

**The Company's Perspective on Affiliate Marketing Programs in
Increasing Brand Awareness and Conversion at PT. Paragraf
Labs Indonesia**

AN INTERNSHIP REPORT

Presented as Partial Fulfillment of the Requirements to Obtain the Bachelor's
Degree in the Management Department



By:

MOCH MUHYI SANJAYA

Student Number: 20311558

**DEPARTMENT OF MANAGEMENT
INTERNATIONAL UNDERGRADUATE PROGRAM
FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ISLAM INDONESIA
YOGYAKARTA
2025**

DECLARATION OF AUTHENTICITY

This statement shows that I declare the originality of the internship project research. I have not presented someone else's work in a university degree, nor have I presented someone else's ideas without any acknowledgement. All quotations are cited and listed in the bibliography of this internship project research. If this statement is proven to be false in the future, I am willing to accept any sanction complying with the determined regulation or its consequences.

Yogyakarta, June 06, 2025



A handwritten signature in black ink, consisting of a stylized 'M' followed by a long horizontal stroke and a diagonal line.

Moch Muhyi Sanjaya

ADVISORS' APPROVAL
THE COMPANY'S PERSPECTIVE ON AFFILIATE MARKETING
PROGRAMS IN INCREASING BRAND AWARENESS AND
CONVERSION AT PT. PARAGRAF LABS INDONESIA

AN INTERNSHIP REPORT

Written By:

Moch Muhyi Sanjaya

Student Number: 20311558

Approved By:

Content Advisor,



Istyakara Muslichah, SE., MBA.

June 06, 2025

Language Advisor,



Ruli Hapsari, S.Pd., MA.

June 06, 2025

BOARD EXAMINER'S APPROVAL



FAKULTAS
BISNIS DAN EKONOMIKA

Gedung Prof. Dr. Ace Partadimedja
Universitas Islam Indonesia
Condong, Catur Dripek Yogyakarta 55283
T. (0274) 881546, 885376
F. (0274) 882589
E. fbis@uii.ac.id
W. fbis.uii.ac.id

BERITA ACARA UJIAN TUGAS AKHIR/SKRIPSI

NO.: 3428/DEK/10/Prodi.Mj/III/2025

Bismillahirrahmanirrahim,

Pada Semester Ganjil 2023/2024, Rabu 25 Juni 2025, Program Studi Manajemen Fakultas Bisnis dan Ekonomika UII telah menyelenggarakan Ujian Tugas Akhir yang disusun oleh:

Nama : Moch Muhyi Sanjaya
No. Mahasiswa : 20311558
Judul Tugas Akhir : The Company's Perspective on Affiliate Marketing Programs in Increasing Brand Awareness and Conversion at PT. Paragraf Labs Indonesia
Pembimbing : Istyakara Muslichah, S.E., MBA.

Berdasarkan hasil evaluasi Tim Dosen Penguji Tugas Akhir, maka Tugas Akhir tersebut dinyatakan:

Lulus Ujian Tugas Akhir

Nilai : A-
Referensi : Layak ditampilkan di Perpustakaan

Tim Penguji :

Ketua Tim : Alldila Nadhira Ayu Setyaning, S.E., MBA.
Anggota Tim : Istyakara Muslichah, S.E., MBA.

Yogyakarta, 25 Juni 2025

Ketua Program Studi Manajemen,



Abdur Rafik, SE., M.Sc.

NIK. 133110105

ACKNOWLEDGEMENT

Assalamualaikum Warahmatullahi Wavarakatuh.

Allah, the Lord of the Worlds, deserves all adoration. I can attest to the fact that no one is more deserving of worship than Allah. Furthermore, I attest to the fact that Muhammad is His Messenger; may Allah elevate his name. Alhamdulillah Rabbil' Alamin, the internship report entitled "The Company's Perspective On Affiliate Marketing Programs In Increasing Brand Awareness And Conversion At PT. Paragraf Labs Indonesia" as partial fulfillment of the requirements to achieve a bachelor's degree in Management department at the Faculty of Business and Economics Universitas Islam Indonesia, is finally finished. This research is far from perfect, as the researcher realizes, because perfection only belongs to Allah Subhanahu Wa Ta'ala. However, the researcher put maximum effort in finishing this research. Therefore, the researcher would like to address appreciation to:

1. Allah Subhanahu Wa Ta'ala, for his permission and blessing for me to be able to finish this research.
2. My beloved parents, Moch Slamet and Umi Alifah, for their support and their ridho for me. Thank you for raising me so well that I can be at this point.
3. My brother and sister, Abdul Ghofur and Ika Fitriana, have supported and prayed for me so that I can be at this point.
4. My future wife, Fifin Sofia Amalinda, who always helps and supports, thank you for your presence. Thank you for trusting me so that I can complete this research. Once again thank you for everything.
5. Mrs. Katiya Nahda, S.E., M.Sc. Thank you for helping and guiding me from the beginning when I started the internship program until I finished my internship report.
6. Mrs. Istyakara Muslichah, SE., MBA., as my content advisor, who always guides me with her patience, sincerity, and diligence. Because of her, I can finish this project. I'm sorry if I make many mistakes while writing this internship report. Once again, thank you very much Mrs.

7. Mrs. Ruli Hapsari, S.Pd. MA. as my language advisor, who always guides me with her patience, sincerity, and diligence. I learned a lot about how to use the right grammar to write this internship report. Once again, thank you for guiding me.
8. All of the IUP Office Staff, especially Mr. Pasha, who always helping me from the beginning when I studied in International Program Universitas Islam Indonesia until I finished my degree.
9. All PT. Paragraf Labs Indonesia Staff (Pak Santoso, Ibu Puspita, Kak Nita, Kak Mitha, Kak Vita, etc.), especially Kak Nita. Thank you for accepting and mentoring me in PT. Paragraf Labs Indonesia.
10. All MSIB interns at PT. Paragraf Labs Indonesia (Eki, Nadhifa, Fafa, Ike), thank you for your existence. Thank you for trusting me that I can finish this research. Once again, thank you for everything.
11. All of Management IUP (Amin, Han, Benny, Akmal, Jaffar, Rafi, Dandy, Nabila, Mael, Dian, etc.), thanks for your friendship and motivation until I can finish this research.
12. All friends from the IKAMI Attanwir Yogyakarta Branch organization. thanks for your friendship and motivation until I can finish this research.
13. Last but not least, thank you for me, thank you for not giving up easily and keep trying. Thank you for sticking around to get to this point. I am proud of you. I know you are strong enough. You did it!

Yogyakarta, June 30, 2025



Moch Muhyi Sanjaya

TABLE OF CONTENTS

AN INTERNSHIP REPORT

DECLARATION OF AUTHENTICITY	i
ADVISORS' APPROVAL	ii
BOARD EXAMINER'S APPROVAL.....	iii
TABLE OF CONTENT	vi
ABSTRACT	ix
CHAPTER 1 INTRODUCTION.....	1
1.1 Company Profile.....	1
1.2 Background.....	5
1.3 Problem Formulation	11
1.4 Purpose of the Internship	12
1.5 Benefits of the Internship	13
1.5.1 Benefit for Intern	13
1.5.2 Benefit for The Company	15
1.6 Benefit of the Internship Report	18
1.6.1 Theoretical Benefit.....	18
1.6.2 Practical Benefit	19
1.6.3 Expected Solution	19
CHAPTER 2 LITERATURE REVIEW.....	21
2.1 Theoretical Review.....	21
2.1.1 Structured Management Approaches.....	25
2.1.2 Storytelling-Based Content Strategies	29
2.1.3 Affiliate Marketing Strategy	31
2.1.4 Brand Awareness.....	34
2.1.5 Conversion	38
2.2 Conceptual Framework.....	41
CHAPTER 3 METHODOLOGY.....	43
3.1 Research Focus.....	43

3.2 Unit Analysis.....	44
3.3 Data Collection Method.....	44
3.3.1 Observation	45
3.3.2 Interview	46
3.4 Data Analysis	48
3.4.1 Descriptive Analysis	48
3.4.2 Content Analysis.....	50
3.5 Validity and Reliability Testing	54
CHAPTER 4 RESEARCH FINDINGS AND DISCUSSION	58
4.1 Finding.....	58
4.1.1 Observation	58
4.1.2 Interview	62
4.2 Interview Result	66
4.2.1 Structured Management Approaches.....	67
4.2.2 Storytelling-Based Content Strategies	73
4.2.3 Affiliate Marketing Strategy	76
4.3 Content Analysis Result.....	82
4.3.1 Structured Management Approaches.....	83
4.3.2 Storytelling-Based Content Strategies	84
4.3.3 Affiliate Marketing Strategy	85
4.4 Discussion.....	88
4.4.1 Structured Management Approaches.....	89
4.4.2 Storytelling-Based Content Strategies	91
4.4.3 Affiliate Marketing Strategy	92
CHAPTER 5 CONCLUSION	96
5.1 Conclusion	96
5.2 Benefit and Managerial Implication.....	97
5.3 Limitation and Recommendation.....	98
REFERENCE	100

APPENDICES	113
Appendix 1	113
Appendix 2	114
Appendix 3	115
Appendix 4	116
Appendix 5	117
Appendix 6	120
Appendix 7	121

The Company's Perspective on Affiliate Marketing Programs in Increasing Brand Awareness and Conversion at PT. Paragraf Labs Indonesia

Moch Muhyi Sanjaya

Student of Faculty Business and Economic Universitas Islam Indonesia

ABSTRACT

This study investigates the role of affiliate marketing strategies in increasing brand awareness and conversion rates from the perspective of PT. Paragraf Labs Indonesia. As a growing digital company, PT. Paragraf Labs relies on affiliate marketing to expand its reach and drive sales performance. However, challenges such as the absence of structured management systems, a lack of precise performance tracking, and inconsistent affiliate output have hindered its effectiveness. Using a qualitative research methodology, this study combines in-depth interviews with five key personnel and direct field observation to assess the affiliate marketing practices within the company. The research explicitly explores how structured management approaches, namely performance tracking systems, a Statement of Work (SOW), and the establishment of Key Performance Indicators (KPI), can increase efficiency and accountability in affiliate operations. Furthermore, the study examines the impact of storytelling-based content strategies on consumer engagement, trust, and conversion. The findings demonstrate that implementing structured guidelines, optimizing affiliate selection and incentives, and applying emotionally resonant storytelling techniques significantly improve brand awareness and conversion outcomes. This study provides valuable insights and managerial implications for digital marketers aiming to enhance the strategic execution of affiliate marketing programs.

CHAPTER 1

INTRODUCTION

1.1 Company Profile

PT. Paragraf Labs Indonesia is a subsidiary of PT. Otak Kanan strategically located in Candi, Sidoarjo, and operates as a vital extension of its parent company's mission to lead in digital marketing, especially for body care products. PT. Otak Kanan is strategically located in Surabaya and was established in 2009. It is a multifaceted enterprise specializing in website and application development, design and multimedia, digital marketing services, education, and other innovative digital solutions. Recognizing the rapid growth of the digital landscape, the company fosters creativity, innovation, and independence among its skilled team to deliver exceptional client-focused results with a commitment to quality and the use of cutting-edge technology. In this case, the company ensures optimal user experiences and robust functionality in its services, particularly engaging clients throughout every project phase, building strong partnerships to align with their needs and visions. Since its establishment, PT. Otak Kanan has pursued a mission of creating a meaningful impact by leveraging its resources and seizing growth opportunities alongside its subsidiaries, including PT. Paragraf Labs Indonesia. The company continues to pursue growth and innovation, guided by a commitment to revolutionary ideas that foster sustainable progress and success within the digital landscape. This dedication to excellence establishes

the company a leader in delivering unique and effective solutions tailored to the needs of its clients.

Furthermore, PT. Paragraf Labs Indonesia takes pride in its flagship body care product, Kisana Hair Removal, a highly effective solution for removing unwanted body hair. This product has gained significant recognition in the market, achieving remarkable sales milestones by selling thousands of units and securing a position among the Top 2 best-selling products in the hair removal category on Shopee. Designed to cater to the growing demand for convenient and efficient hair removal solutions, Kisana Hair Removal stands out as a trusted body care product. Its success is primarily attributed to the company's innovative and targeted digital marketing strategies, which ensure the product reaches a broad audience. Kisana Hair Removal is distributed primarily through leading online marketplaces, including Shopee, TikTok Shop, Tokopedia, and Lazada, offering customers convenient access to purchase products anywhere. The brand's marketing initiatives are digitally driven, leveraging various approaches such as engaging video content, visually appealing marketplace content, and strategic collaborations with Key Opinion Leaders (KOLs) and affiliate marketing to build trust and enhance brand awareness. Furthermore, Kisana's visibility is amplified through well-executed advertising campaigns across multiple platforms. This strategic combination of quality product development and innovative digital marketing has established Kisana Hair

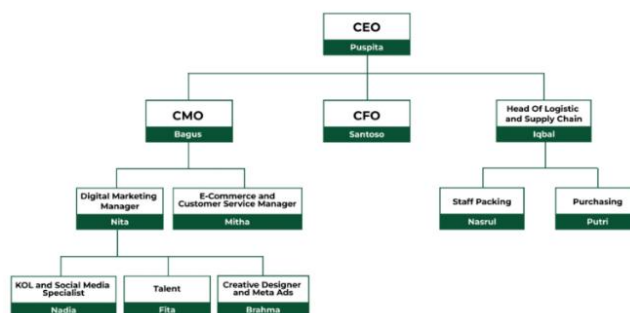
Removal as a top choice in the personal care market, positioning PT. Paragraf Labs Indonesia as a prominent and influential player in the industry.

PT. Paragraf Labs Indonesia strongly emphasizes its core values, the foundation for its operations and growth. These values include innovation, quality, collaboration, and customer satisfaction, integral to the company's mission of delivering exceptional products and services. Innovation drives the company to develop unique and practical solutions that align with market trends and customer needs, ensuring relevance in a rapidly evolving industry. Quality remains a non-negotiable standard, as PT. Paragraf Labs Indonesia is committed to offering products that meet the highest reliability, safety, and effectiveness benchmarks. The company also prioritizes customer satisfaction by actively engaging with its audience, understanding their needs, and tailoring solutions. By adhering to these principles, the company continues to build a solid reputation in the personal care and digital solutions industries, striving for sustainable success and positive impact.

In addition, PT. Paragraf Labs Indonesia has a structured and efficient organizational hierarchy designed to ensure seamless business operations and strategic growth. At the organization's helm is the CEO, who is responsible for overseeing the company's vision and strategic direction. Supporting this leadership are key executives, including the Chief Marketing Officer (CMO) who leads marketing efforts, and the Chief Financial Officer (CFO), who manages financial planning and resource allocation. The Head of Logistics and Supply Chain ensures the efficient flow of products, and the Digital

Marketing Manager supervises digital strategies, including advertising and online engagement. Reporting to the Digital Marketing Manager is the Affiliate Marketing team, a specialized unit that plays a critical role in expanding the company's digital footprint and driving sales. The team is responsible for recruiting and managing affiliate partners and fostering collaborations to promote the company's products, such as Kisana Hair Removal. Their responsibilities include negotiating partnerships, tracking affiliate performance, optimizing promotional strategies, and ensuring accurate reporting. The E-Commerce and Customer Service Manager oversees marketplace operations and customer engagement. Complementing these functions are additional specialized roles, such as packing and purchasing staff, KOLs and Social Media Specialists, Talent, and Meta Ads teams. These teams work in close coordination to execute marketing campaigns and maintain operational excellence. This integrated structure ensures that every function contributes effectively to the company's success.

Table 1.1. Company Structure



Source: Internal Data of PT. Paragraf Labs Indonesia, 2025

1.2 Background

Affiliate marketing has become an essential strategy in digital marketing, allowing brands to expand their reach through third-party partnerships that drive sales and increase brand awareness. According to Almestarihi et al. (2024), affiliate marketing has become a very popular digital marketing strategy in recent years. It is a subcategory of performance-based marketing that uses an affiliate program to promote a merchant's goods in exchange for a commission on sales or lead conversions (Hashem, 2020). Research also indicates that affiliate marketing links influence consumer perceptions of the brand, indicating their impact on buying behavior (Ghosal, Prasad, & Singh, 2021). Moreover, studies have shown that affiliate marketers can organize content that appeals to people by understanding their concerns and interests (Natarina & Bangun, 2019). Given its proven impact, companies continuously seek ways to optimize their affiliate marketing programs to maximize returns.

Despite its advantages, affiliate marketing faces several challenges, including performance tracking, content strategy optimization, and maximizing conversion rates. Mangiò and Di Domenico (2022) highlight that multiple monitoring systems should be used in parallel and continuously to protect brands more effectively, even when affiliate marketing programs are successful or exposed to varying and problematic degrees of falsehood, ultimately endangering customers and brands. Another challenge is the need for engaging storytelling-based content, a powerful tool for persuasion and

establishing a connection with the customer based on similar values through storytelling or narrative as a communication tactic (Woldarsky, 2019). Research also suggests that every business wants a competitive edge in the marketplace, and one of the keys to success is a well-thought-out, structured marketing strategy (Boldosova, 2012). Thus, well-planned affiliate marketing campaigns can significantly improve brand perception or competitive edge, but companies often struggle with optimizing strategies for maximum effectiveness. The increasing competition in e-commerce necessitates continuous innovation in affiliate marketing approaches. E-commerce platforms that use affiliate marketing see increases in market share and sales or conversion (Mardiani et al., 2024). While studies confirm that affiliate marketing can drive conversions, businesses must refine their strategies to ensure a measurable return on investment. Given these challenges, this research seeks to explore how PT. Paragraf Labs Indonesia can enhance its affiliate marketing program to improve brand awareness and conversion rates through structured management, storytelling-driven content, and strategic optimization.

