



The Use of Affiliate Media Marketing Platforms in the Development of Millennial Generation Businesses in the Digital Age

Supina Batubara¹, Falza Gutama², Ryan Fachri Pramudya³, Maha Putra Efendi Pohan⁴

³Department Of Computer System, Faculty Of Science & Technology, Universitas Pembangunan Panca Budi, Indonesia

Article Info

Article history:

Received Jun 25, 2024

Revised Jun 27, 2024

Accepted Jun 30, 2024

Keywords:

*social media
platform
affiliate
digital*

ABSTRACT

The development of technology, especially communication and information technology, gives impetus to the media to change its business strategy. Many businesses continue to use social media as a channel to advertise their products and services and build relationships with their target consumers on social media platforms. Social media has changed the mindset of millennials and needs to be monitored to give millennials the right direction on its usefulness. Social media users, which almost all residents use, become an alternative communication medium for marketing or promoting interesting products offered, in addition to low cost, the influence of social media coverage is very broad. Affiliate marketing is the practice of promoting other people's goods. If they successfully sell the item, they will get a commission from the product owner.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

Supina Batubara,
Department Of Computer System,
Universitas Pembangunan Panca Budi,
Jl. Gatot Subroto Km. 4,5 Medan, Indonesia.
Email: supinabatubara@dosen.pancabudi.ac.id

1. INTRODUCTION

Online business can refer to the history and development of business on digital platforms or the internet. Entering the era of globalization as it is today, information media and digitalization are growing rapidly to meet human needs in the delivery of information and to communicate and other things. Currently the Indonesian millennial generation is experiencing the biggest change in human interaction, one of which is the marketing platform. The introduction of new technologies has created new business opportunities for marketers to manage their websites and achieve business goals (Rusmini, 2023). This statement opens up opportunities for every company to use the internet as a means of digital marketing.

The use of technology in various aspects of economic and business activities has become essential in the digital era. Many businesses continue to use social media as a channel to advertise their products and services and build relationships with their target consumers on social media platforms (Erifiyanti et al., 2023). The phenomenon of the rise of social media users, which almost all residents use, has become an alternative communication medium for marketing or promoting interesting products offered, apart from being low-cost, the influence of social media coverage is very broad. According to Nurasha & Tasya (2023), digital marketing

allows buyers to obtain all information about products and make transactions via the internet and allows sellers to monitor and provide the needs and desires of potential buyers without time and geography.

The factors that cause technology to improve marketing to be more advanced are: (1) decision-making based on large amounts of data; (2) prediction of marketing tactics and techniques used at that time; (3) results or experiences from the digital world that are implemented in the real world; (4) increasing sales capacity while maintaining existing value; and (5) accelerating marketing execution. Affiliate marketing is the practice of promoting other people's goods. If they successfully sell the item, they will get a commission from the product owner.

2. RESEARCH METHOD

The method in this research uses library research, which is a method of collecting data by understanding and studying theories from various literature related to the research (Adlini et al., 2022). The data studied are in the form of books, journal articles, and other sources relevant to the title of our research entitled The Use of Affiliate Media Marketing Platforms in Millennial Generation Business Development in the Digital Age.

3. RESULTS AND DISCUSSIONS

The development of technology, especially communication and information technology, has encouraged the media to change its business strategy. With the development of convergence technology, the media is required to adjust by distributing content through many platforms at the same time. Digital lifestyle change is a phenomenon for today's millennial society. This explains that the digital lifestyle is a lifestyle revolution due to the rapid development of communication information technology, by using digital equipment, work can be done more efficiently in the sense of reducing costs and also time, it can be more effective because the main goal of the digital lifestyle is faster than before (Sudarsono & Olivia, 2021).

The increasing popularity of online shopping has also increased consumption of products. Advances in technology and digitalization today bring major changes to the way people interact as consumers of brands or products (Adlini et al., 2022). Digital marketing is one of the effective marketing strategies used today because it can help in the marketing process. Social media is the easiest digital marketing tool to utilize. Social media can be said to be the opening gate for a business to launch in cyberspace to reach a wider target market that is difficult to reach in the real world. Social media as part of digital media is considered as one of the digital media platforms that can be relied upon to facilitate businesses in accessing wider marketing (Suwandi et al., 2022).

This can be seen that more and more people are more fond of buying goods online through social media, especially in the millennial generation and the Old generation (Sunarta, 2023). Marketing does not only focus on sales, but marketing is also an activity aimed at an exchange of information. Information exchange both in delivering and in receiving information from various sources. Understanding consumer buying interest and the factors that influence it is very important for modern marketing today. The use of technology and growing digitalization can be a good marketing strategy in building relationships between consumers and product sales levels (Fitriyani, 2024). Social media has changed the mindset of millennials and needs to be monitored to give millennials the right direction about its usefulness. Digital marketing through social media provides effective and efficient results for companies. One of the advantages is that it can reach consumers more widely and can increase products.

