



**CONTENT ANALYSIS OF INDONESIAN AFFILIATE MARKETING
COMMUNICATION STRATEGIES ON TIKTOK**

Undergraduate Thesis

Presented as Partial Fulfilment of the Requirements for the Bachelor's Degree in
Communication Sciences

Arranged by:

DZIKRI ADITYA IHATRA

14040120190064

**DEPARTMENT OF COMMUNICATION SCIENCES
FACULTY OF SOCIAL AND POLITICAL SCIENCES**

UNIVERSITAS DIPONEGORO

SEMARANG

2024

STATEMENT OF AUTHENTICITY

I, the undersigned below:

Name : Dzikri Aditya Ihatra

Student number : 14040120190064

Place and date of birth : Jakarta, 6 February 2001

Department : Communication Sciences

Address : Bella Vista Town House Blok B6 Pondokgede Bekasi

17413

solemnly declare that the undergraduate thesis that I have written entitled:

**‘Content Analysis of Indonesian Affiliate Marketing Communication Strategies on
Tiktok’**

is the result of my scientific writing, not the result of other people's scientific work. If in the future it turns out that the scientific work that I have written is proven to be the result of plagiarism, then I accept the applicable academic sanctions (revocation of graduation predicate and bachelor's degree).

Thus, I make this statement truthfully and with full awareness and responsibility.

Semarang, 24 September 2024

Statement author,

Dzikri Aditya Ihatra

NIM. 14040120190064

VALIDITY SHEET

Undergraduate Thesis Title : Content Analysis of Indonesian Affiliate
Marketing Communication Strategies on Tiktok

Name : Dzikri Aditya Ihatra

NIM : 14040120190064

Department : Communication Sciences

Declared valid as one of the requirements to complete undergraduate education.

Dean,

Vice Dean,



Dr. Drs. Teguh Yuwono, M.Pol.Admin

NIP. 196908221994031003



S. Rouli Manalu, S.Sos., MCommSt., Ph.D.

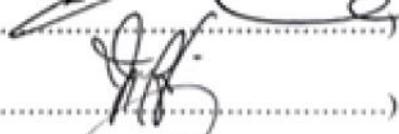
NIP. 198209282005012001

Supervisors,

1. Dr. Nurul Hasfi, S.Sos., M.A.

(.....)

2. Nurist Surayya Ulfa, S.Sos., M.Si.

(.....)

Examiner,

1. Dr. Yanuar Luqman, S.Sos., M.Si.

(.....)

MOTTO

Aptly, my motto comes by way of a comment I found on Tiktok. A user had hopelessly commented: “This is *gonna* take three years”, to which another user replied...

...the time will pass anyways.

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RuPaul once said, we get to choose our family. Mine is a mix of kind, funny, and intelligent bunch; the ones who offered mesolace in the hardest of times, and companionship in the good. To my chosen family:

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humble gratitude to all the participants whose contributions were vital in generating the data necessary in this writing.

Last but not least, this manuscript is a testament to my resilience and capacity. The information I gained during this research was unintentionally used to foster my own TikTok account and in a span of six months I managed to garner myself over ten thousand followers; a feat I never foresaw. I became the very thing I studied: an affiliate. Thus, this study has come full circle. I have undoubtedly faced challenges and obstacles during my time constructing this manuscript, my perseverance and discipline helped me remain steadfast to confront them. For that I am proud. I thank everyone who has ever believed in me.

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Sabbe satt bhavantu sukhittatt : may all beings be happy.

Semarang, 24 September 2024

Dzikri Aditya Ihatra

ABSTRACT

Title : **Content Analysis of Indonesian Affiliate Marketing Communication Strategies on Tiktok**
Name : **Dzikri Aditya Ihatra**
Student Number : **14040120190064**

Despite extensive literature on social media marketing, including its methods, strategies, and efficacies, research on affiliate marketing is greatly lacking due to its novelty in Indonesian social media domains. This research investigates the strategies behind successful Indonesian affiliate marketing on TikTok using content analysis, where 5 successful contents from 5 keywords each are collected, making a total of 25 content to be analysed using the Electronic Eloquence Model.