One of the main challenges in affiliate marketing programs is ensuring effective performance tracking and structured management to maximize return on investment. Many companies struggle with conversion rate optimization (CRO) due to ineffective tracking mechanisms failing to attribute conversions accurately. According to Saleem et al. (2019), conversion rate optimization (CRO) is the process of increasing conversion

rates for any metric in general. It is a set of various steps and data-driven strategies that can be used to improve any website, application, or advertisement to increase sales and revenue, improve usability, or increase engagement. Furthermore, research by Kedi et al. (2024) shows that SMEs may more efficiently utilize their limited resources and make well-informed decisions with this data-driven approach. So, businesses that optimize data-driven decision-making in affiliate programs experience significantly higher engagement and conversion rates. However, this presents a problem as Internet marketing performance measurement theories are only starting to emerge, while online monitoring, performance measurement, and analytics are developing at a breakneck pace (Bowie et al., 2014). Fahim (2024) suggested that advanced tracking tools are required to identify the most successful affiliate methods and make real-time modifications to increase their effectiveness. These findings underscore the need for PT. Paragraf Labs Indonesia to implement structured management solutions, such as a Statement of Work (SOW) and advanced tracking tools, to enhance the efficiency of its affiliate marketing program. Addressing these structural challenges is crucial to ensuring that affiliate marketing efforts effectively increase brand awareness and conversion rates.

Beyond tracking and management issues, content strategy plays a crucial role in the success of affiliate marketing campaigns, particularly in engaging consumers and driving conversions. Storytelling-based content can significantly influence consumer trust and brand perception, leading to higher

conversion rates. Mishra (2020) emphasizes that creating narrative-driven content and utilizing video marketing represent the most contemporary strategies for influencing web traffic. Additionally, authentic storytelling should be prioritized as a central component of content-based marketing strategies. Then, data analytics should be used to identify audience preferences, while engaging formats such as short films and live streaming should be leveraged to boost customer loyalty and engagement (Pramonoputri et al., 2024). However, many affiliate programs still rely on transactional, promotional content rather than engaging narratives that resonate with audiences. This limitation often results in reduced effectiveness in affiliate marketing campaigns, as consumers are less likely to engage with non-personalized content. Given this, PT. Paragraf Labs Indonesia must explore ways to incorporate storytelling-driven content into its affiliate marketing strategies to foster deeper connections with consumers and improve conversion rates. Thus, understanding the impact of storytelling-based content and optimizing digital engagement strategies are essential to addressing this challenge and achieving sustained success in affiliate marketing.

Many studies have explored the effectiveness of affiliate marketing programs in enhancing brand awareness and conversion rates, emphasizing the need for optimized strategies. According to Wardhani and Kusuma (2024), affiliate marketing, viral marketing, and event marketing can increase sales (conversion) and brand awareness. Similarly, Almestarihi et al. (2024)

suggested that the success of affiliate marketing depends on its transparency; sophisticated tracking and analytics systems enable retailers to gauge the impact of their affiliate initiatives accurately. This process is further streamlined through the use of affiliate marketing networks and software, making it accessible to businesses of all sizes. Moreover, Jyotsna et al. (2024) emphasize that understanding consumer behavior and personalizing affiliate marketing content leads to more effective conversion strategies. However, despite these advancements, there remains a gap in understanding how companies can systematically optimize their affiliate marketing strategies to maximize brand awareness and conversion. Addressing this gap is essential for PT. Paragraf Labs Indonesia as it seeks to refine its approach to affiliate marketing through structured management and targeted content strategies.

Despite the existing literature, there is a lack of comprehensive research evaluating affiliate marketing programs from a corporate perspective and their direct impact on sales conversions. There is not enough research on affiliate marketing. To date, affiliate marketing has primarily been proposed as one potential online channel for examining multichannel customer behavior in conjunction with paid and organic online search, email marketing, and display advertising (Klapdor et al., 2015; Olbrich et al., 2019). Numerous studies have shown affiliate programs to have a favorable impact on traffic and sales, but there has not been much thorough research on how they affect profit margins (Faeth, 2009; Abbas et al., 2023). According to Patrick and Hee (2019), affiliate marketing has received little empirical research, and past

studies have examined several elements that influence the adoption of new systems or technologies separately. These findings suggest that while affiliate marketing is widely recognized as a valuable tool, its execution and optimization from a corporate perspective require further analysis. This study aims to address these gaps by examining how PT. Paragraf Labs Indonesia can enhance its affiliate marketing program through structured performance tracking, storytelling-driven content, and strategic optimization to achieve sustainable brand growth and higher conversions.

Given the importance of affiliate marketing in modern business strategies, it is crucial to explore how PT. Paragraf Labs Indonesia can optimize its affiliate program to enhance brand awareness and improve conversion rates. Abbas et al. (2023) argue that understanding customer acquisition costs (CAC) and return on investment (ROI) is essential for businesses to determine the effectiveness of their affiliate programs. According to Olbrich et al. (2019), when participating in affiliate marketing, merchants must take both internal and external data into account. Internal data, derived from tracking technologies reflects the direct outcomes of the affiliate-merchant interactions, including the number of impressions, the amount of ad media used, and the amount of commission paid. By incorporating external data, merchants can gain a more comprehensive understanding of affiliate performance and operational effectiveness. Piliana and Maradona (2024) stress that building an affiliate's reputation is crucial to raising brand awareness, making it essential for businesses to align affiliate

strategies with brand-building efforts. Increasing sales conversions on e-commerce platforms requires a systematic approach to digital marketing, suggesting that matching marketing strategies to customer behavior is critical to attaining desired results (Purnomo, 2023). Given these findings, this current study aims to provide an in-depth analysis of PT. Paragraf Labs Indonesia's affiliate marketing strategies, identifying key areas for improvement, and proposing solutions that align with modern digital marketing trends. By addressing these critical aspects, this research will contribute valuable insights to affiliate marketing and support businesses in developing more effective and sustainable marketing strategies.

1.3 Problem Formulation

During the internship at PT. Paragraf Labs Indonesia, several specific issues were identified, namely:

1. There is a lack of precise performance tracking and structured management in the affiliate marketing program.
2. Limited use of storytelling-based content strategies that could enhance consumer engagement and conversions.
3. The current affiliate marketing strategies are not fully optimized to increase brand awareness and conversion rates.

These problems were gained during the internship at PT. Paragraf Labs Indonesia. Direct involvement in observing and participating in the company's affiliate marketing process provides valuable insights to formulate

those significant problems. Based on the identification of the problems, the research questions to be addressed in this study are:

1. How can structured management approaches, such as performance tracking and implementing a Statement of Work (SOW), improve the effectiveness of affiliate marketing at PT. Paragraf Labs Indonesia?
2. How does storytelling-based content engage consumers and increase conversions in affiliate marketing?
3. How can PT. Paragraf Labs Indonesia optimize its affiliate marketing strategies to increase brand awareness and conversion rates?

1.4 Purpose of the Internship

The primary purpose of this research is to evaluate and improve the affiliate marketing program at PT. Paragraf Labs Indonesia with a specific focus on enhancing brand awareness and increasing conversion rates. In addition, the study aims to provide actionable insights and solutions that will enable the company to optimize its affiliate marketing strategies and achieve more effective and measurable results. Ultimately, this research seeks to enhance the company's ability to harness affiliate marketing as a cost-effective tool for boosting brand visibility and sales performance.

The specific objectives of this research are:

1. To examine how structured management tools such as performance tracking and the Statement of Work (SOW) can improve the efficiency of affiliate marketing at PT. Paragraf Labs Indonesia.

2. To explore how storytelling-based content can engage consumers and increase conversions in affiliate marketing.
3. To identify effective strategies for improving the affiliate marketing program at PT. Paragraf Labs Indonesia with the goal of boosting brand awareness and increasing conversion rates.

1.5 Benefits of the Internship

1.5.1 Benefits for the Intern

The benefits of an internship in PT. Paragraf Labs Indonesia for interns includes the following:

a. Soft Skills

The internship provides interns with an opportunity to develop essential soft skills that are crucial for career growth. Effective communication is a key benefit, as interns regularly interact with team members, clients, and affiliate partners. Public speaking skills are also improved as interns may be required to present ideas or reports to different stakeholders within the company. Additionally, the internship fosters teamwork and collaboration as the interns work alongside the digital marketing team to implement affiliate marketing strategies. They also gain valuable experience in problem-solving, decision-making, and critical thinking by actively participating in evaluating and improving the affiliate marketing program.

b. Hard Skills

Interns at PT. Paragraf Labs Indonesia are exposed to various tools and platforms used in affiliate marketing, which significantly enhances their technical skills. Interns gain hands-on experience with performance tracking tools, content management systems, and analytics platforms. They also develop proficiency in digital marketing tools such as Google Analytics, affiliate marketing dashboards, and social media management tools. Moreover, interns have the opportunity to enhance their skills in data analysis by learning to interpret performance metrics and generate reports that inform the optimization of affiliate marketing strategies. Exposure to these tools and technologies equips interns with practical, hard skills applicable to future roles in marketing and business analytics.

c. Business Skills

Interns gain a deep understanding of the core business operations at PT. Paragraf Labs Indonesia, particularly in the context of affiliate marketing. They learn how to develop and implement strategic marketing plans, manage affiliate partnerships, and track marketing performance to achieve business goals. They are also introduced to key business concepts such as cost optimization, return on investment (ROI), and customer acquisition strategies. The internship allows

interns to enhance their project management skills by contributing to the development of a structured affiliate marketing strategy, managing timelines, and collaborating with different teams to ensure the successful execution of campaigns. These experiences provide interns with valuable business acumen that will serve as a strong foundation for future careers in marketing or business management.

1.5.2 Benefits for The Company

The internship program at PT Paragraf Labs Indonesia provides several benefits to the company, including:

- a. Strengthening the Effectiveness of its Affiliate Marketing Strategy

Interns contribute significantly to refining and strengthening the company's affiliate marketing strategy. Through their involvement in analyzing the performance of affiliate partners, interns help identify gaps in current marketing efforts and propose improvements. By supporting the affiliate marketing team in tracking performance metrics, optimizing content strategies, and suggesting new approaches, the interns ensure that affiliate marketing efforts are more targeted and effective. Their contribution aids the company in increasing brand awareness and driving higher conversion rates, ultimately

leading to more efficient and cost-effective marketing campaigns.

b. Providing Valuable Support in the Optimization of Content and Marketing Campaigns

Interns assist in improving the content creation process for affiliate marketing campaigns. By participating in brainstorming sessions and developing content ideas, interns help enhance the creative quality of marketing materials. They support the team in ensuring that affiliate partners understand the content guidelines and video formats, particularly in areas such as storytelling, which is essential for engaging the target audience. Their efforts help to ensure that affiliates stay aligned with the company's goals and branding, leading to a more cohesive and impactful marketing campaign.

c. Valuable Market and Competitor Research

Interns also contribute by conducting thorough market research, which provides the company with valuable insights into industry trends, customer preferences, and competitor activities. They gather information regarding emerging affiliate marketing strategies, competitor performance, and potential affiliate partners. This research supports the company's decision-making process and allows PT. Paragraf Labs Indonesia to stay ahead of trends and adapt its strategies

accordingly. Moreover, the research conducted by the interns can lead to new strategic recommendations that enhance the company's market positioning and help to achieve its business objectives.

d. Streamlining Operations and Providing Support to Teams

Interns provide valuable assistance in streamlining day-to-day operations, helping various teams with administrative tasks and performance tracking. They can assist the affiliate marketing team in ensuring proper documentation, tracking affiliate activities, and organizing the workflow for marketing campaign execution. By reducing the operational burden on senior team members, interns help to increase overall productivity, allowing more time for strategic decision-making and creative work. Their involvement in organizing the Statement of Work (SOW) and setting performance criteria ensures a more structured approach to managing affiliate relationships and evaluating their effectiveness.

e. Delivering Valuable Insights Driving Continuous Improvement

Interns bring fresh perspectives that contribute to continuous improvement within the company. By observing the daily workings and providing thoughtful analysis, they offer feedback that may highlight areas for enhancement that full-time employees could overlook. Their contributions to

optimizing affiliate programs and focusing on performance tracking help ensure PT. Paragraf Labs Indonesia's affiliate marketing efforts are continually evolving and improving. The company benefits from the interns' ability to identify issues early, leading to faster resolution and more streamlined operations in the affiliate marketing department.

1.6 Benefits of the Internship Report

1.6.1 Theoretical Benefit

This research provides a theoretical understanding of the role of structured affiliate marketing strategies in enhancing company performance, particularly focusing on the importance of clear performance criteria and effective tracking mechanisms. By exploring the impact of a Statement of Work (SOW) and performance metrics such as daily content uploads and conversion goals, this study aims to contribute to digital marketing theory by emphasizing how such frameworks can optimize affiliate partnerships. Additionally, the research will offer insights into how content creation through storytelling can increase engagement and conversion rates. This study will extend existing theories of digital marketing by connecting structured affiliate management to improved cost efficiency, better tracking of affiliate performance, and ultimately, more targeted brand awareness and conversion outcomes, enhancing overall marketing effectiveness in a cost-efficient manner.

1.6.2 Practical Benefits

This research provides practical benefits for PT. Paragraf Labs Indonesia, particularly in optimizing its affiliate marketing strategy to improve brand awareness and conversion rates. The findings will offer insights into how the company can:

1. establish a more structured affiliate marketing program with clear performance criteria and tracking mechanisms.
2. enhance the effectiveness of affiliate partnerships by implementing a Statement of Work (SOW) and defining measurable targets, such as minimum content uploads and specific conversion goals.
3. improve content strategies by leveraging storytelling techniques in video formats to increase affiliate engagement and drive higher conversion rates.
4. optimize marketing costs by refining affiliate selection and performance monitoring, ensuring that affiliate efforts are aligned with the company's strategic objectives.

1.6.3 Expected Solution

The expected solution from this research is to develop a more structured and results-driven affiliate marketing strategy for PT. Paragraf Labs Indonesia. The company can better manage its affiliate partnerships by implementing clear performance criteria, such as setting a minimum number of content uploads per day and tracking

conversion metrics. Introducing a Statement of Work (SOW) will provide affiliates with a clear understanding of expectations, ensuring their efforts are focused on achieving key outcomes such as brand awareness and conversion. Additionally, incorporating storytelling-based content strategies into affiliate marketing campaigns will further engage the target audience and drive higher engagement rates. This research recommends that PT. Paragraf Labs Indonesia refine its affiliate selection process and performance evaluation methods to create a more cost-effective, high-performing affiliate marketing program. Ultimately, these strategies will improve the company's marketing efficiency, optimize resource allocation, and increase overall sales and brand visibility.

CHAPTER 2

LITERATURE REVIEW

2.1 Theoretical Review

Affiliate marketing is a performance-based digital marketing strategy in which businesses reward external partners (affiliates) for driving traffic or sales through their promotional efforts. This model allows companies to expand their reach and attract potential customers without incurring high upfront advertising costs. According to Dwivedi et al. (2017), affiliate marketing is performance-based advertising in which marketers are compensated for bringing customers to merchant websites and generating purchases. Affiliate marketing is an effective strategy that helps companies connect with specialized markets by using affiliates that have built reputations and trust with their target customers (Patrick & Hee, 2020). Effective affiliate marketing strategies focus on tracking performance metrics, optimizing content, and aligning affiliates' efforts with business objectives to ensure measurable success. Businesses may better understand customer behavior and maximize their marketing efforts by incorporating big data analytics skills into their marketing plans, which improves performance outcomes (Wamba et al., 2016). One of the significant advantages of affiliate marketing is its cost-effectiveness as it enables companies to pay only for tangible outcomes, such as leads or sales, instead of impressions or ad positions (Grandhi et al., 2020). This means companies only pay affiliates for actual conversions, reducing the risk of wasted marketing expenditures. However, the success of

affiliate marketing programs depends on structured management, precise performance tracking, and well-defined expectations to ensure that affiliates contribute effectively to a company's brand awareness and sales goals.

The effectiveness of affiliate marketing can be explained through several marketing and management theories. One of the most relevant is the AIDA (Attention, Interest, Desire, Action) model, an essential marketing idea that outlines the cognitive steps a customer takes from learning about a product to deciding to buy it (Pashootanzadeh & Khalilian, 2018). In affiliate marketing, affiliates play a crucial role in guiding potential customers through this process by creating engaging content, generating interest in a brand, and ultimately encouraging conversions. Affiliates can effectively increase brand awareness and conversion rates by strategically aligning their promotional efforts with the AIDA model. Another relevant theory is the Resource-Based View (RBV) theory, which posits that a company's competitive advantage depends on its ability to effectively utilize internal and external resources (Barney, 1991). In affiliate marketing, affiliates act as external resources that can enhance a company's marketing reach and sales performance. However, structured tactics, such as performance monitoring, well-defined goals, and directives like a Statement of Work (SOW) to ensure affiliates are aware of their duties, are necessary to efficiently administer affiliate marketing programs (Puluhulawa et al., 2022). Customer Relationship Management (CRM) theory also plays a crucial role in affiliate marketing. Implementing effective CRM strategies in affiliate marketing allows businesses to foster

long-term customer relationships by utilizing personalized marketing approaches and maintaining continuous engagement (Hegiarto & Sapitri, 2024). Affiliates, as brand advocates, contribute to customer engagement by creating content that resonates with their audiences and fosters trust in the brand. Relationship marketing techniques help affiliates improve client happiness and orientation, which are important for customer retention (Shrestha, 2020).

The challenges faced by PT. Paragraf Labs Indonesia, including the lack of structured affiliate management, poor performance tracking, and unclear performance criteria, can be addressed by applying the abovementioned theories. The AIDA model suggests that affiliates must be strategically guided to ensure they attract attention, generate interest, and ultimately drive conversions. The AIDA model has been frequently used in marketing literature as a persuasive communication approach and a sales strategy (Lee & Hoffman, 2015). The Resource-Based View (RBV) theory highlights the need for PT. Paragraf Labs Indonesia to manage its affiliate resources efficiently. The RBV asserts that companies may acquire and maintain a competitive edge by efficiently using rare, valuable, unique, and non-replaceable resources (Chang et al., 2023). This involves the implementation of performance tracking tools, the establishment of measurable success metrics, and the provision of clear guidelines and structured agreements - such as a Statement of Work (SOW) - to affiliates. By doing so, the company can ensure that its affiliate partners contribute

effectively to its marketing goals and deliver a positive return on investment. Furthermore, Customer Relationship Management (CRM) theory underscores the importance of fostering strong relationships with affiliates to improve customer engagement and conversion rates. CRM is both a concept and a basis for businesses to comprehend, create, and preserve a good rapport with their clients (Diawati, 2023). By selecting affiliates who align with the brand's identity and equipping them with the necessary resources to create engaging content, PT. Paragraf Labs Indonesia can enhance its brand image and build a loyal customer base. The company should also encourage storytelling-based content strategies, as storytelling is proven to increase consumer engagement and influence purchase decisions. By fostering emotional bonds and improving brand memory, storytelling is an effective tactic that affects consumers' purchase decisions (Júnior et al., 2023).

