metode kualitatif jenis studi kasus. Sumber data penelitian ini yaitu data primer dan sekunder. Data yang diperoleh melalui observasi, wawancara dan dokumentasi. Teknik analisis data meliputi kondensasi data, penyajian data, penarikan kesimpulan dan verifikasi.

Hasil penelitian ini menunjukkan bahwa: (1) Strategi pendaftaran menjadi anggota *Shopee Affiliator* menerapkan beberapa strategi, yaitu: pengenalan dan tujuan strategi *digital marketing*, seperti membangun kepercayaan konsumen dan meningkatkan penjualan; pemahaman target pasar dengan memantau tren produk dan mempelajari preferensi *audiens* melalui media sosial; penentuan *niche* (segmen pasar) yang sesuai dengan minat *audiens*; pembuatan konten relevan dan menarik yang mengikuti tren; pemanfaatan media sosial untuk promosi produk dan interaksi dengan *audiens*; serta pengukuran dan analisis performa menggunakan fitur statistik *Shopee Affiliate*. Setelah itu, proses pendaftaran dilakukan melalui situs resmi *Shopee Affiliate* dengan pengisian formulir, verifikasi data, dan aktivasi akun, setelah akun aktif dapat melakukan promosi produk menggunakan *link* afiliasi. (2) Strategi *Shopee Affiliator* dalam meningkatkan *passive income* melibatkan riset dan pemilihan produk sesuai *niche*, serta pemanfaatan tiga platform utama, yaitu media sosial, *Shopee Live* dan *Shopee Video*. Komisi bervariasi dan proses pencairan transparan, penerapan strategi yang efektif, memanfaatkan fitur baru dan menyesuaikan diri dengan kebijakan, *Affiliator* mampu meningkatkan *passive income*, bahkan dapat berkembang menjadi pendapatan aktif.

Kata Kunci: *Shopee Affiliator*, *Passive Income*, *Digital Marketing*

ABSTRACT

The thesis researched is, "Shopee Affiliate Strategy in Increasing Passive Income" written by Putri Novi Wulandari, NIM. 126405202199, Sharia Business Management Study Program, Department of Business and Management, Faculty of Islamic Economics and Business, Sayyid Ali Rahmatullah State Islamic University of Tulungagung, and advised by Dr. Moh. Rois Abin, M.Pd.I.

Along with rapid development, Shopee launched the Shopee Affiliate Program in 2019 until now which aims to increase transactions on the Shopee platform. With the fact that Shopee has won the competition survey between e-commerce affiliate marketing, it does not necessarily make Shopee Affiliators ignore their competitors because the wheel will continue to turn. Competition on the same platform is also unavoidable. This makes the competition even tighter between fellow Shopee Affiliators, so Shopee Affiliators must be smart in creating strategies to achieve the expected commission in order to increase passive income. Therefore, researchers want to analyze Shopee Affiliator's strategy in increasing passive income.

Research objectives are (1) To describe the registration strategy to become a Shopee Affiliator. (2) To describe Shopee Affiliator's strategy in increasing passive income.

This study uses a qualitative method of case study type. The data sources for this study are primary and secondary data. Data obtained through observation, interviews and documentation. Data analysis techniques include data condensation, data presentation, drawing conclusions and verification.

The results of this study are (1) The strategy for registering as a Shopee Affiliate member applies several strategies, namely: introduction and objectives of digital marketing strategies, such as building consumer trust and increasing sales; understanding the target market by monitoring product trends and studying audience preferences through social media; determining a niche (market segment) that suits the interests of the audience; creating relevant and interesting content that follows trends; utilizing social media for product promotion and interaction with the audience; and measuring and analyzing performance using the Shopee Affiliate statistics feature. After that, the registration process is carried out through the official Shopee Affiliate website by filling out the form, verifying data, and activating the account, after the account is active, you can promote products using affiliate links. (2) Shopee Affiliator's strategy in increasing passive income involves research and selecting products according to niche, as well as utilizing three main platforms, namely social media, Shopee Live and Shopee Video. Commissions vary and the disbursement process is transparent, implementing effective strategies, utilizing new features and adapting to policies, Affiliates are able to increase passive income, and can even develop into active income.

Keywords: Shopee Affiliate, Passive Income, Digital Marketing