This research reveals several key findings. The study confirms that Jamieson's electronic eloquence model is effective in analysing persuasive elements in affiliate marketing campaigns. Data analysis identifies distinct functions for each model element: self-disclosure builds rapport and credibility; conversational style enhances authenticity and authority; synoptics capture attention and summarize information; and visual dramatization engages and inspires the audience. Successful affiliates strategically combine these elements, tailoring them to the product and audience for maximum persuasiveness. The study synthesizes these insights into a strategy centred on storytelling and visuals—where storytelling guides content flow with relatable and aspirational elements, and visuals enhance credibility, aesthetics, and attention. These findings provide actionable strategies for individuals aiming to succeed as affiliates on TikTok.

Keywords: *Indonesian affiliate marketing, TikTok marketing strategies, social media persuasion, electronic eloquence model, content creation.*

ABSTRAK

Title : Analisis Konten Strategi Komunikasi *Affiliate Marketing* Indonesia di TikTok
Name : Dzikri Aditya Ihatra
Student Number : 14040120190064

Meskipun literatur tentang pemasaran media sosial, termasuk metode, strategi, dan efektivitasnya cukup luas, penelitian tentang *affiliate marketing* masih sangat terbatas karena konsep ini masih baru di ranah media sosial Indonesia. Penelitian ini menyelidiki strategi di balik keberhasilan *affiliate marketing* Indonesia di TikTok menggunakan analisis konten, di mana 5 konten sukses dari 5 kata kunci masing-masing dikumpulkan, sehingga total 25 konten dianalisis menggunakan *Electronic Eloquence Model*.

Penelitian ini mengungkapkan beberapa temuan utama. Studi ini mengonfirmasi bahwa *Electronic Eloquence Model* oleh Jamieson efektif dalam menganalisis elemen-elemen persuasif dalam kampanye *affiliate marketing*. Analisis data mengidentifikasi fungsi yang berbeda untuk setiap elemen model: pengungkapan diri membangun hubungan dan kredibilitas; gaya percakapan meningkatkan keaslian dan otoritas; sinoptik menarik perhatian dan meringkas informasi; dan dramatisasi visual melibatkan serta menginspirasi audiens. *Affiliate* yang sukses secara strategis menggabungkan elemen-elemen ini, menyesuaikannya dengan produk dan audiens untuk meningkatkan daya persuasif. Studi ini mensintesis wawasan tersebut menjadi strategi yang berfokus pada penceritaan dan visual—di mana penceritaan membimbing alur konten dengan elemen-elemen yang mudah dihubungkan dan aspiratif, serta visual meningkatkan kredibilitas, estetika, dan perhatian. Temuan ini memberikan strategi praktis bagi individu yang ingin sukses sebagai *affiliate* di TikTok.

Keywords: *Indonesian affiliate marketing, TikTok marketing strategies, social media persuasion, electronic eloquence model, content creation.*

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PREFACE

It is not without the guidance of the Tiratan that the completion of this thesis is possible and thus to the Buddha, Dhamma, and Sangha I extend my most humble gratitude. This work, entitled “Content Analysis of Indonesian Affiliate Marketing Communication Strategies on Tiktok”, explores the strategies that underscore the success of many Indonesian affiliates on Tiktok. It’s a journey into the understanding of which tactics are implemented and how they are combined to become a persuasive content that yields a large number of engagements. This thesis also serves as one of the prerequisites for obtaining a bachelor’s degree in Communication Sciences from the faculty of Social and Political Sciences at Diponegoro University.

Comprised of five chapters, the first part of this thesis focuses on the background, formulation of the problem and the methodology of research. Followed by the second chapter, breaking down Tiktok use in Indonesia and affiliate programmes. The third presents the results gained from the data collection with an in-depth content analysis. Followed by the fourth, where discussions regarding the findings are contextualized with current and prior research, synthesizing, as a result, the strategies found in the affiliate contents. Finally, the fifth, where all insights gained are concluded with an added recommendation for further research in related avenues. It is hoped that the results gained from this study can be used optimally in the academic field and benefit anyone trying to become an affiliate themselves. This research, however, is not devoid of limitations, and any constructive criticisms in this matter is greatly encouraged.

Semarang, 24 September 2024

Dzikri Aditya Ihatra