For PT. Paragraf Labs Indonesia to improve its affiliate marketing strategy, it is essential to establish measurable performance criteria and optimize marketing efforts based on data analytics. One of management's most crucial responsibilities is finding and choosing the appropriate performance standards that help the firm reach its goals and objectives (Al-Jedaia & Mehrez, 2020). Analytics can be used to analyze and maximize the firm's marketing operations (Ijomah et al., 2024). It allows businesses to identify high-performing affiliates, optimize marketing spending, and adjust strategies based on real-time data insights. Another important concept in optimizing affiliate marketing performance is

attribution modeling. This approach provides a framework for comprehending the role that various marketing channels and touchpoints play throughout the customer journey, enabling marketers to enhance their strategies and raise conversion rates (Smith, 2019). By utilizing attribution models, PT. Paragraf Labs Indonesia can identify the most effective affiliates and marketing channels, allowing for better allocation of resources and maximizing the impact of affiliate partnerships.

This study will first explain the role of affiliate marketing strategies in improving brand awareness and conversion rates. It will then explore how structured management approaches, including precise performance tracking, the implementation of a Statement of Work (SOW), and defined performance criteria, can enhance the effectiveness of affiliate marketing. Additionally, the study will highlight the importance of storytelling-based content strategies in driving consumer engagement and increasing conversions. By leveraging performance measurement frameworks and driven marketing tools, PT. Paragraf Labs Indonesia can optimize its affiliate marketing program, ensuring greater efficiency, cost-effectiveness, and long-term business success.

2.1.1 Structured Management Approaches

Structured management in affiliate marketing refers to a systematic and organized approach to overseeing affiliate relationships, ensuring that they contribute effectively to business objectives. This involves three essential components: precise performance tracking

mechanisms, a well-defined Statement of Work (SOW), and measurable performance criteria. These structured approaches create accountability, enhance efficiency, and optimize marketing efforts to achieve brand awareness and conversion goals. According to Dwivedi et al. (2017), structured management is crucial in digital marketing since it increases return on investment (ROI), ensures consistency in promotional strategies, and simplifies operational processes. Without a structured system, affiliate programs often face challenges such as inconsistent content quality, difficulty in measuring affiliate effectiveness, and inefficient allocation of marketing resources.

In relation to performance tracking, it is crucial in structured management by providing real-time insights into affiliate-generated sales, engagement metrics, and lead quality. Companies can utilize tools to accurately assess affiliate contributions and make data-driven marketing decisions (Edelman & Brandi, 2015). Additionally, implementing a Statement of Work (SOW) ensures that affiliate responsibilities and deliverables are clearly defined. Gengswaran et al. (2024) emphasize that the best standards consider the views of all stakeholders, which lends credence to the notion that a clear SOW can increase the clarity and accountability of project participants. Furthermore, determining the effectiveness of promotional methods in affiliate marketing requires the establishment of exact performance indicators (Olbrich et al., 2019).

Several theoretical models support the importance of structured management in affiliate marketing. One of the most widely used frameworks, the Balanced Scorecard (BSC) Model, integrates perspectives on internal operations, clients, finances, and learning to evaluate business performance holistically (Kaplan & Norton, 1996). Applied to affiliate marketing, the BSC model allows businesses to track key performance indicators (KPIs) such as affiliate-generated revenue, engagement quality, and brand awareness impact. This methodical assessment ensures that affiliate marketing campaigns are consistent with overall company objectives and greatly support long-term brand expansion (Olbrich et al., 2019). Another relevant theory is the Principal-Agent Theory, which explores the relationship between a firm (the principal) and its affiliates (the agents). The theory suggests that to guarantee that affiliates act in the company's best interests, structured management practices such as performance-based incentives, monitoring systems, and contractual agreements are crucial (Jensen & Meckling, 1976). Without systemic oversight, affiliates may prioritize short-term commissions above long-term brand alignment, leading to inconsistent marketing campaigns (Ballestar et al., 2019). The Goal-Setting Theory, proposed by Locke and Latham (1990), highlights how motivation and performance are enhanced by specific, measurable goals, further supporting the necessity of disciplined management. By giving affiliates access to establishing clear

performance goals, such as required storytelling content, engagement rate benchmarks, and conversion targets, businesses may promote goal-oriented behavior that leads to more successful marketing outcomes (Kingsnorth, 2022).

The structured management approaches discussed above directly address the challenges faced by PT. Paragraf Labs Indonesia including the absence of proper performance tracking systems, structured affiliate agreements, and defined performance benchmarks. To ensure that marketing resources are targeted for optimal brand visibility and conversion rates, the company can analyze affiliate contributions, content efficacy, and sales impact using the Balanced Scorecard (BSC) framework, which offers an organized evaluation technique. By incorporating Principal-Agent Theory, PT. Paragraf Labs Indonesia can develop structured contracts that improve affiliate accountability, avoid inconsistencies in content quality, and align incentives with the company's long-term brand-building objectives. Additionally, the Goal-Setting Theory emphasizes the importance of establishing clear and specific performance goals for affiliates. PT. Paragraf Labs Indonesia may increase affiliate incentives, improve content consistency, and maximize customer engagement. Furthermore, by leveraging performance-tracking technologies such as affiliate analytics dashboards, and automated reporting systems, the company will be able to make data-driven marketing decisions

(Kingsnorth, 2022). By integrating structured management strategies into its affiliate marketing program, PT. Paragraf Labs Indonesia can achieve a more scalable, high-performing marketing system that effectively bridges the gap between brand awareness and conversion optimization.

2.1.2 Storytelling-Based Content Strategies

Storytelling has emerged as a powerful tool in digital marketing, enabling brands to connect with consumers on an emotional level while communicating their value proposition effectively. According to Lund et al. (2019), storytelling can forge emotional bonds with customers, motivating them to act and defend a brand's narrative. Unlike traditional advertising, which focuses primarily on product features, storytelling-based content emphasizes relatable experiences, emotions, and brand authenticity, making it more compelling for consumers. One of the primary advantages of storytelling in content strategies is its ability to create emotional connections with the audience. Similarly, Altamira et al. (2023) stated that digital storytelling strategies foster unique and memorable messages, promoting dialogue and social media interaction. One of the storytelling theories is the Narrative Transportation Theory, which suggests that when customers are emotionally engrossed in an engaging story, they become more involved with a brand (Van Laer et al., 2019). This theory posits that a well-crafted narrative can lead to higher levels of attention, emotional connection, and attitude change,

ultimately increasing the likelihood of consumer action. The theory further supports the idea that interactive and immersive storytelling techniques, such as behind-the-scenes brand stories or influencer collaborations, can significantly enhance marketing outcomes. According to Kang et al. (2020), more positive emotional reactions were evoked by stories, and they also impacted participants' intentions to spread word-of-mouth product information. Another relevant theoretical framework is the customer engagement theory, highlighting how storytelling helps build enduring relationships between brands and their customers (Dessart & Pitardi, 2019). Content that resonates emotionally with consumers leads to higher engagement, increased social sharing, and stronger brand advocacy. Research by Lou et al. (2019) suggests that brands utilizing storytelling-driven campaigns, especially those incorporating user-generated content and influencer partnerships, experience higher levels of engagement and loyalty. Applying these theoretical insights, PT. Paragraf Labs Indonesia can integrate storytelling into its affiliate marketing strategy, ensuring that promotional content aligns with consumer interests and emotional triggers, thereby increasing conversions.

According to the Narrative Transportation Theory (Van Laer et al., 2019), higher engagement and brand memory are attributed to emotionally engaging storytelling-based material. Incorporating storytelling techniques into affiliate marketing campaigns, such as

personal success stories, customer testimonials, and brand origin narratives, PT. Paragraf Labs Indonesia can create a deeper emotional connection with consumers, increasing their likelihood of purchasing. Similarly, the Customer Engagement Theory reinforces the importance of interactive and emotionally engaging content in digital marketing. Research by Wang (2024) discovered that companies doing well in terms of organic reach and customer retention are those who use narrative to foster a feeling of community and authenticity. In the case of PT. Paragraf Labs Indonesia, it can enhance its affiliate marketing effectiveness by establishing structured storytelling guidelines that require affiliates to create narrative-driven content, incorporate real-life use cases, and engage audiences through interactive content formats. Implementing story-driven affiliate content strategies such as product experience videos, influencer storytelling, and brand authenticity campaigns, will enable PT. Paragraf Labs Indonesia to stand out in a competitive digital marketplace and achieve its marketing objectives more effectively.

2.1.3 Affiliate Marketing Strategy

Affiliate marketing has become essential for companies looking to expand their market reach and increase brand awareness and conversion. The success of an affiliate marketing program largely depends on several factors to increase online sales, including selecting the right affiliate partners, offering attractive incentives, effective

communication strategies, performance tracking and analysis, effective communication, quality and creative content, user experience optimization, market segmentation, update and innovation (Suryana, 2023). According to Chaffey and Ellis-Chadwick (2019), commission, cookie durations, and creative ads lessen the possibility of misuse. These terms must be specified in detail in the affiliate agreement. As suggested by these experts, it becomes clear that a well-structured affiliate marketing program leads to a measurable increase in a company's overall brand awareness. Therefore, an affiliate marketing program is fundamental to any modern business strategy, especially to increase brand awareness and conversion.

Selecting the right affiliate partner is a crucial aspect of affiliate marketing success. Identifying affiliates who align with the company's brand values, target market, and product offerings can significantly impact overall performance. According to Suryana (2023), choosing the correct affiliate is the most important phase of an affiliate marketing strategy. Businesses must conduct in-depth research to comprehend possible affiliates' characteristics and target markets. The ability of an incentive type to evoke a specific aspect of affiliation motivation varies to some extent (Hill, 1987). Affiliates are more likely to perform at higher levels when offered lucrative, attractive incentives. affiliates generally put in more effort and perform better when their commissions increase (Hu et al., 2016; Olbrich et al., 2019). To put it simply, the

structure and appeal of incentive programs influence the long-term success of affiliate marketing partnerships. Drawing from these perspectives, it is clear that a well-executed selection process combined with attractive incentive offers plays a vital role in the success of affiliate marketing programs. Therefore, companies must ensure that both the right affiliate is selected and the incentives offered are competitive to maximize the effectiveness of their marketing efforts.

In affiliate marketing, communication plays a pivotal role in ensuring a smooth relationship between companies and their affiliates and between the affiliates and their audiences. Communication not only facilitates clear expectations but also helps in aligning affiliates with the company's brand message. According to Suryana (2023), effective communication enables businesses and affiliates to collaborate more effectively, accomplish shared objectives, and boost online sales using affiliate marketing tactics. Moreover, strategic market segmentation is essential in targeting the right audience, which is crucial for successful affiliate marketing outcomes. According to Suryana (2023), effective market segmentation helps businesses and affiliates work together more successfully, increasing sales potential and optimizing affiliate marketing strategy outcomes. These segmented approaches, paired with open communication, enable the affiliates to reach their target demographic more effectively. From this understanding, it is evident that both communication and market segmentation are key components

that shape the efficiency of an affiliate marketing program. Therefore, effective communication with affiliates and ensuring precise market segmentation are fundamental to success in affiliate marketing initiatives.

2.1.4 Brand Awareness

Brand awareness is a fundamental aspect of marketing that refers to how consumers recognize and recall a brand under different circumstances. Brand awareness is the capacity of potential consumers to recognize and recall that a brand belongs to a specific product category (Salim et al., 2021). According to Keller (2013), brand awareness comprises two important components: brand recognition and recall. Brand recognition relates to a consumer's capacity to recognize a brand when they come across it, while brand recall refers to recalling a brand from memory when considering a product category. These factors influence customer decision-making because increased brand awareness enhances the likelihood of purchase consideration and brand preference. Just as Bańbuła (2024) argued that enhanced brand awareness can boost customer-based brand equity by generating favorable connections and brand loyalty. In addition, brand awareness is essential to consumer-based brand equity (CBBE), a model developed by Keller (2013) that illustrates how strong brand awareness contributes to brand loyalty and total brand value.

In the digital era, brand awareness has become increasingly crucial due to the development of online marketing platforms and heightened rivalry among firms. The rise of e-commerce platforms has made businesses need to adopt innovative marketing techniques that enhance brand recognition and recall among their target audiences. Research by Boonsiritomachai and Sud-On (2020) shows that online brand recognition significantly influences customer trust and purchase intention, emphasizing the relevance of digital marketing methods in the corporate scene.

Several theoretical models have been developed to explain the significance of brand awareness in marketing. One of the most widely used frameworks is Keller's Brand Equity Model. It explains how brand awareness, associations, perceived quality, and loyalty affect total brand equity (Keller, 2013). This model suggests that businesses must focus on increasing brand awareness to build strong customer relationships and long-term brand value. Another relevant theory is AIDA (Attention, Interest, Desire, Action); the AIDA model gives a systematic way to understand how marketing messages may effectively take customers from initial awareness to the ultimate purchase decision (Fatimah & Martaleni, 2023). According to this model, brand awareness plays a crucial role in the attention phase, as consumers must first recognize a brand before they develop an interest or desire for its products. In this case, companies leveraging affiliate marketing must

ensure their brand is consistently visible to potential customers through various digital channels, enabling them to transition from awareness to action. Additionally, the Elaboration Likelihood Model (ELM) provides insights into how brand awareness influences consumer decision-making. Developed by Petty and Cacioppo (1986), the ELM proposes that consumers process marketing messages through one of the two routes: the central route (where they actively engage with and evaluate brand information) or the peripheral route (where they rely on heuristics and cues such as brand familiarity). High brand awareness increases consumers' likelihood of processing information through both routes, ultimately leading to stronger brand associations and purchase intentions (Kerse, 2023). The Theory of Planned Behavior (TPB), proposed by Ajzen (1991), also explains how brand awareness impacts consumer attitudes and behaviors. The TPB suggests that attitudes, subjective standards, and perceived behavioral control impact consumer intentions. When customers know a brand and have good opinions, they are more likely to acquire favorable attitudes and engage in purchasing behavior. Research by Novansa and Ali (2017) found that brand awareness influences customer purchasing decisions by altering their attitudes and perceived value of a brand.

The theoretical models discussed above directly applicable to the research problem identified at PT. Paragraf Labs Indonesia, where the absence of structured affiliate marketing management has led to

inefficiencies in brand awareness initiatives. Keller's Brand Equity Model emphasizes consistent brand exposure and association-building to strengthen brand equity. However, without precise performance tracking and defined expectations for affiliates, PT. Paragraf Labs Indonesia struggles to ensure that its affiliate marketing efforts effectively contribute to brand awareness. The AIDA model further supports the need for a structured approach to affiliate marketing by illustrating how awareness is the first step in consumer decision-making. If affiliates are not provided with clear content guidelines or storytelling techniques, they may fail to capture consumer attention effectively, limiting the impact of their marketing efforts. Research by Aman et al. (2024) highlights that in response to increasing sales competition, businesses are now concentrating more on employing effective digital marketing strategies to promote their products to the public, known as brand awareness. This reinforces the need for PT. Paragraf Labs Indonesia to optimize its affiliate content strategies. Moreover, the Elaboration Likelihood Model (ELM) underscores the importance of engaging consumers through central and peripheral processing. To enhance brand awareness, PT. Paragraf Labs Indonesia must ensure that affiliates create high-quality, engaging content that fosters deep consumer engagement (central route) while also maintaining consistent brand exposure through various digital platforms (peripheral route). Implementing structured guidelines for

affiliates can help align their efforts with the company's branding goals, ensuring more effective marketing outcomes. The Theory of Planned Behavior (TPB) further underscores the importance of establishing well-defined affiliate performance criteria. Without clear performance metrics, such as a minimum number of content uploads or targeted engagement rate, PT. Paragraf Labs Indonesia cannot effectively measure the impact of its affiliate marketing efforts on consumer attitudes and purchase intentions. By establishing concrete performance standards and providing affiliates with clear objectives, the company can align its marketing strategy with consumer behavior theories, leading to more successful brand awareness campaigns.

2.1.5 Conversion

Conversion is a key performance metric in digital marketing that measures the percentage of users who take a desired action, such as making purchases, signing up for a newsletter, or clicking on an advertisement. Conversion rate measures the proportion of people who, after interacting with an advertisement or visual content, complete a desired action, such as buying something, filling out a form, or subscribing to a newsletter (Wang, 2024). It is a vital marketing performance metric since greater conversion rates show that a company's marketing approach successfully persuades people to engage with its products or services (Chaffey & Ellis-Chadwick, 2019). In affiliate marketing, conversion rate optimization (CRO) is essential

for evaluating affiliate performance. CRO focuses on maximizing the effectiveness of various marketing initiatives and increasing the conversion rate (Al Khaldy et al., 2024). Furthermore, effective conversion rate management strategies will boost productivity and the return on investment (ROI) of marketing efforts, thereby increasing the profitability of marketing and sales initiatives (Saco et al., 2020). Given the competitive landscape of digital marketing, companies that prioritize CRO can significantly enhance their marketing return on investment (ROI) and achieve sustainable growth.

There are a few factors influencing conversion rates in digital marketing. One of the most popular frameworks is the Fogg Behavior Model (FBM), which posits that user actions depend on three core elements: motivation, ability, and triggers (Fogg, 2009). In an affiliate marketing context, this model suggests that successful conversions occur when users have sufficient motivation (e.g., product desirability), the ability to complete the desired action (e.g., an easy-to-use interface), and the presence of triggers (e.g., compelling CTAs). Another relevant model is the A/B Testing Framework, a well-known technique known as a controlled A/B experiment, or simply A/B test, that forms the basis of our investigation. This approach is the most trustworthy means of proving a link between an intentionally made modification to the application and how it affects user-observable behavior (Martínez & Vilajosana, 2022). Additionally, the Theory of Planned Behavior (TPB)

by Ajzen (1991) gives information about how attitudes, subjective norms, and perceived behavioral control influence user intentions and actions. In the context of digital marketing, this theory suggests that conversion rates can be improved by addressing users' perceived trust in a brand, social influences (e.g., affiliate recommendations), and perceived ease of completing a transaction.

