

ABSTRACT

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Affiliate Marketing Activities Using Key Opinion Leader Non Influencers At Shopee Indonesia

While working on an internship program at PT Shopee International Indonesia or Shopee Indonesia, interns are placed in the marketing department of the Affiliate Marketing Unit. Interns work under the supervision of a Junior Associate Affiliate Marketing. In the internship program, interns are directly involved in affiliate marketing activities such as reviewing the candidates for Non-Influencer Key Opinion Leader (KOL), evaluating programs, and analyzing the engagement rate of campaign posts. Affiliate marketing practiced by Shopee Indonesia uses affiliates from KOL, which is divided into two groups. Namely KOL Non-Influencers and KOL Influencers. Affiliate marketing activities are one of the company's communication strategies to achieve the company's objectives. Therefore, it is important for Shopee Indonesia to carefully select people who are eligible to become an affiliate in the Shopee Affiliate program. Each day an intern could review around 600-800 social media accounts of Non-Influencer KOL candidates. During the three months of the internship program, interns get to study and gain work experience in affiliate marketing in a multinational e-commerce company. Then, interns also gains knowledge related to communication strategies that need to be carried out to maintain a program and achieve company objectives. As well as the importance of selecting KOLs, evaluating programs, and the performance engagement rate of KOLs when running a program.

Keywords: *Affiliate Marketing, Key Opinion Leader, Non Influencer*