Affiliate marketing is one of the popular ways many people make a portion of their business from online businesses. If the affiliate marketing program goes well, we will get money in the form of passive income. Affiliate marketing is used as a collaborative activity between business actors and affiliators to generate profits for both parties in an agreement through promotional activities for a product or service (Vindy Zalfa & Indayani, 2024).

4. CONCLUSION

Based on the results of the research, it can be concluded that the use of Affiliate Media Marketing Platforms in the Development of Millennial Generation Businesses in the Digital Age can be concluded that technological advances and digitalization are currently bringing major changes to one of the digital media platforms, namely social media, which can be relied upon to facilitate businesses in accessing broader marketing. Social media has changed the mindset of millennials and needs to be monitored to give millennials the right direction about its usefulness. Social media users, which almost all residents use, are an alternative communication media for

marketing or promoting interesting products offered, in addition to low cost, the influence of social media coverage is very broad.

ACKNOWLEDGEMENTS

Praise and gratitude to God Almighty, because for His blessings and grace, researchers can complete this research article. The researcher would like to thank the supervisor who always provides support and direction to researchers, as well as to the parties concerned in helping the process of preparing this research.

REFERENCES

- Adlini, M. N., Dinda, A. H., Yulinda, S., Chotimah, O., & Merliyana, S. J. (2022). Metode Penelitian Kualitatif Studi Pustaka. *Edumaspul: Jurnal Pendidikan*, 6(1), 974–980. <https://doi.org/10.33487/edumaspul.v6i1.3394>
- Erifiyanti, R., Rifa, S., Pane, N., Trijayanti, A., & Simanjuntak, K. F. (2023). Pengaruh Content Marketing Shopee Affiliate terhadap Minat Pembeli. *Rizky Efrianti) Madani: Jurnal Ilmiah Multidisiplin*, 214(4), 2986–6340. <https://doi.org/10.5281/zenodo.7952615>
- Fitriyani, N. (2024). *Analisis Praktik Pemasaran Afiliasi Pada Platform E-Commerce Tinjauan Dalam Perspektif Hukum Ekonomi Syariah*. 3.
- Nurasha Alfahira, Tasya Widyana, M. (2023). Analisis Strategi Bisnis Online Melalui Pemasaran Online. *Journal Of International Multidisciplinary Research*, 1, 904.
- Rusmini, A. (2023). Faktor Keberhasilan Promosi SKINTIFIC dengan Mengimplementasikan Digital Marketing pada TikTok. *Journal of Research on Business and Tourism*, 3(2), 131. <https://doi.org/10.37535/104003220236>
- Sudarsono, A. B., & Olivia, H. (2021). Mediamorfosis Industri Media Televisi: Studi Lembaga Bisnis EMTEK pada Platform Digital vidio.com. *COMMENTATE: Journal of Communication Management*, 1(1), 1. <https://doi.org/10.37535/103002120211>
- Sunarta, D. A. (2023). Kaum milenial di perkembangan ekonomi digital. *Economic and Business Management International ...*, 5(1), 9–16. <https://doi.org/10.556442/eabmij.v5i01>
- Suwandi¹, J., Jatmika², S., Chamsudin³, A., Makhrus⁴, F., & Surakarta, M. (2022). Pengembangan Usaha Kelompok Bina Usaha Ekonomi Keluarga Aisyiyah (Bueka) PDA Sukoharjo Melalui Pemasaran Digital Berbasis Internet. *Jurnal Pengabdian Kepada Masyarakat*, 6(2), 131–144. <http://ejournal.ikipgribojonegoro.ac.id/index.php/J-ABDIPAMAS>
- Vindy Zalfa, K., & Indayani, L. (2024). Analysis Of Live Streaming, Electronic Word Of Mouth (E-WOM) And Affiliate MarkeAng On Purchasing Decision For Fashion Trend Productsi At The Shopee Marketplace (Case Study Of Shopee Users) Analisis Live Streaming, Electronic Word Of Mouth (E-WOM) Dan Affiliate MarkeAng Terhadap Keputusan Pembelian Produk Trend Fashion Pada Marketplace Shopee (Studi Kasus Pengguna Shopee). *Management Studies and Entrepreneurship Journal*, 5(1), 1291–1305. <http://journal.yrpiiku.com/index.php/msej>