In particular, structuring an affiliate marketing program and improving conversion rates can be addressed by applying the above theoretical models. The Fogg Behavior Model (FBM) underscores the need for the company to enhance user motivation by collaborating with affiliates who can effectively communicate product value. Additionally, conversions can be further increased by employing persuasive marketing triggers and improving user experience through website design and transaction process optimization (Fogg, 2009). The A/B Testing Framework offers a solution for PT. Paragraf Labs Indonesia to refine its marketing strategies by systematically testing different promotional approaches used by affiliates. Lastly, the Theory of Planned Behavior (TPB) suggests increasing consumer trust and social validation through affiliate relationships can enhance conversion rates (Ajzen, 1991). Furthermore, by leveraging the power of user-generated content, businesses can enhance their brand perception, engage with their audience more effectively, and achieve their marketing objectives in an increasingly competitive marketplace

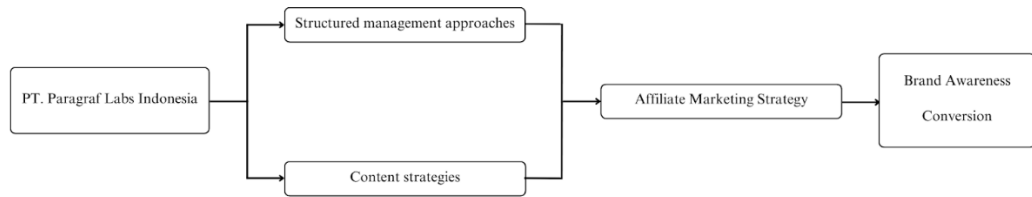
(Kumar, 2024). By integrating these theoretical insights into its affiliate marketing strategy, PT. Paragraf Labs Indonesia can achieve a better alignment between brand awareness efforts and conversion optimization.

2.2 Conceptual Framework

This research analyzes PT. Paragraf Labs Indonesia, from a marketing perspective, focuses on enhancing brand awareness and conversion rates through a strategic affiliate marketing program. The company's perspective on affiliate marketing begins with structured management approaches, such as defining clear performance metrics, establishing affiliate guidelines, and fostering effective communication between the company and its partners. These management practices ensure that affiliate partnerships are aligned with the company's overarching business goals, thereby providing a solid foundation for successful marketing campaigns. Additionally, Storytelling-based content strategy as one central component of content-based marketing strategies plays a crucial role in engaging the target audience, enhancing emotional connections, and amplifying the effectiveness of affiliate marketing efforts. By combining structured management approaches with engaging, narrative-driven content, PT. Paragraf Labs Indonesia can significantly boost brand awareness and drive higher conversion rates, leading to long-term business growth and a more loyal customer base. This integrated approach ensures that the affiliate marketing program remains

focused, impactful, and results-oriented. The illustration of the conceptual framework is presented in Table 2.1.

Table 2.1. Conceptual Framework



Primary Sources, 2025

CHAPTER 3

METHODOLOGY

3.1 Research Focus

This study focuses on the analysis of PT. Paragraf Labs Indonesia, from a marketing perspective, specifically examining the role of a structured management approach and a storytelling-based content strategy in developing an effective affiliate marketing framework aimed at increasing brand awareness and conversions. Given the complex nature of affiliate marketing dynamics, this study uses qualitative research methodology to gain in-depth insight into the company's marketing strategy and operational challenges. Qualitative research focuses on discovering true core meanings and generating new insights while addressing marketing objectives. It utilizes techniques that allow researchers to provide a comprehensive interpretation of market phenomena without relying on numerical measurements (Zikmund & Babin, 2006). According to Sekaran and Bougie (2016), qualitative data collection involves both primary and secondary sources, including focus groups, the Internet, company records, and other relevant materials. The goal is to use research methods, such as content analysis, focus groups, and in-depth interviews, to examine the data collection process (Hennink et al., 2020).

In addition, this research employs both descriptive analysis and content analysis to explain the research topic in more detail. Descriptive analysis involves examining the condition of a group, subject, set of

circumstances, way of thinking, or phenomenon to provide a systematic portrayal of the topic under investigation (Nazir, 2011). Content analysis, on the other hand, is a research method that considers the context of data to draw valid and reproducible conclusions (Krippendorff, 2004).

3.2 Unit Analysis

The unit of analysis is a fundamental component of any research study, which refers to the individuals or entities directly related to the investigation. It must include relevant data that aligns with the study's objectives (Zikmund & Babin, 2006). As the central focus of the research, the unit of analysis defines the scope of the investigation and ensures meaningful insights (DeCarlo, 2018). The unit of analysis in this study consists of employees at PT Paragraf Labs Indonesia. To obtain a comprehensive perspective, five employees from various positions in the company were interviewed as sources of primary data. This study also uses secondary data from affiliate-id.tokopedia.com (Affiliate Center), where traffic is represented through metrics such as sessions and transactions.

3.3 Data Collection Method

The primary purpose of this study is to obtain relevant data as the data collection phase is an important part of the research process (Bryman, 2012). The data collection method aims to obtain the necessary information to address the research objectives effectively (Sekaran & Bougie, 2016). In qualitative research, data is collected through various methodologies. This

study involves direct observation of work practices in the digital marketing and affiliate marketing teams at PT. Paragraf Labs Indonesia. In addition, in-depth interviews were conducted with members of the Digital Marketing team who are directly involved in the research focus. This study also incorporates environmental observations of the affiliate center dashboard to obtain relevant data.

3.3.1 Observation

Observation is an important data collection method in a research process, especially in qualitative research, as it allows for a deeper understanding of real-world practices (Poerwandari, 1998). It is a complex process involving biological and psychological aspects, allowing researchers to analyze behavior, interactions, and decision-making patterns in their natural environment (Sugiyono, 2014).

In this study, environmental observations and analysis of work practices were conducted in the digital marketing division at PT. Paragraf Labs Indonesia. This study focuses on the operation of a structured management approach and content strategy to obtain effective affiliate marketing and increase brand awareness and conversion. This study's secondary data for environmental observation is sourced from affiliate-id.tokopedia.com (Affiliate Center). The observed traffic is represented through key metrics such as sessions and transactions recorded on the Affiliate Center.

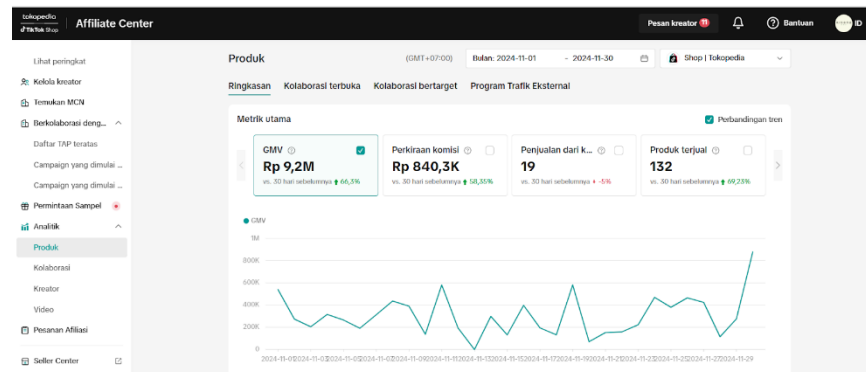


Fig. 3.3.1 Affiliate Center dashboard overview (1 - 30 Nov 2024)

Source: Affiliate Center for <https://affiliate-id.tokopedia.com/>

Affiliate Center which is integrated with the company's website, serves as a source of secondary data in this study. The website is used to collect relevant data that contribute to a more comprehensive understanding of the company's perspective on affiliate marketing programs. Specifically, this secondary data support the analysis of how such programs contribute to increasing brand awareness and driving conversions at PT. Paragraf Labs Indonesia.

3.3.2 Interview

Interviews are a crucial data collection method in qualitative research, involving conversations, structured questions designed to elicit responses to achieve research objectives (Poerwandari, 1998). The effectiveness of an interview depends on the respondent's readiness and willingness to participate. Therefore, it is important to provide respondents with the flexibility to choose a suitable time and location

for the interview. A well-conducted interview relies on building trust, fostering empathetic interactions, and practicing active and creative listening to ensure meaningful and insightful responses (Denzin, 2009). Additionally, using creative interviewing techniques enhances the depth of the data collected, allowing researchers to uncover underlying motivations, perspectives, and challenges participants face in affiliate marketing management.

The subjects of this research are key personnel involved in the affiliate marketing and digital marketing division at PT. Paragraf Labs Indonesia, including the Digital Marketing Manager, E-Commerce and Customer Service Manager, Talent and Live Streamer, Advertising, and KOL. These individuals were chosen because of their direct involvement in structuring affiliate partnerships, tracking performance metrics, and implementing content strategies. An interview guide, which may consist a list of questions or subjects was used to facilitate the interviews (Bryman, 2012). The primary objective of interviews was to gather insights into the challenges and opportunities in affiliate marketing and to explore how structured performance tracking and storytelling-based content strategies influence brand awareness and conversion rates at PT. Paragraf Labs Indonesia. The complete list of interviewees is presented in Table 3.1 below.

Table 3.1. List of interviewees

No	Name	Code	Position	The Media of the Interview
1.	Nita	N1	Digital Marketing Manager	Google Meet
2.	Mitha	M2	E-Commerce and Customer Service Manager	Google Meet
3.	Vita	V3	Talent & Live Streamer	Google Meet
4.	Nadhifa	N4	Advertising	Google Meet
5.	Eki	E5	KOL	Google Meet

Primary Sources, 2025

3.4 Data Analysis

In this research, the data will be analyzed by using two methods - descriptive analysis and content analysis.

3.4.1 Descriptive Analysis

Descriptive qualitative analysis is a qualitative research technique that analyzes, describes, and summarizes various conditions and situations based on data collected through interviews or observations regarding the research problem being studied in the field (Wirartha, 2006). In this study, the descriptive analysis method was used to interpret the data based on reality and present findings

descriptively. This study focuses on operating a structured management approach and content strategy to develop effective affiliate marketing, increasing brand awareness, and conversion rates.

The secondary data for this research is obtained from the Affiliate Center (affiliate-id.tokopedia.com), which is integrated with the company's website. This data serves as a critical component in analyzing the performance of PT. Paragraf Labs Indonesia's affiliate marketing programs. By tracking sessions, transactions, and engagement metrics, the research provides a data-driven understanding of how structured affiliate programs contribute to enhancing brand awareness and driving conversions.

Additionally, document analysis of affiliate performance reports, marketing strategies, and communication frameworks provides valuable insights into how PT. Paragraf Labs Indonesia optimizes its affiliate marketing efforts. The integration of structured management, storytelling-based content, and performance tracking ensures a comprehensive assessment of the effectiveness of affiliate marketing programs in increasing brand awareness and conversion rates. By combining observations with secondary data analysis, this study aims to examine the relationships between these variables and uncover strategies for optimizing affiliate marketing programs to enhance brand awareness and conversions.

3.4.2 Content Analysis

Content analysis is a systematic technique used to analyze and process essential content by examining observational data, document analysis, and open communication behavior related to the research topic (Suprayogo, 2001). As this research adopts a qualitative approach and applies content analysis, it utilizes an integrative analysis method that conceptually seeks to identify, process, and analyze data to understand the significance, value, and relevance of the message content (Bungin, 2003). In this study, content analysis is not only about describing message content but also aims to interpret symbolic phenomena in communication, allowing the researcher to uncover patterns and relationships in the affiliate marketing strategies at PT. Paragraf Labs Indonesia. It is in line with Bengtsson (2016) stating that content analysis aims to arrange and extract meaning from the gathered data to derive practical conclusions. In this study, environmental observations and analysis of work practices were conducted in the digital marketing division at PT. Paragraf Labs Indonesia. The researcher had the opportunity to deepen his observations and experience the techniques used in affiliate marketing programs, ensuring a comprehensive understanding of how structured management, content strategies, and affiliate marketing efforts contribute to the company's success. Additionally, previous studies were consulted to support the development of the interview guide, ensuring that the questions were

aligned with the research objectives. The data analysis process included four main stages: decontextualization, recontextualization, categorization, and compilation (Bengtsson, 2016). Each stage was carried iteratively to maintain the quality and credibility of the analysis. The interview questions were discussed and validated with the content advisor. According to Bengtsson (2016), content analysis can be used to ask questions relevant to the study's goal. Therefore, the interview questionnaire was structured around key themes, including structured management tools, performance tracking mechanisms, storytelling-based content strategies, and their impact on brand awareness and conversion rates.

First, to examine how structured management tools such as performance tracking and the Statement of Work (SOW) can improve the efficiency of affiliate marketing at PT. Paragraf Labs Indonesia, exploring the impact of precise performance tracking mechanisms and well-defined affiliate agreements is crucial. Structured management frameworks ensure that affiliates remain aligned with the company's marketing goals and contribute effectively to brand growth (Puluhulawa et al., 2022). Without a well-defined SOW, affiliates may lack clear guidelines, leading to inconsistent content quality and ineffective promotional efforts (Edelman & Brandi, 2015). To understand the effectiveness of structured management, the following interview questions were explored:

1. How does PT. Paragraf Labs Indonesia currently track the performance of its affiliate marketing program?
2. What challenges does the company face in implementing structured performance tracking for affiliate marketing?
3. How does the Statement of Work (SOW) influence affiliate contributions and campaign success?
4. What are the key performance indicators (KPIs) used to evaluate the success of affiliate marketing efforts?

The researcher also included additional questions, namely, "Before understanding proper tracking and selection methods, how did you initially choose affiliates?" and subsequently asked, "After learning how to select affiliates effectively, have you noticed any impact on the brand?" to gain deeper insights into the evolution of affiliate management practices.

Second, to explore how storytelling-based content can engage consumers and increase conversions in affiliate marketing, it is necessary to investigate how compelling narratives enhance consumer trust and influence purchasing behavior. Storytelling-based content is crucial in humanizing a brand, fostering emotional connections with consumers, and strengthening brand loyalty (Júnior et al., 2023). Further, engaging video storytelling and influencer collaborations have been identified as effective strategies for improving consumer engagement in digital marketing (Lund et al., 2019). Thus, PT. Paragraf

Labs Indonesia must evaluate whether its affiliates effectively utilize storytelling techniques in their promotional content. To explore this, the following interview questions were addressed:

5. How does PT. Paragraf Labs Indonesia incorporate storytelling in its affiliate marketing content?
6. What types of storytelling-based content have proven to be most effective in engaging consumers?
7. How does storytelling impact consumer trust and influence conversion rates in affiliate marketing campaigns?

Lastly, to identify ways to improve affiliate marketing strategies at PT. Paragraf Labs Indonesia aimed at boosting brand awareness and increasing conversion rates, it is necessary to assess current limitations in the affiliate marketing approach and explore opportunities for strategic improvements. Studies have shown that a structured, data-driven approach to affiliate marketing program enhances brand visibility and consumer conversions (Dwivedi et al., 2017). To put it another way, the success of an affiliate program depends on effective content strategies, data analytics, and performance-driven optimizations (Almestarihi et al., 2024). To gain insights into how PT. Paragraf Labs Indonesia can enhance its affiliate marketing effectiveness, the following interview questions were examined:

8. What improvements can be made to PT. Paragraf Labs Indonesia's affiliate marketing strategy to enhance brand awareness?
9. How can the company optimize its affiliate recruitment and incentive structures to improve conversion rates?
10. What digital marketing tools or techniques could be implemented to enhance the effectiveness of the company's affiliate marketing efforts?
11. What advantages and disadvantages has the company experienced when implementing its affiliate marketing program?
12. Do you believe that utilizing an affiliate marketing program will be crucial for the company's future?

By addressing these several interview questions, this research will provide valuable insights into how structured management, storytelling-based content, and strategic optimizations can enhance affiliate marketing effectiveness at PT. Paragraf Labs Indonesia. These findings will contribute to the development of a more structured and performance-driven affiliate marketing strategy, leading to increased brand awareness and higher conversion rates.

3.5 Validity and Reliability Testing

Even though this research uses qualitative methods, it is essential to conduct validity and reliability tests to ensure the data is valid and unbiased.

Validity and reliability tests are conceptualized as instruments to evaluate the trustworthiness, accuracy, and quality of qualitative research, assessed in the form of credibility, dependability, confirmability, authenticity, and transferability (Utsman, 2017). In qualitative research, credibility refers to internal validity in quantitative research. Transferability refers to external validity, while dependability is equivalent to reliability in quantitative research. Lastly, confirmability corresponds to objectivity (Afiyanti, 2008). Furthermore, according to Kyngäs et al. (2020), the following five variables contribute to the trustworthiness of content analysis in assessing the quality of qualitative research:

1. Credibility

The credibility of research refers to the reliability of the sources and findings, ensuring that the interpretations made by the researcher are believable and accurate (Kyngäs et al., 2020). In this study, various studies were examined related to affiliate marketing, brand awareness, conversion rates, storytelling-based content, and structured management approaches. These studies provided a theoretical foundation to support the analysis of affiliate marketing strategies at PT. Paragraf Labs Indonesia. Furthermore, observations and in-depth interviews with the company's employees were conducted to gain direct insights into the effectiveness and challenges of affiliate marketing in increasing brand awareness and conversion rates.

2. Dependability

Dependability refers to the stability and consistency of the research process, as well as the degree to which data collection methods align with the research objectives (Kyngäs et al., 2020). In this study, data were collected through observations, document analysis, and in-depth interviews to facilitate a comprehensive examination of PT. Paragraf Labs Indonesia's affiliate marketing program. The researcher meticulously documented all findings throughout the research process to maintain consistency and reliability in the data analysis. Furthermore, content analysis techniques were employed to identify key themes and patterns within the collected data, thereby ensuring the results are well-structured and methodologically robust.

3. Confirmability

Confirmability refers to the objectivity of the research findings, ensuring that the data is derived from factual observations rather than personal biases (Kyngäs et al., 2020). In this study, interviews were conducted with the representatives from the Digital Marketing and Affiliate Marketing teams. The interviews provided firsthand insights into the company's affiliate marketing strategies, challenges, and potential solutions for optimizing the affiliate marketing program. In addition to the interviews, company records, marketing materials, and affiliate performance reports were also

analyzed to ensure that the conclusions were based on verified data rather than subjective interpretations.

4. Authenticity

Authenticity refers to the researcher's ability to conduct the study ethically and accurately, ensuring originality and avoiding plagiarism (Kyngäs et al., 2020). In this research, citations and references are used from previous studies on affiliate marketing, brand awareness, conversion rates, and digital marketing management to support the analysis. Direct quotations from interview responses and company documents were thoughtfully incorporated into the findings while maintaining the integrity of the research.

