

ABSTRACT

Rohimi (2017021035)

AFFILIATED MARKETING RELATIONSHIP ON THE FINANCIAL PERFORMANCE OF JAKARTA UMKM DURING THE COVID-19 PANDEMIC

The creative industry, especially SMEs (Micro, Small and Medium Enterprises) in the city of Jakarta during the Covid-19 pandemic experienced a decline in sales, this is that SMEs need to do in detail the use of cash funding to maintain sales stability with the help of affiliate marketing using e-commerce and support the government movement PSBB (Large-Scale Social Restrictions), so that this will have a positive impact in improving the Financial Performance of SMEs. This study uses a qualitative descriptive approach by interviewing and collecting data from MSMEs in the city of Jakarta, taking research data when the economic situation of the city of Jakarta is weakening and generally the world is due to the Covid-19 pandemic. The results of this research show that affiliate marketing is very helpful and has a positive impact on SMEs in the city of Jakarta in regulating cash funding and improving financial performance that can maintain the stability of SMEs in the city of Jakarta.

Keywords: SMEs, Affiliate Marketing, Financial Performance.

