

ABSTRACT

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INFLUENCER MANAGEMENT IN SHOPEE AFFILIATE PROGRAM CAMPAIGN AT SHOPEE INDONESIA

In fulfilling one of the main requirements to complete the undergraduate study (S1), the apprentice is required to undergo a internship process. This internship is carried out to provide a comprehensive picture to apprentices regarding the world of work in each study program, including Communication Studies. Practitioners doing internship at PT. Shopee International Indonesia (Shopee Indonesia). PT. Shopee International Indonesia is a subsidiary of Sea Group which is the parent company of 3 (three) companies. Shopee is a multinational e-commerce that was launched in 2015 in 7 (seven) different regions such as Singapore, Indonesia, Malaysia, Thailand, Vietnam, Taiwan, and the Philippines. The practitioner is part of the Marketing Project (Affiliate) division with a focus on influencer management for Shopee Affiliate Program campaign. Shopee Affiliate Program is a program created by Shopee Indonesia as a place for influencers to work and earn income. In this internship, the practitioner has the opportunity to be involved in one of the External Channels owned by Shopee Indonesia, namely Shopee Affiliate Program. Practitioners are tasked with managing the Shopee Affiliates Program Influencers, Shopee x Maybelline Campaign Influencers, Shopee campaign influencers #JadiBosDariRumah, Shopee x HP Campaign Influencers, Shopee Influencer Content Sweeping, and managing Shopee Indonesia's CRM (Customer Relationship Management).

Keywords: PT. Shopee International Indonesia (Shopee Indonesia), Shopee Affiliate Program, Influencer Management, Campaign, Affiliate Marketing, CRM (Customer Relationship Management)