5. Transferability

Transferability refers to the extent to which the research findings can be applied to other studies or contexts (Kyngäs et al., 2020). This research examines the affiliate marketing strategies of PT. Paragraf Labs Indonesia, from a marketing management perspective, making it relevant for future studies on digital marketing, e-commerce strategies, and affiliate program optimization. The study explains research objectives, methodologies, and findings, thereby providing transparent framework that future researchers can adopt to examine the effectiveness of affiliate marketing across different industries or companies.

CHAPTER 4

RESEARCH FINDINGS AND DISCUSSION

This chapter presents the research findings obtained through the data collection process. The findings are discussed in detail and analyzed to provide a comprehensive interpretation of data.

4.1 Findings

The data were collected through a combination of observation and in-depth interviews.

4.1.1 Observation

This research makes use of observation as a secondary data collection method to gain deeper insights into the real-world implementation of affiliate marketing strategies at PT Paragraf Labs Indonesia. The researcher actively participated in practical work during the internship in the Digital Marketing and Affiliate Marketing division. The activities undertaken included understanding the business flow of digital affiliate partnerships, analyzing consumer engagement behavior through the Affiliate Center dashboard, and assisting the team in marketing campaign design and content planning. The researcher also participated in performance-tracking discussions, content evaluation, and daily meetings emphasizing integrated marketing communication. These immersive engagements allowed the researcher to collect qualitative data that reflects the company's practical approach to

affiliate management, conversion improvement, and brand awareness efforts.

Before implementing a structured Scope of Work (SOW), storytelling content strategies, and an optimized affiliate marketing program, observational data from October 2024 showed significant fluctuations in Gross Merchandise Value (GMV) performance. Based on the Affiliate Center dashboard, GMV during this period averaged IDR171,527, indicating instability and low campaign traction. Traffic sessions were inconsistent, and there was no standardized narrative in content or consistent messaging, leading to weak brand recall. The affiliate team relied on generic promotions without targeted collaboration with Key Opinion Leaders (KOLs) or measurable content impact. Although there were brief peaks of GMV, such as around October 7th and 16th, these were isolated and lacked sustainability. The observation revealed that the absence of creative and structured storytelling in content creation led to lower user engagement and weaker conversion rates. An overview of the Affiliate Center dashboard data for the period of 1-31 October 2024 is presented in Figure 4.1 below.

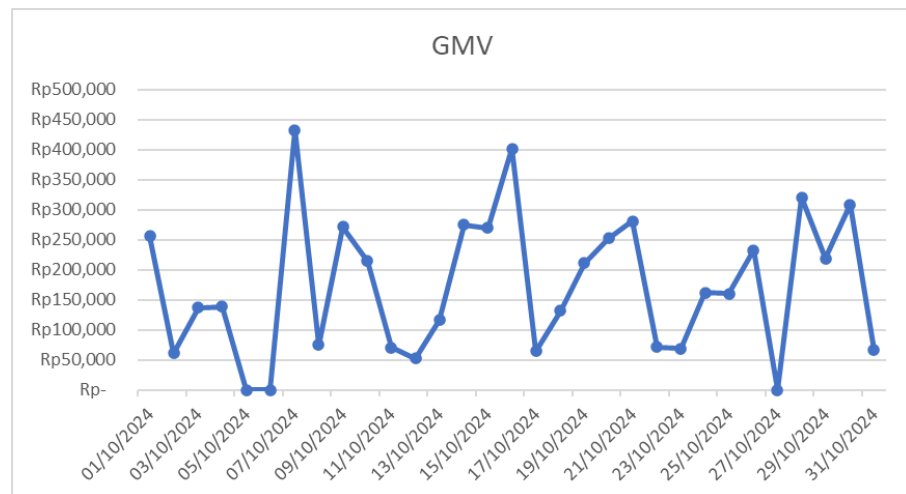


Fig. 4.1 Affiliate Center dashboard overview (1 - 31 Oct 2024) Source: Affiliate Center for <https://affiliate-id.tokopedia.com/>

After implementing the SOW, creative storytelling approaches, and a refined affiliate strategy in early November 2024, a more consistent and upward trend in performance began to emerge. Observational data collected throughout November showed an increase in daily GMV, with significant growth spikes, particularly on November 11th and 19th, and an outstanding peak at the end of the month on November 30th, surpassing IDR900,000. The strategic use of narrative-based content, alignment with audience values, and collaboration with fewer but more engaged creators contributed to stronger emotional resonance with consumers. Although the number of active creators decreased, the content became more tailored, impactful, and conversion-focused. This phase also showed enhanced traffic stability and stronger

customer retention metrics, indicating increased brand awareness and a deeper emotional connection with consumers. Figure 4.2 presents an overview of the Affiliate Center dashboard data for the period of November 1-30, 2024.

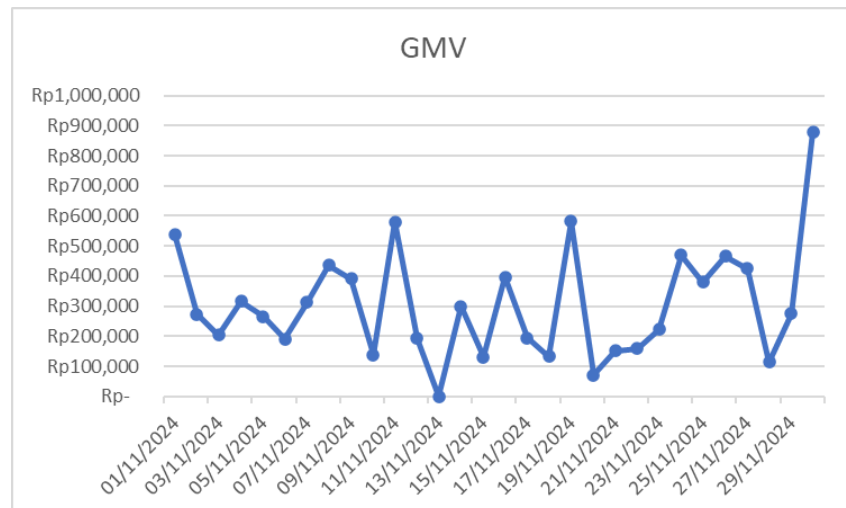


Fig. 4.2 Affiliate Center dashboard overview (1 - 30 Nov 2024) Source: Affiliate Center for <https://affiliate-id.tokopedia.com/>

In conclusion, the observational data collected from both phases before and after the strategic implementation indicate a positive transformation in performance outcomes at PT. Paragraf Labs Indonesia. The pre-implementation period was marked by sporadic engagement and low conversion, whereas the post-implementation data highlighted the effectiveness of storytelling, structured collaboration, and affiliate integration. Despite a reduction in the number of content creators, the GMV experienced a significant growth. This indicates that quality and strategic content had a more substantial impact than content volume alone.

This shows a clear connection between brand awareness and conversion; when audiences connect with a brand story, they are more likely to convert, primarily when supported by a focused affiliate marketing structure.

4.1.2 Interview

An interview is a method of communication used to gather in-depth information through direct interaction between an interviewer and an interviewee. The interviewee responds to each question as the interviewer guides the conversation and poses inquiries throughout the session (Easwaramoorthy & Zarinpoush, 2016). In this study, the researcher interviewed several key personnel from PT. Paragraf Labs Indonesia, who are directly involved in the development and execution of affiliate marketing programs. The interviewees included the Digital Marketing Manager, E-Commerce and Customer Service Manager, Talent and Live Streamer, Advertising, and KOL. These interviews were conducted via two leading platforms: Google Meet for live conversations, and Slack, which the company commonly uses for asynchronous communication and internal discussions.

The interview sessions explored the company's understanding and strategic approach to affiliate marketing in building brand awareness and improving conversions. One of the primary themes discussed was the role of affiliate marketing strategies, especially in aligning affiliate content with brand storytelling. The respondents

emphasized how implementing a clear Statement of Work (SOW) and tailored narratives allowed affiliates to promote the brand with greater consistency and emotional resonance. In addition, the researcher noted that prior to the implementation of strategic structuring, affiliate activities lacked cohesion and produced inconsistent results. However, after implementing a more data-driven and storytelling-based approach, the program demonstrated notable improvements in content quality, creator engagement, and customer trust.

Moreover, the interviewees highlighted the company's evolving perspective on customer behavior and affiliate selection. Instead of prioritizing quantity, the shift toward recruiting high-quality, niche content creators with stronger audience connections has demonstrated greater effectiveness and impact. The researcher observed that although the number of active affiliates decreased, overall conversion rates and Gross Merchandise Value (GMV) increased. This supports the idea that aligned storytelling and authentic creator-brand fit are more effective in driving brand engagement. These insights from internal stakeholders further reinforce the observational data, demonstrating that structured affiliate marketing efforts, grounded in storytelling and strategic alignment, can lead to measurable gains in brand awareness and consumer conversion.

4.1.2.1 Respondent's Data

The respondents were selected based on their positions, which are directly relevant to the scope of this internship research. All respondents are key team members responsible for planning and executing marketing initiatives at PT. Paragraf Labs Indonesia. Given their significant roles and direct involvement in strategy marketing, affiliate, content creation, and performance evaluation, they were purposefully chosen as interviewees to support this research study. The respondent's data are presented in Table 4.1.

Table 4.1. Respondents Data

No	Name	Code	Position	Reason	Additional Information
1.	Nita	N1	Digital Marketing Manager	The Leader of the marketing team is responsible for all marketing activities, including	The person responsible for being the researcher's mentor during the internship at Kisana Hair Removal

				affiliate campaigns.	
2.	Mitha	M2	E-Commerce and Customer Service Manager	Selected for her expertise in monitoring customer behavior and managing online sales platforms.	
3.	Vita	V3	Talent & Live Streamer	Chosen for her involvement in content delivery and real-time engagement with the audience.	
4.	Nadhifa	N4	Advertising	Selected as she contributes to campaign	An intern colleague specializing in

				design and evaluates ad performance.	affiliate marketing.
5.	Eki	E5	KOL	Chosen for his role as a Key Opinion Leader, directly influencing audience decisions through personal branding and endorsements .	An intern colleague specializing in affiliate marketing.

Source: Primary Data, 2025

4.2 Interview Results

This section presents the findings obtained from the interviewees in this research study. The results include Structured Management Approaches, Storytelling-Based Content Strategies, and Affiliate Marketing Strategies. Each part highlights key insights gathered from interviews with the Digital Marketing Manager, E-Commerce and Customer Service Manager, Talent

and Live Streamer, Advertising, and KOL team, all of whom are directly involved in the affiliate marketing process at PT. Paragraf Labs Indonesia. These findings highlight the challenges, strategies, and practical implications of affiliate marketing in increasing brand awareness and conversion rates.

4.2.1 Structured Management Approaches

The respondents stated that using structured management tools, such as performance tracking, plays a significant role in improving the effectiveness of affiliate marketing program at PT. Paragraf Labs Indonesia. The company tracks affiliate performance through data from the TikTok Seller Center dashboard. Key metrics includes Gross Merchandise Value (GMV), sales volume, number of uploaded content pieces, and affiliate-generated revenue. These details were provided by the respondent listed in Table 4.2.

Table 4.2. Performance Tracking

No	Respondent	Answer
1.	N1	Tracking is done through the Tiktok Seller Center dashboard, including sales data, content uploads, GMV, and traffic sources (ads or organic). Regular monthly reviews identify top-performing affiliates.

Source: Primary Data, 2025

The interviews revealed that in the early stages, affiliate selection was based solely on GMV and engagement, as noted by one

respondent, regardless of content quality or the potential of smaller creators. However, all respondents highlighted that after shifting the selection strategy to prioritize content quality and strategic alignment, there was a marked improvement in brand awareness and conversion performance. The responses are summarized in Table 4.3.

Table 4.3. The Affiliate Selection and Brand Impact

No	Respondent	Answer
1.	N1	Initially, affiliates were selected based on GMV and engagement only. No strategy was applied for smaller accounts, and content quality was not considered. The new approach, focusing on content quality over GMV, positively impacted brand awareness and conversions, primarily through minor affiliates producing quality content.
2.	M2	Effective affiliate selection has increased conversions and stronger brand visibility through extended live-streaming efforts on e-commerce platforms.
3.	V3	improvements in the affiliate selection process boosted affiliate performance, primarily through the creation of viral content and live

		streams that drive traffic to the brand's official page.
4.	N4	After refining the selection, TikTok affiliate content contributed significantly to brand visibility and sales, especially when using boosted codes.
5.	E5	The strategic selection of affiliates helped increase awareness for Kisana Hair Removal, proving that affiliate marketing is crucial for newly launched products.

Source: Primary Data, 2025

Structured performance tracking is vital in ensuring that affiliate marketing activities are aligned with brand goals. However, implementing these systems is not without challenges. Several respondents identified issues such as inconsistent content quality and affiliates failing to produce content even after receiving product samples. Furthermore, they noted difficulties in generating traffic that leads to conversions, rather than just attracting visitors. Another significant challenge highlighted was the difficulty in identifying cooperative affiliates aligned whose values align with the brand's, particularly under budget constraints. These challenges add complexity to the overall execution of affiliate campaigns. A summary of the respondents' perspectives on this issue is presented in Table 4.4.

Table 4.4. Challenges in Implementing Structured Performance Tracking

No	Respondent	Answer
1.	N1	Tracking systems are available through platforms such as TikTok Seller Center. The main challenge lies in the inconsistent content quality and affiliates's failure to create content after receiving samples.
2.	M2	Delays in content uploads from affiliates, even after receiving product samples, remain a significant challenge and require follow-up.
3.	V3	One of the main challenges involves generating high-traffic engagement, as this not only attracting visitors, but also effectively guiding them toward completing a purchase. The key to addressing this lies in finding effective strategies to drive traffic and convert that interest into sales.
4.	N4	The difficulty is managing affiliate expectations regarding budget or sample, and

		maintaining high content standards. Many creators request samples but do not meet quality criteria or fail to deliver content.
5.	E5	Finding aligned and cooperative KOLs and affiliates is difficult. Budget constraints also create challenges, making it difficult to balance campaign expectations with effective execution.

Source: Primary Data, 2025

Implementing a Statement of Work (SOW) in affiliate management has played a vital role in improving alignment between affiliate actions and brand objectives, leading to greater campaign consistency and effectiveness. Most respondents emphasized that SOW helps affiliates understand structured guidance, brand consistency, and clarity of campaign goals. A summary of the respondents' perspectives is presented in Table 4.5.

Table 4.5. The Impact of SOW Implementation

No	Respondent	Answer
1.	N1	SOW provides structured guidance for affiliates, ensuring consistency with brand messaging and clarity in campaign objectives. It contributes to maintaining message

		alignment, enhancing content quality, and increasing brand visibility.
2.	M2	SOW offers a clear guidance for affiliates, including product explanations and hashtag usage, thereby enhancing the consistency of their contributions.
3.	V3	SOW plays a vital role in the success of an affiliate campaigns, as clear and consistent promotion by affiliates in alignment with the brand message significantly enhances brand and product visibility.
4.	N4	While the clarity provided by SOW helps align affiliate activities with brand expectations, paid advertising tends to deliver stronger results in terms of performance outcomes.
5.	E5	SOW is crucial for aligning expectations between the brand and KOLs or affiliates. It helps standardize key elements such as message delivery, caption formatting, and hashtag usage, thereby enhancing overall brand awareness.

Source: Primary Data, 2025

In evaluating affiliate marketing performance, PT. Paragraf Labs Indonesia applies specific KPI benchmarks to track success and brand visibility. The respondents who provided insight into this is presented in Table 4.6.

Table 4.6. The Key Performance Indicators (KPI)

No	Respondent	Answer
1.	N1	The primary KPI used is the number of content views, with a minimum target of 10,000 views per piece of content. This metric is prioritized to enhance brand awareness, supporting potential conversion growth.

Source: Primary Data, 2025

4.2.2 Storytelling-Based Content Strategies

The respondent emphasized that storytelling in affiliate marketing is a subtle yet effective method of capturing attention and driving conversions. In relation to this is presented in Table 4.7.

Table 4.7. Storytelling-Based Content Implementation

No	Respondent	Answer
1.	N1	Storytelling is a soft-selling technique by embedding narratives within affiliate content. Typically, a story is introduced initially to capture and sustain viewer engagement,

		followed by a subtle hard-selling message positioned in the middle or at the end. This structure effectively delivers the brand's message while maintaining audience interest throughout the content.
--	--	---

Source: Primary Data, 2025

The respondent acknowledged that emotionally driven and relatable storytelling content significantly boosts consumer engagement. Table 4.8 presents such information.

Table 4.8. Effective Storytelling-Based Content Types

No	Respondent	Answer
1.	N1	Storytelling content, which begins with personal experiences or real-life scenarios such as humor, relatable frustrations, or emotional events, tends to capture consumer attention effectively. Typically, this content starts with unboxing, followed by a review highlighting product benefits and usage, making it more engaging and informative for viewers.

Source: Primary Data, 2025

Most respondents stated that storytelling is essential in building emotional connections, boosting consumer trust, and leading to higher

conversion rates. They highlighted that storytelling enhances message retention and engagement, shapes public perception, increases content credibility, and creates stronger emotional resonance in product marketing. A summary of the respondents' perspective is presented in Table 4.9.

Table 4.9. The Impact of Storytelling

No	Respondent	Answer
1.	N1	Storytelling helps audiences emotionally connect with the content, increasing engagement and message retention, and positively influencing trust and conversions.
2.	M2	Storytelling, along with hard-selling and soft-selling techniques enhance both brand awareness and conversion rates as these elements are interconnected and mutually supportive.
3.	V3	Incorporating storytelling into content and live streams play a significant role in shaping public perception and building trust, which in turn has a direct impact on sales performance.
4.	N4	It was emphasized that the first three seconds of storytelling are critical for capturing audience attention, and compelling narratives

		significantly contribute to building trust and driving conversions.
5.	E5	Audiences tend to trust product reviews presented in a storytelling format than traditional static content, making storytelling a powerful driver of conversions.

Source: Primary Data, 2025

4.2.3 Affiliate Marketing Strategy

Most respondents stated that improving communication with affiliates and optimizing support systems, such as strategic advertising and affiliate grouping, are key to enhancing brand awareness. They emphasized the importance of centralized affiliate communication, collaboration with KOLs, effective sample distribution, and storytelling-based support for affiliates as key factors in enhancing conversions and performance outcomes. A summary of the respondents' perspectives are presented in Table 4.10.

Table 4.10. Improvements to Enhance Brand Awareness through
Affiliate Marketing

No	Respondent	Answer
1.	N1	Combining affiliate strategy with advertising and KOL collaborations to increase brand

		exposure and support affiliate performance, especially for low-visibility accounts.
2.	M2	It was proposed to form a centralized affiliate group to facilitate efficient updates and ensure consistent communication regarding promotions, campaigns, and commission structures.
3.	V3	While the current tracking system and strategy are considered adequate, there is a strong emphasis on the importance of maintaining detailed affiliate performance data via platforms.
4.	N4	It is recommended to strategically select affiliates and provide sample support based on the effectiveness of storytelling, with an emphasis on the potential for upfront costs (product sample) to generate greater brand awareness and higher conversion rates.
5.	E5	It was advised to increase the sample distribution budget for affiliates, especially given that Kisana is a new product, to support content creation and enhance brand awareness.

Source: Primary Data, 2025

Effective affiliate recruitment and incentive strategies are essential to improving conversions and campaign performance. According to the respondents, affiliates are evaluated based on key performance indicators such as GMV, content quality, and sales volume. A tiered incentive model is employed to motivate affiliates to consistently produce high-performing content and drive better conversion outcomes. In relation to this information is presented in Table 4.11.

Table 4.11. Optimizing Affiliate Recruitment and Incentive Structures

No	Respondent	Answer
1.	N1	Affiliates are evaluated based on GMV, content quality, and performance. Initial commissions start at 10%, but for high-performing affiliates, the rate may increase up to 25% based on sales results. This tiered incentive model encourages consistent content creation and boosts conversion rates.

Source: Primary Data, 2025

The use of digital marketing tools and techniques plays a crucial role in increasing the effectiveness of affiliate marketing initiatives. Table 4.12 below presents such information.

Table 4.12. Digital Marketing Tools or Techniques for Affiliate Optimization

No	Respondent	Answer
1.	N1	Emphasis was placed on the use of advertising features across digital platforms to identify aspects requiring improvement, either content quality or storytelling delivery. It was noted that viral content grows organically, and leveraging ad tools across multiple platforms can significantly boost brand visibility and affiliate performance.

Source: Primary Data, 2025

Most respondents stated that affiliate marketing programs significantly boost brand visibility and conversions, but also present operational challenges. The advantages include increased brand awareness, cost-effectiveness, and expanded reach. However, drawbacks were consistently highlighted, such as inconsistent content quality, affiliate non-compliance with the Statement of Work (SOW), and reduced brand margins. A summary of the respondents' perspective are perspectives in Table 4.13.

Table 4.13. The Advantages and Disadvantages of Affiliate Marketing Program

No	Respondent	Answer
1.	N1	The advantages identified include increased brand awareness, improved conversion rates, and greater cost efficiency. However, the disadvantages involve inconsistent content quality and lack of follow-through by affiliates, which may negatively impact the brand's reputation.
2.	M2	Reduced marketing costs serve as a benefit. However, issues arise when affiliates fail to produce content after receiving samples and ignore the SOW.
3.	V3	The advantage is the cost-effectiveness. The main issue is affiliates who do not comply with content agreements even after receiving product samples.
4.	N4	Broader marketing reach serves as a benefit. The drawback is profit-sharing policies on platforms such as TikTok, which reduce brand profit margins despite offering high levels of exposure.

5.	E5	increased trust and visibility for new products serve as advantages. The drawbacks include budget constraints and affiliate non-compliance with the SOW or deliverables
----	----	---

Source: Primary Data, 2025

Most respondents stated that affiliate marketing will be increasingly crucial in supporting the company's long-term brand development and sales performance. They agreed that affiliate programs contribute significantly to product virality, cost efficiency, and consumer trust. In addition, the programs were emphasized for its effectiveness in expanding brand visibility and driving conversions. However, some respondents noted the need for optimization when launching new products, due to platform-specific policies. In relation to this information is presented in Table 4.14.

Table 4.14. The Importance of Affiliate Marketing for the Company's Future

No	Respondent	Answer
1.	N1	Affiliate marketing is essential due to its power to generate product virality and extensive reach at a relatively low cost. It builds brand trust and consumer familiarity effectively.
2.	M2	It is considered highly important, as increased brand awareness through affiliates leads to

		higher conversion rates and helps reduce marketing costs.
3.	V3	Strongly supports its continued use, highlighting that affiliates help grow brand visibility and are integral to modern marketing strategies.
4.	N4	Recommends ongoing use, especially for established products such as Kisana, while suggesting optimization for new products in light of platform policies and administrative deductions.
5.	E5	Affiliate marketing is critical for building consumer trust and increasing visibility, especially for new brands or products in early growth stages.

Source: Primary Data, 2025

4.3 Content Analysis Result

This section presents the results of the content analysis derived from interviews with key personnel involved in affiliate marketing at PT. Paragraf Labs Indonesia. The data consisting of words and themes were analyzed using qualitative content analysis, allowing for a degree of interpretive insights (Bengtsson, 2016). Therefore, the findings are divided into three parts: Structured Management Approaches, Storytelling-Based Content Strategies,

and Affiliate Marketing Strategies For Enhancing Brand Awareness and Conversion.

4.3.1 Structured Management Approaches

The respondents highlighted that the application of structured management approaches has led to key benefits for the brand notably improved brand awareness and alignment of brand messaging, both identified by most participants. Meanwhile, increased conversions and more explicit affiliate guidance were also acknowledged, though mentioned less frequently. The data further reveals that challenges in implementing structured performance tracking are primarily due to inconsistent content quality, which most respondents noted. In contrast, budget limitations appeared to be a less frequent concern. Additionally, the impact of Statements of Work (SOW) showed positive outcomes regarding brand message alignment and affiliate guidance, with a moderate indication of enhanced brand consistency. Table 4.15 summarizes the content analysis based on the interviews.

Table 4.15. Content Analysis of Structured Management Approaches

Question	Description	Respondent					Total
		N1	M2	V3	N4	E5	
The Brand Impact	Improved brand awareness	v	v	v	v	v	5

	Increase in Conversion	v	v		v		3
Challenges in Implementing Structured Performance Tracking	Inconsistent content quality	v	v	v	v		4
	Budget limitations					v	1
The Impact of SOW	Improved brand message alignment	v		v	v	v	4
	Clearer affiliate guidance	v	v	v			3
	Increased Brand Consistency	v		v			2

Source: Primary Data, 2025

4.3.2 Storytelling-Based Content Strategies

The interviewees emphasized that storytelling-based content strategies significantly boost conversion rates and increase brand awareness or trust, with unanimous agreement from all respondents on

both aspects. These findings indicate a strong consensus on the dual strategic value of storytelling in enhancing both the effectiveness and credibility of brand messaging. However, although improving engagement was noted, it received comparatively limited support, suggesting it may be regarded as a secondary benefit rather than a primary driver. Table 4.16 summarizes the content analysis based on the interviews.

Table 4.16. Content Analysis of Storytelling-Based Content Strategies

Question	Description	Respondent					Total
		N1	M2	V3	N4	E5	
The Impact of Storytelling	Boosts Conversion Rates	v	v	v	v	v	5
	Increases Awareness or Trust	v	v	v	v	v	5
	Improving Engagement	v			v		2

Source: Primary Data, 2025

4.3.3 Affiliate Marketing Strategy

The interviewees identified that affiliate marketing strategies enhance brand visibility through centralized affiliate groups and sample product campaigns. In contrast, cost efficiency and increased brand

awareness were the most acknowledged advantages. However, challenges such as affiliate non-compliance with SOW or deliverables and inconsistent content quality were frequently noted as drawbacks, highlighting areas in need of improvement. Despite these issues, there was strong consensus on the strategic importance of affiliate marketing, with all respondents recognizing its value in enhancing brand visibility, fostering trust, and offering potential for low-cost virality. Moreover, its long-term use was unanimously recommended, affirming its role as a key driver of future brand growth. Table 4.17 summarizes the content analysis based on the interviews.

Table 4.17. Content Analysis of Affiliate Marketing Strategy

Question	Description	Respondent					Total
		N1	M2	V3	N4	E5	
Enhance Brand Awareness through Affiliate Marketing	Integrate affiliate campaigns with ads and KOLs	v					1
	Centralized Affiliate group		v	v	v		3
	Increase Product sample				v	v	2

The Advantages of Affiliate Marketing Programs	Increased brand awareness	v				v	2
	Improved conversion rates	v					1
	cost efficiency	v	v	v			3
	Extended marketing reach				v		1
The Disadvantages of Affiliate Marketing Programs	inconsistent content quality	v	v				2
	Affiliate non-compliance with SOW or deliverables	v	v	v		v	4

	profit-sharing policies				v		1
The Importance of Affiliate Marketing for the Company's Future	Recognized as essential for enhancing brand visibility, fostering trust, and achieving low-cost virality	v	v	v	v	v	5
	Recommended for long-term use	v	v	v	v	v	5

Source: Primary Data, 2025

4.4 Discussion

The findings were derived through observation and in-depth interviews conducted with five (5) respondents actively involved in the digital marketing, e-commerce, talent, advertising, and KOL divisions at PT. Paragraf Labs Indonesia. Tables of content analysis were developed to interpret the interview responses in this research. The data were classified into three (3) main categories: Structured Management Approaches, Storytelling-Based Content Strategies, and Affiliate Marketing Strategies. The discussion elaborates on each category and is supported by the respondents' perspectives

to draw meaningful conclusions concerning the company's affiliate marketing performance.

4.4.1 Structured Management Approaches

Regarding the impact of a structured management approach, all respondents emphasized enhanced brand awareness as a key outcome resulting from its implementation. This resonates with Dwivedi et al. (2017), who highlight that structured management in digital marketing contributes to increased ROI and improved brand recognition, ensuring consistent promotional strategies. Similarly, most respondents pointed to an increase in conversion, underscoring that structured management is crucial in optimizing conversion metrics. This is supported by observational data, which shows an increase in the conversion ratio after implementing structured management. As mentioned by Edelman and Brandi (2015), businesses can use tools to make data-driven marketing decisions and precisely evaluate affiliate contributions. These findings align with the Balanced Scorecard (BSC) model proposed by Kaplan & Norton (1996), which integrates perspectives on internal operations, clients, finances, and learning to provide comprehensive assessment of corporate performance.

A key challenge most respondents face is inconsistent content quality. As emphasized by Gengesarwan et al. (2024), inconsistent content quality can become a barrier to achieving business goals without a well-defined Statement of Work (SOW) and clear

performance indicators. Olbrich et al. (2019) also stresses the significance of clear benchmarks in measuring the success of campaigns in affiliate marketing. Additionally, the respondents confirmed that budget constraints remain a persistent challenge for smaller enterprises, which often lack resources to invest in structured tracking tools needed to monitor affiliate performance effectively. As noted by Jensen & Meckling (1976) in the Principal-Agent Theory, aligning the interests of affiliates and partners with those of the company frequently necessitates significant investment in infrastructure and performance-based incentives.

Regarding the impact of SOW, most respondents highlighted improved alignment of brand messaging as a significant benefit. Clear and structured management practices were seen as instrumental in ensuring that affiliate content remains consistent with the brand's goals. This aligns with the Goal-Setting Theory (Locke and Latham, 1990), which emphasizes the importance of setting clear goals to enhance motivation and improve performance outcomes. Additionally, several respondents cited clearer affiliate guidelines and increased brand consistency as significant advantages, noting that a well-established SOW fosters accountability and alignment, thereby enhancing the efficiency and focus of marketing efforts. These elements collectively drive more consistent and strategic marketing outcomes for businesses.

4.4.2 Storytelling-Based Content Strategies

A majority of the respondents emphasized that storytelling boosts conversion rates. This claim is supported by observational data, which shows that the implementation of compelling storytelling techniques led to measurable improvements in conversion performance. This finding is consistent with Lund et al. (2019), who argue that storytelling enables brands to connect with customers emotionally, thereby motivating them to take action and engage with the brand. The emotional resonance fostered through storytelling increases consumer involvement, leading to higher conversion rates. Moreover, Van Laer et al. (2019), through their Narrative Transportation Theory, suggest that an engaging narrative can capture greater attention, evoke stronger emotional responses, and influence attitudes, ultimately encouraging consumer action. This theoretical insights further support the respondents' views on the positive impact of storytelling on conversion performance.

Similarly, all respondents agreed that storytelling increases awareness or building trust in a brand. The research by Dessart and Pitardi (2019) highlights that storytelling-based content is a powerful tool for fostering trust between brands and consumers. When consumers form an emotional connection with a brand's narrative, they are more likely to develop trust, as storytelling emphasizes the brand's authenticity and relatability. This aligns with Altamira et al. (2023),

who observed that storytelling in digital media not only raises brand awareness but also drives engagement through emotional and interactive content. In addition, storytelling strengthens brand loyalty by establishing a more profound connection, which is critical for ensuring long-term success.

Lastly, the respondents noted that storytelling is key to improving engagement. This finding aligns with Wang (2024), who found that brands employing narrative techniques in their marketing efforts achieve higher levels of organic reach and better customer retention. Lee & Hoffman (2015) also emphasize that visual storytelling, especially in video format, generates higher engagement levels compared to static content. By utilizing storytelling techniques such as customer testimonials, influencer collaborations, and brand-origin stories, PT. Paragraf Labs Indonesia can improve audience engagement and enhance the overall effectiveness of affiliate marketing initiatives.

4.4.3 Affiliate Marketing Strategy

Based on the responses shown in Table 4.17, some respondents stated that establishing a centralized affiliate group could enhance brand awareness through affiliate marketing. This corroborates the findings of Suryana (2023), who emphasized that selecting appropriate affiliate partners and managing them effectively enhances campaign outcomes, particularly by ensuring alignment with targeted branding objectives.

In addition, some respondents highlighted product sample distribution serves as a strategy to boost brand visibility. Therefore, providing tangible incentives such as product samples can enhance affiliate engagement and performance by increasing product familiarity and motivating affiliates to promote more effectively (Hu et al., 2016; Olbrich et al., 2019). Meanwhile, the respondent suggested integrating affiliate campaigns with ads and Key Opinion Leaders (KOLs), which aligns with Chaffey and Ellis-Chadwick's (2019) suggestion that elements such as creative ads, cookie times, and commission structures are essential. These provisions, when clearly defined in affiliate agreements, help minimize the risk of misuse or abuse.

Regarding the advantages of affiliate marketing programs, some respondents viewed cost efficiency as a core benefit, indicating that this model allows companies to manage marketing expenses more effectively while ensuring performance-based returns. This claim corroborates the findings of Suryana (2023), who emphasized that performance tracking and cost-effective communication are central to optimizing affiliate strategies. Most respondents noted that affiliate marketing contributes increased brand awareness, a finding that aligns with Chaffey and Ellis-Chadwick (2019), who assert that well-executed affiliate programs can significantly enhance brand visibility, particularly when agreements are clearly defined and effectively implemented. Additionally, one respondent mentioned improved

conversion rates which is supported by observational data indicating an increase in the conversion ratio after implementing an effective affiliate marketing strategy. Tailored incentives have been shown to drive higher affiliate productivity and enhance consumer targeting (Hu et al., 2016; Olbrich et al., 2019). Another respondent acknowledged extended marketing reach, further reaffirming the importance of segmentation and affiliate alignment in successfully broadening a brand's access to new demographics and markets (Suryana, 2023).

Based on the responses in Table 4.17, several respondents stated that one of the main disadvantages of affiliate marketing programs is affiliate non-compliance with the Statement of Work (SOW) or deliverables. This aligns with Chaffey and Ellis-Chadwick (2019), who emphasized the importance of clearly defined agreements, such as cookie durations and creative expectations, to prevent misuse and maintain performance standards. Additionally, some respondents reported issues related to inconsistent content quality, which can negatively affect the credibility and consistency of affiliate campaigns. This concern is supported by Suryana (2023), who stated that the quality and creativity of affiliate content are essential elements for effective communication and brand alignment. Meanwhile, one respondent mentioned dissatisfaction with profit-sharing policies, indicating potential imbalances in compensation expectations. This challenge aligns with Hill (1987), who highlighted that the structure of

incentives and perceived fairness are key determinants of affiliate motivation and long-term cooperation.

Regarding future strategic direction, all respondents acknowledged that affiliate marketing plays a vital role in enhancing brand visibility, fostering consumer trust, and enabling cost-effective virality. This view is strongly supported by Suryana (2023), who emphasized that affiliate marketing is no longer just a supplementary tool but a core driver of online growth and competitive advantage – particularly when implemented with proper segmentation and partner alignment. Similarly, most respondents recommended affiliate marketing for long-term use, viewing it as a sustainable and scalable component of modern business strategy. Chaffey and Ellis-Chadwick (2019) state that well-structured affiliate programs generate consistent brand benefits and measurable conversion outcomes over time, particularly when agreements are managed professionally and performance is rigorously monitored. These findings underscore a broad consensus regarding the strategic importance of affiliate marketing within evolving digital ecosystems.

CHAPTER 5

CONCLUSION

5.1 Conclusion

The effectiveness of affiliate marketing at PT. Paragraph Labs Indonesia has significantly increased through a structured management approach, specifically a performance accounting system and a clearly defined Statement of Work (SOW). This framework is designed to promote accountability, improve goal setting, and ensure alignment between affiliate and brand objectives. This aligns with the Balanced Scorecard (BSC) model and supports the need for performance indicators to efficiently manage marketing results. According to Kaplan & Norton (1996) , The Balanced Scorecard (BSC) Model combines viewpoints on internal operations, clients, finances, and learning to measure corporate performance holistically.

Furthermore, storytelling-based content has emerged as a crucial strategy for strengthening consumer engagement and increasing conversions. This kind of content enhances emotional connection and trust, which are critical for influencing consumer behavior in the affiliate ecosystem. This finding is supported by the Narrative Transportation Theory and recent literature that link storytelling to improved awareness, trust, and consumer action through relatable and authentic messaging. According to their Narrative Transportation Theory, an engaging narrative may catch more

attention, elicit stronger emotional reactions, and alter attitudes, so promoting customer action (Van Laer et al., 2019).

Marketers should integrate centralized affiliate management, strategic collaborations with KOLs, and creative, narrative-driven content creation to optimize their affiliate marketing strategies. The incentives, such as product samples, strategic segmentation, and consistent SOW implementation, enhance campaign outcomes and brand visibility. The long-term potential of affiliate marketing lies in its cost-efficiency, scalability, and ability to build trust. According to Suryana (2023), performance tracking and cost-effective communication are central to optimizing affiliate strategies. Therefore, a refined strategy that combines structured management, compelling storytelling, and selective affiliate engagement will sustain growth and improve brand awareness and conversion rates.

5.2 Benefits and Managerial Implications

This research is expected to offer valuable insights for practitioners and academics by deepening the understanding of affiliate marketing strategies from a managerial perspective. The findings highlight that structured management, including performance tracking and a clear Statement of Work (SOW), significantly enhances affiliate contribution and campaign consistency. Storytelling-based content further plays a crucial role in strengthening consumer trust and emotional engagement, which leads to increased conversion. Moreover, strategic affiliate recruitment and incentive

structures help sustain content quality while optimizing brand exposure. As a result, companies must pay attention to their partners with and how they guide and motivate those partners through structured agreements and performance metrics. For PT. Paragraf Labs Indonesia, these strategies form the foundation of a scalable marketing framework that aligns with long-term brand growth objectives. Thus, businesses that aim to implement affiliate programs should emphasize structured management and narrative-driven content to effectively achieve both brand awareness and conversion optimization.

5.3 Limitations and Recommendations

This research has few limitations and is expected to serve as a foundation for future studies on affiliate marketing strategies in digital businesses. The limitations lie in the scope of the study, which only focuses on one company, PT. Paragraf Labs Indonesia, thus, the findings may not be generalized across all industries or organizations. Additionally, most interviewees were limited to those directly involved in marketing and affiliate divisions, which may not fully represent other managerial perspectives. The limited duration of the internship also constrained broader observations of long-term affiliate performance trends and the influence of external marketing.

Therefore, the researcher would like to propose several recommendations to PT. Paragraf Labs Indonesia as follows:

1. The company could further enhance storytelling-based content by providing affiliates with creative guidance templates to ensure brand narratives remain consistent yet engaging.
2. PT. Paragraf Labs Indonesia should implement a stricter follow-up system for affiliates who receive product samples but fail to deliver content. This aims to ensure accountability and resource efficiency.
3. The marketing team could consider integrating customer testimonials into affiliate campaigns to enhance authenticity and build stronger emotional trust with new audiences.
4. The company might invest in advanced data analytics tools that measure quantitative performance (GMV, clicks, conversions) and qualitative content impact (engagement, watch time, narrative quality) to improve tracking and evaluation.
5. PT. Paragraf Labs Indonesia may benefit from forming a smaller, high-performing core group of affiliates with proven storytelling capabilities and rewarding them with tiered commission incentives to boost loyalty and output.
6. Finally, collaboration between affiliate efforts and other channels, such as KOL campaigns and paid advertising, should be more tightly integrated through unified campaign planning to extend brand visibility and conversions.

REFERENCES

- Abbas, M., Ibrahim, I., Hasanuddin, R., Fitri, F., & Umar, R. (2023). The effect of affiliate programs and consumer behavior on profit margins: the mediating role of Customer Acquisition Cost (CAC) and customer loyalty. *Atestasi: Jurnal Ilmiah Akuntansi*, 6(2), 453-468. <https://doi.org/10.57178/atestasi.v6i2.704>
- Afiyanti, Y. (2008). Validitas dan Reliabilitas Dalam Penelitian Kualitatif. *Jurnal Keperawatan Indonesia*, 12(2), 137–141. <https://doi.org/10.7454/jki.v12i2.212>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Al-Jedaia, Y., & Mehrez, A. (2020). The effect of performance appraisal on job performance in governmental sector: The mediating role of motivation. <http://dx.doi.org/10.5267/j.msl.2020.2.003>
- Al Khaldy, I. A., Hindieh, A., Shkeer, A. S., & Samarah, T. A. (2024). The Impact of Digital Marketing Techniques on Brand Image: An Analysis of Conversion Rate Optimization in Jordan's Banking Sector. *Journal of Ecohumanism*, 3(8), 3193-3203. <https://doi.org/10.62754/joe.v3i8.4960>
- Almestarihi, R., Ahmad, A. Y. A. B., Frangieh, R., Abu-AlSondos, I., Nser, K., & Ziani, A. (2024). Measuring the ROI of paid advertising campaigns in digital marketing and its effect on business profitability. *Uncertain Supply*

Chain Management, 12(2), 1275-1284.

<https://dx.doi.org/10.5267/j.uscm.2023.11.009>

Altamira, M., Putri, K., & Samudra, R. (2023). The use of digital storytelling as entertainment content on social media twitter. In *The 6th International Conference on Vocational Education Applied Science and Technology (ICVEAST 2023)* (pp. 602-611)., 602-611. https://doi.org/10.2991/978-2-38476-132-6_52

Aman, Y. Z., Setyawati, D., Widiawati, D., & Tama, S. Y. (2024). Digital marketing strategy in increasing brand awareness in the industrial era 4.0. *Journal of Economic, Bussines and Accounting (COSTING)*, 7(4), 9334-9339. <https://doi.org/10.31539/costing.v7i4.10504>

Ballestar, M. T., Grau-Carles, P., & Sainz, J. (2019). Predicting customer quality in e-commerce social networks: A machine learning approach. *Review of Managerial Science*. <https://doi.org/10.1007/s11846-018-0316-x>

Bańbuła, J. (2024). Effects of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty on Overall Brand Equity in Sport. A Case Study of an Amateur Football Sports Club. *Physical Culture and Sport. Studies and Research*, 104(1), 36-47. <https://doi.org/10.2478/pcssr-2024-0017>

Barney, J. B. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, 17(1), 99–120. <https://doi.org/10.1177/014920639101700108>

- Bengtsson, M. (2016). How to plan and perform a qualitative study using content analysis. *NursingPlus* *open*, 2, 8-14.
<https://doi.org/10.1016/j.npls.2016.01.001>
- Boldosova, V. (2012). Online marketing plan proposal: Promotion of Microfinance Software Application to Nigeria.
- Boonsiritomachai, W., & Sud-On, P. (2020). Increasing purchase intention and word-of-mouth through hotel brand awareness. *Tourism and Hospitality Management*. <https://doi.org/10.20867/thm.26.2.1>
- Bowie, D., Paraskevas, A., & Mariussen, A. (2014). Technology-Driven Online Marketing Performance Measurement: Lessons from Affiliate Marketing. *International Journal of Online Marketing (IJOM)*, 4(4), 1-16.
[doi:10.4018/IJOM.201410010](https://doi.org/10.4018/IJOM.201410010)
- Bryman, A. (2012). *Social Research Method* (4th ed.). Oxford University Press Inc.
- Bungin, B. (2003). Metode Penelitian Kualitatif. Jakarta : Raja Grafindo Persada.
p. 147.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice* (7th ed.). Pearson Education.
- Chang, V., Kozah, V. A., Xu, Q. A., Shi, Y., Chen, X. H., & Mills, J. (2023). The Effect of Information Resources Management in the UK on Financial Institutions. *Journal of Global Information Management (JGIM)*, 31(1), 1-25. <https://doi.org/10.4018/JGIM.334015>
- DeCarlo, M. (2018). *Scientific Inquiry in Social Work*. Open Social Work Education Roanoke.

- Denzin, Norman K. 2009. *The Research Act*. New Jersey: Prentice Hall, 3rd ed.
- Dessart, L. and Pitardi, V. (2019). How stories generate consumer engagement: an exploratory study. *Journal of Business Research*, 104, 183-195.
<https://doi.org/10.1016/j.jbusres.2019.06.045>
- Diawati, P. (2023). The Influence of Social and Psychological Factors in the Success of Customer Relationship Management Strategies. *MALCOM: Indonesian Journal of Machine Learning and Computer Science*, 3(2), 230-235. <https://doi.org/10.57152/malcom.v3i2.927>
- Dwivedi, Y. K., Rana, N. P., & Alryalat, M. A. A. (2017). Affiliate marketing: An overview and analysis of emerging literature. *The Marketing Review*, 17(1), 33-50. <https://doi.org/10.1362/146934717X14909733966092>
- Easwaramoorthy, M., & Zarinpoush, F. (2016). *Interviewing for Research*, Toronto: Imagine Canada.
- Edelman, B., & Brandi, W. (2015). Risk, Information, and Incentives in Online Affiliate Marketing. *Journal of Marketing Research*, 52(1), 1-12.
<https://doi.org/10.1509/jmr.13.0472>
- Faeth, I. (2009). Determinants of foreign direct investment—a tale of nine theoretical models. *Journal of Economic surveys*, 23(1), 165-196.
<https://doi.org/10.1111/j.1467-6419.2008.00560.x>
- Fahim, G. M. (2024). *Challenges of implementing affiliate marketing in the retail banking sector of Bangladesh* (Doctoral dissertation, Dublin Business School).

- Fatimah and Martaleni, M. (2023). Marketing Mix Strategies to Determine Purchasing Decisions for Fashion Products. *Journal of Management Research and Studies*, 1(1), 49-57. <https://doi.org/10.61665/jmrs.v1i1.25>
- Fogg, B. J. (2009). A behavior model for persuasive design. *Proceedings of the 4th International Conference on Persuasive Technology*. <https://doi.org/10.1145/1541948.1541999>
- Gengeswaran, N., Brandwood, A., Anderson, N., Ramlakhan, J., & Gagliardi, A. (2024). Do clinical guidelines support person-centred care for women affected by dementia: a content analysis. *Dementia*, 23(4), 525-549. <https://doi.org/10.1177/14713012241244982>
- Ghosal, I., Prasad, B., & Singh, P. (2021). Predicting factors influencing consumer's purchase intention: a study of consumers redirected through affiliate marketing program. *Pacific Business Review International*, 13(8).
- Grandhi, B., Patwa, N., & Saleem, K. (2020). Data-driven marketing for growth and profitability. *Euromed Journal of Business*, 16(4), 381-398. <https://doi.org/10.1108/emjb-09-2018-0054>
- Hashem, T. N. (2020). The role of supply chain strategy and affiliate marketing in increasing the demand for e-commerce—social media POV. *Int. J Sup. Chain. Mgt Vol*, 9(1), 832.
- Hegiarto, A. S., & Sapitri, R. (2024). Implementation of Personal Selling and Direct Marketing in Increasing Sales Turnover at Agency Centre HNI Cianjur. *International Journal Of Education, Social Studies, And Management (IJESSM)*, 4(2), 334–340. <https://doi.org/10.52121/ijessm.v4i2.253>

- Hennink, M., Hutter, I., & Bailey, A. (2020). *Qualitative research methods*. Sage.
- Hill, C. A. (1987). Affiliation motivation: people who need people... but in different ways. *Journal of personality and social psychology*, 52(5), 1008.
- Hu, Y., Shin, J., & Tang, Z. (2016). Incentive problems in performance-based online advertising pricing: Cost per click vs. cost per action. *Management Science*, 62(7), 2022-2038. <https://doi.org/10.1287/mnsc.2015.2223>
- Ijomah, T. I., Idemudia, C., Eyo-Udo, N. L., & Anjorin, K. F. (2024). Harnessing marketing analytics for enhanced decision-making and performance in SMEs. *World Journal Of Advanced Science And Technology*, 6(1), 001-012. <https://doi.org/10.53346/wjast.2024.6.1.0037>
- Jensen, M. C., & Meckling, W. H. (1976). Theory of the firm: Managerial behavior, agency costs, and ownership structure. *Journal of Financial Economics*, 3(4), 305–360. [https://doi.org/10.1016/0304-405X\(76\)90026-X](https://doi.org/10.1016/0304-405X(76)90026-X)
- Júnior, J. R. d. O., Limongi, R., Lim, W. M., Eastman, J. K., & Kumar, S. (2023). A story to sell: The influence of storytelling on consumers' purchasing behavior. *Psychology & Marketing*, 40, 239–261. <https://doi.org/10.1002/mar.21758>
- Jyotsna, R., Nazki, H., Kumar, A., & Chauhan, N. (2024, April). Understanding the Impact of Affiliate Marketing on Consumer Behavior: A Comprehensive Analysis. In *International Conference on Business and Technology* (pp. 433-445). Cham: Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-67434-1_41 p7

- Kang, J. A., Hong, S., & Hubbard, G. T. (2020). The role of storytelling in advertising: Consumer emotion, narrative engagement level, and word-of-mouth intention. *Journal of Consumer Behaviour*, 19(1), 47-56.
<https://doi.org/10.1002/cb.1793>
- Kaplan, R. S., & Norton, D. P. (1996). *The Balanced Scorecard: Translating Strategy into Action*. Harvard Business Review Press.
- Kedi, W. E., Ejimuda, C., Idemudia, C., & Ijomah, T. I. (2024). Machine learning software for optimizing SME social media marketing campaigns. *Computer Science & IT Research Journal*, 5(7), 1634-1647.
- Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.). Pearson Education.
- Kerse, Y. (2023). The relationship between brand awareness and purchase intention: A meta-analysis study. *Business & Management Studies: An International Journal*, 11(3), 1121-1129.
<https://doi.org/10.15295/bmij.v11i3.2288>
- Kingsnorth, S. (2022). *Digital marketing strategy: An integrated approach to online marketing* (3rd ed.). Kogan Page.
- Klapdor, S., Anderl, E., Schumann, J. H., & Wangenheim, F. V. (2015). How to Use Multichannel Behavior To Predict online Conversions: Behavior Patterns across online Channels inform strategies for Turning Users into Paying Customers. *Journal of Advertising Research*, 55(4), 433-442.
<https://doi.org/10.2501/JAR-2015-024>

- Krippendorff, K. (2004). *Content Analysis: An Introduction to Its Methodology*. 2nd ed. US: Sage Publication Inc.
- Kumar, B. (2024). The impact of user-generated content on brand perception: a case study of social media platforms. *Interantional Journal of Scientific Research in Engineering and Management*, 08(04), 1-5.
<https://doi.org/10.55041/ijsrem32702>
- Kyngäs, H., Kääriäinen, M., & Elo, S. (2020). The trustworthiness of content analysis. In the application of content Analysis in Nursing Science Research 1, 41-48.
- Lee, S. H. (Mark), & Hoffman, K. D. (2015). Learning the ShamWow: Creating Infomercials to Teach the AIDA Model. *Marketing Education Review*, 25(1), 9–14. <https://doi.org/10.1080/10528008.2015.999586>
- Locke, E. A., & Latham, G. P. (1990). *A theory of goal setting & task performance*. Prentice-Hall.
- Lou, C., Xie, Q., Feng, Y., & Kim, W. (2019). Does non-hard-sell content really work? Leveraging the value of branded content marketing in brand building. *Journal of Product & Brand Management*. <https://doi.org/10.1108/JPBM-07-2018-1948>
- Lund, N. F., Scarles, C., & Cohen, S. A. (2019). The Brand Value Continuum: Countering Co-destruction of Destination Branding in Social Media through Storytelling. *Journal of Travel Research*, 59(8), 1506-1521.
<https://doi.org/10.1177/0047287519887234>

- Mangiò, F., & Di Domenico, G. (2022). All that glitters is not real affiliation: How to handle affiliate marketing programs in the era of falsity. *Business horizons*, 65(6), 765-776. <https://doi.org/10.1016/j.bushor.2022.07.001>
- Mardiani, E., Utami, E. Y., Suwarna, A. I., Hamizar, A., & Tubalawony, J. (2024). Quantitative Analysis of the Effect of Marketing Networks in Increasing Sales and Market Share in Indonesia Case Study on the E-commerce Industry. *Sciences du Nord Economics and Business*, 1(01), 11-16. <https://doi.org/10.58812/sneb.v1i1.9>
- Marquerette, L. U., & Hamidah, S. F. (2023). The Impact of Affiliate Marketing and Service Features on E-Commerce Consumers Buying Interest. *Almana: Jurnal Manajemen dan Bisnis*, 7(1), 49-55. <https://doi.org/10.36555/almana.v7i1.2088>
- Martinez, B., & Vilajosana, X. (2022). On the sustainability of virtual platforms: a behavioral intervention. *IEEE Access*, 10, 29194-29206. <https://doi.org/10.1109/access.2022.3159242>
- Mishra, C. K. (2020). Digital marketing: Scope opportunities and challenges. *Promotion and marketing communications*. <https://doi.org/10.5772/intechopen.92329>
- Natarina, R. E., & Bangun, C. R. A. (2019). The Use of Affiliate Marketing in Improving Pegipegi Sales. *Jurnal The Messenger*, 11(2), 157-167. <https://doi.org/10.26623/themessenger.v11i2.1210>
- Nazir, M. (2011). Metode Penelitian. Bogor: Penerbit Ghalia Indonesia.

- Novansa, H., & Ali, H. (2017). Purchase decision model: Analysis of brand image, brand awareness and price (Case study SMECO Indonesia SME products). *Saudi Journal of Humanities and Social Sciences*, 2(8), 621-632. DOI: 10.21276/sjhss
- Olbrich, R., Schultz, C. D., & Bormann, P. M. (2019). The effect of social media and advertising activities on affiliate marketing. *International Journal of Internet Marketing and Advertising*, 13(1), 47-72. <https://doi.org/10.1504/ijima.2019.097896>
- Pashootanizadeh, M., & Khalilian, S. (2018). Application of the AIDA model: Measuring the effectiveness of television programs in encouraging teenagers to use public libraries. *Information and Learning Science*, 119(11), 635-651. <https://doi.org/10.1108/ils-04-2018-0028>
- Patrick, Z., & Hee, O. C. (2019). Factors influencing the intention to use affiliate marketing: A conceptual analysis. *International Journal of Academic Research in Business and Social Sciences*, 9(2), 701-710. <http://dx.doi.org/10.6007/IJARBSS/v9-i2/5608>
- Patrick, Z. and Hee, O. (2020). A bibliometric analysis of global online marketing research trends. *International Journal of Academic Research in Business and Social Sciences*, 10(5). <https://doi.org/10.6007/ijarbss/v10-i5/7248>
- Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. *Advances in Experimental Social Psychology*, 19, 123-205. [https://doi.org/10.1016/S0065-2601\(08\)60214-2](https://doi.org/10.1016/S0065-2601(08)60214-2)

- Piliana, N. P. C., & Maradona, A. F. (2024). Strategy to Increase Consumer Trust in Affiliate Links on Social Media. *Quantitative Economics and Management Studies*, 5(5), 1021-1034.
- Poerwandari, E.K. (1998). Pendekatan Kualitatif dalam Penelitian Psikologi. *Jakarta: Fakultas Psikologi Universitas Indonesia*.
- Pramonoputri, A. H., Prabartha, R., Shiddieqy, F. A. A., & Yudithya, N. S. (2024). Analisis Social Media Marketing melalui Instagram: Studi Kasus pada Salah Satu Brand Fashion Wanita Lokal. *MANABIS: Jurnal Manajemen dan Bisnis*, 3(4), 158-168. <https://doi.org/10.54259/manabis>
- Puluhulawa, J. ., W. Badu, L., & Swarianata, V. . (2022). Discourse on Affiliate Marketing Platform Trading/Investment from Indonesian Legal Perspective. *KnE Social Sciences*, 7(15), 138–147. <https://doi.org/10.18502/kss.v7i15.12084>
- Purnomo, Y. J. (2023). Digital marketing strategy to increase sales conversion on e-commerce platforms. *Journal of Contemporary Administration and Management (ADMAN)*, 1(2), 54-62. <https://doi.org/10.61100/adman.v1i2.23>
- Saco, M., Galiano, A., & Rodríguez, V. (2020). Learning from the Sales Conversion Rate throughout its Product Life Cycle Analysis: A Case of Study for the Spanish Automotive Sector. *E&M Economics and Management*, 23(1), 184–198. <https://doi.org/10.15240/tul/001/2020-1-013>
- Saleem, H., Uddin, M. K. S., Habib-ur-Rehman, S., Saleem, S., & Aslam, A. M. (2019). Strategic data driven approach to improve conversion rates and sales

- performance of e-commerce websites. *International Journal of Scientific & Engineering Research*, 10(4), 588-593.
- Salim, M., Rosdian, E. D. S., & Marta, R. F. (2021). Digital Marketing Communication to Increase CRSL Store Brand Awareness. *Medium*, 9(2), 242-262. [https://doi.org/10.25299/medium.2021.vol9\(2\).8800](https://doi.org/10.25299/medium.2021.vol9(2).8800)
- Sekaran, U. and, & Bougie, R. (2016). Research Methods for Business A Skill-Building Approach Seventh Edition. John Wiley & Sons.
- Shrestha, S. K. (2020). Impact of Relationship Marketing on Customer Retention in Higher Education. *Management Dynamics*, 23(2), 33–44. <https://doi.org/10.3126/md.v23i2.35804>
- Smith, H. (2019). People-based marketing and the cultural economies of attribution metrics. *Journal of Cultural Economy*, 12(3), 201–214. <https://doi.org/10.1080/17530350.2019.1570538>
- Sugiyono. (2014). Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D. *Bandung: Alfabeta*.
- Suprayogo, I. (2001). Metodologi Penelitian Sosial Agama. Bandung : PT. Remaja Rosdakarya. p. 71.
- Suryana, P. (2023). Affiliate Marketing: Marketing Strategy to Increase Online Sales. *Journal Arbitrase: Economy, Management and Accounting*, 1(02), 135-142.
- Utsman. (2017). Validitas Dan Reliabilitas Untuk Mengevaluasi Mutu Penelitian Kualitatif. *Jurnal Unnes, October*, 1–14.

- Van Laer, T., Feiereisen, S., & Visconti, L. M. (2019). Storytelling in the digital era: A meta-analysis of relevant moderators of the narrative transportation effect. *Journal of Business Research*, 96, 135-146. <https://dx.doi.org/10.2139/ssrn.3156933>
- Wamba, S., Gunasekaran, A., Akter, S., Ren, S., Dubey, R., & Childe, S. (2016). Big data analytics and firm performance: effects of dynamic capabilities. *Journal of Business Research*, 70, 356-365. <https://doi.org/10.1016/j.jbusres.2016.08.009>
- Wang, Y. (2024). Enhancing Visual and Advertising Design: Insights and Strategies for Marketers. *Lecture Notes in Education Psychology and Public Media*, 50, 194-199. <https://doi.org/10.54254/2753-7048/50/20240939>
- Wardhani, S. L., & Kusuma, M. W. (2024). Strategi Marketing: Efek Event, Viral, dan Affiliate pada Minat Beli Konsumen di Marketplace SHOPEE. *Jurnal Ekonomi dan Bisnis*, 18(3), 231-244. <https://doi.org/10.53916/jeb.v18i3.91>
- Wirartha, I. M. (2006). Metodologi Penelitian Sosial Ekonomi. Yogyakarta: CV. Andi Offset., p. 155.
- Woldarsky, V. (2019). Tapping into the emotions of the wine consumer through storytelling: A case study. In *BIO Web of Conferences* (Vol. 15, p. 03012). EDP Sciences. <https://doi.org/10.1051/bioconf/20191503012>
- Zikmund, W., & Babin, B. (2006). Exploring Marketing Research William.

APPENDICES

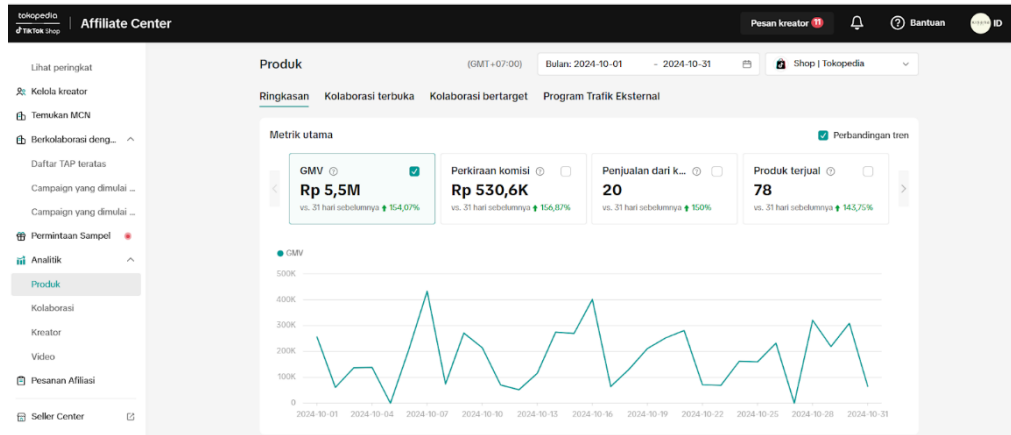
Appendix 1

The Statement of Acceptance of The Internship Program at PT Otak Kanan



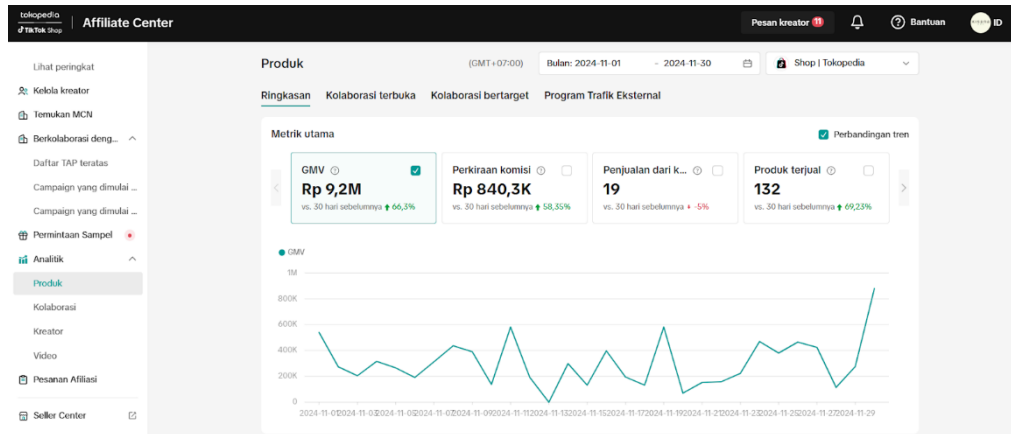
Appendix 2

The Affiliate Center dashboard overview (1 - 31 Oct 2024)



Appendix 3

The Affiliate Center dashboard overview (1 - 31 Nov 2024)



Appendix 4

The Performance Tracking

Affiliate Marketing											
File Edit Tampilan Sisipkan Format Data Alat Ekstensi Bantuan											
Menu											
A	B	C	D	E	F	G	H	I	J	K	L
No	Kecantikan	Perawatan	body care	Su dan bayi	Ranking Perjualan	Followers	GMV	Produk Terjual	GMV Per Pelanggan	Agency	Note
	Kreator	Link Tik Tok	NO WA	Type	Bulan September			Sebulan			
1	Zeni.co.id	https://www.tiktok.com/@zeni.co.id?lang=id		Barter		132.5K				-	
2	Ulin.guesha	https://www.tiktok.com/@ulin.guesha?lang=id		Barter			5370			-	
3	Chia.Lesae	https://www.tiktok.com/@chia.lesae?lang=id		Barter	196	60.5K				-	
4	susiibauty98	https://www.tiktok.com/@susiibauty98?lang=id		Barter	196	44.1K				-	
5	dheriyasincare	https://www.tiktok.com/@dheriyasincare		Barter	183	10.8K				WELLD	
6	Zahrasincare	https://www.tiktok.com/@zahrasincare?lang=id		Barter	181		7312			-	
7	ivudyanmaya	https://www.tiktok.com/@ivudyanmaya?lang=id		Barter	173	15.6K				-	
8	Namnika Beauty	https://www.tiktok.com/@namnika54?lang=id		Barter	5	197.6K				-	
9	Sandra Bali	https://www.tiktok.com/@sandrabali		Barter	20	75.1K	825.3J	2.78K	409.6Rb	-	
10	racunbylaras1	https://www.tiktok.com/@racunbylaras1?lang=id		No Barter	199	135.3K	615.5J	7.60K	67.5RB	Yuri Jayatama	
11	Kulinhia	https://www.tiktok.com/@kulinhia?lang=id		No Barter	198	29K	1JT	1.47K	79RB-156RB	-	
12	retu.makap	https://www.tiktok.com/@retu.makap?lang=id		No Barter	167	6.7K	50JT		503.106.2RB	PNET	
13	miwa27	https://www.tiktok.com/@miwa27?lang=id			196		5116.6.5J		91.172.6RB	BINTANG AGENCY MEDIATAMA	
14	racun.aprilla	https://www.tiktok.com/@racun.aprilla?lang=id		No Barter	193		5333.1JT		372.78RB-156RB	-	
15	lhadipmasya	https://www.tiktok.com/@lhadipmasya?lang=id		No Barter	191	10.7K	1JT	10.22K	79RB	-	
16	spilaknwa.23	https://www.tiktok.com/@spilaknwa.23?lang=id		No Barter	190		1431.10.3JT		181.113.3RB	-	
17	lin_p1807	https://www.tiktok.com/@lin_p1807?lang=id		No Barter	188	32.7K	1JT	2.48K	Rp78.0RB-Rp156.0R	-	
18	jessicanggel22	https://www.tiktok.com/@jessicanggel22?lang=id		No Barter	187		1241.5.2JT		57.435.3RB	-	
19	dewinngyt	https://www.tiktok.com/@dewinngyt?lang=id		No Barter	-	23.2K	711JT	7.19K	106.3RB	-	
20	Opi	https://www.tiktok.com/@opi		No Barter	-	44.7K	1JT		373.79RB	-	
21	rewee.meira	https://www.tiktok.com/@rewee.meira	8285924540022	No Barter	-	21.5k	1JT		227.78RB	-	
22	putrynie	https://www.tiktok.com/@putrynie		No Barter	-	21.1k	11JT		115.104RB	-	
23	tarisymn	https://www.tiktok.com/@tarisymn?lang=id	https://t.me/haha.kabocymnfm	No Barter	-	50.8K	1JT		66.312RB	-	
24	porm	https://www.tiktok.com/@pormn?lang=id		No Barter	-	68.50k			0	-	
25	www.tiktok.com/angelica06	https://www.tiktok.com/@www.tiktok.com/angelica06?lang=id		No Barter	-		2011.4JT		102.413RB	-	
26	Alivi	https://www.tiktok.com/@aliviah?lang=id	-	No Barter	-	33.5K	22.8JT		451.57.5RB	-	
27	nelaa.cantik	https://www.tiktok.com/@nelaa.cantik?lang=id	-	No Barter	-	15.3K	17JT		179.263.4RB	-	
28	hometh3auty	https://www.tiktok.com/@hometh3auty?lang=id	-	LIVE	150	11.8K	1JT		510.156RB	-	
29	reusniskarefqi	https://www.tiktok.com/@reusniskarefqi?lang=id	-	LIVE	157		3640.47JT		337.150RB	-	
30	mutaa.raia	https://www.tiktok.com/@mutaa.raia?lang=id	-	LIVE	156	11.7K	1JT	6.48K	156RB	-	
31	lathieya	https://www.tiktok.com/@lathieya?lang=id	-	LIVE	153		4105.1JT		175.166RB	-	
32	Dikaleza	https://www.tiktok.com/@dikaleza?lang=id	-	LIVE	143	18.5K	103.5JT	1.13K	119RB	-	
33	Callmeo4	https://www.tiktok.com/@callmeo4?lang=id	-	No Barter	-	390.6K	-	-	-	-	
34	kembarammu...	https://www.tiktok.com/@kembarammu?lang=id	-	No Barter	-	13.8K	-	-	-	-	
35	tyaandhany	https://www.tiktok.com/@tyaandhany?lang=id	-	LIVE	-	77.8K	1.4M	10.53K	83RB	-	

Appendix 5

The Statement of Work (SOW) Program Affiliate Marketing Kisana Hair

Removal Cream

1. Ketentuan Konten

- **Jenis Konten :** Affiliate wajib membuat konten yang mempromosikan Kisana Hair Removal Cream dalam bentuk video TikTok.
- **Jumlah Konten :** Setiap affiliate harus membuat minimal 2 konten video, dengan variasi konten berupa :
 - Demonstrasi produk (wajib praktik di tangan, kaki, atau ketiak)
 - Testimoni hasil penggunaan setelah pemakaian
 - Konten edukasi seputar manfaat dan kelebihan Kisana Hair Removal Cream dibandingkan metode lain
- **Konten Wajib :** Minimal 1 video harus menunjukkan penggunaan nyata (Boleh diwakilkan orang lain) di area tangan, kaki, atau ketiak, dengan menyoroti kecepatan hasil produk (3 menit) dan menekankan fitur utama seperti "produk nya cepet banget 3 menit doang udah rontok dengan sempurna" dan "baunya better banget nggak menyengat".
- **Noted yang Harus di Highlight :**
 - Kisana lebih cepat merontokkan bulunya dibanding brand lain (kisana hanya dalam 3 menit, brand lain 7-10 menit)
 - Bau lebih better dibanding brand lain karena pada formula kisana terdapat kandungan aloe vera

- Daripada cukur bulu bisa bikin luka/iritasi, waxing sakit, dan IPL mahal
- Kisana simpel, gak ribet dan nggak bikin sakit, hanya dalam 3 menit aja semua bulu hilang dengan sempurna dan kulit jadi makin mulus dan cerah

2. **Proses Pengajuan Sampel**

- **Pengajuan Sampel** : Affiliate dapat mengajukan permintaan sampel melalui platform TikTok Seller resmi Kisana. Setiap affiliate hanya berhak mengajukan satu set produk.
- **Biaya Sampel** : Sampel diberikan secara gratis untuk affiliate yang memenuhi kriteria (sesuai kebijakan brand).

3. **Ketentuan Promosi**

- **Penggunaan Hashtag dan Mention** : Affiliate diwajibkan menggunakan hashtag resmi seperti #KisanaHairRemovalCream, #KulitMulusTanpaIritasi, #MerdekaDariBulu #PerontokBulu, dan menyertakan tag akun resmi TikTok @Kisana.official di setiap postingan.
- **CTA (Call to Action)** : Setiap konten harus mengarahkan audiens untuk membeli produk melalui tautan resmi di keranjang kuning atau bio affiliate, dengan penekanan pada keunggulan produk dari Kisana.

4. **Reporting & Review**

- **Laporan Konten** : Affiliate diharuskan menyerahkan laporan performa konten (jumlah views, likes, comments, shares, dan sales) kepada tim marketing Kisana, setiap H+7 dan H+14.

- **Penilaian Konten** : Draft konten wajib dikirimkan terlebih dahulu dan tim Kisana berhak memberikan feedback pada setiap konten yang dihasilkan untuk menjaga kualitas promosi sesuai dengan citra brand.

5. Brand Knowledge

- <https://drive.google.com/file/d/1dNtlRVmtl7Lwu2C0CYYzaWnifY4WLQSA/view?usp=sharing>

6. Contoh Konten

- https://www.tiktok.com/@bulexs_/video/7399987044312747269?lang=id-ID
- <https://www.tiktok.com/@sherlyxu/video/7302368135716523270>
- <https://www.tiktok.com/@brighty.id/video/7367270388738444550>

7. Contoh Hook

- Bulu Ketiak Yang Rimbun Rontok Hanya 3 Menit???
- Prank Suami Rontokin Bulu Kaki!?
- Panen Duit (❌) Panen Bulu (✅)
- Nggak Nyangka! Bulu Rontok Mulus Tanpa Sakit!
- Rontokin Bulu Kaki Sambil Rebahan? Cuma Butuh 3 Menit! 🛌 😊
- Bulu di Tangan Hilang Seketika 🤖
- Aduh, Tangan Mulus Cuma Pakai Ini?? 🧴
- Bye-bye Bulu Kaki, Hello Kulit Mulus!

Appendix 6

The Content of Affiliate



Appendix 7

Qualitative Interview

1. Nita - Digital Marketing Manager

Time set: Chatting in Slack Application

Sanjaya: Hallo, Ms. Nita, let me introduce myself, my name is Moch Muhyi Sanjaya, I am a Digital Marketing Intern. May I interview Ms. Nita about an affiliate marketing program that are related to the brand awareness and conversion in PT. Paragraf Labs Indonesia?

Nita: Hai San, sure. please set a meeting in my calender.

Sanjaya: Alright Ms.

Time Set: In Google Meet

Sanjaya: How does PT. Paragraf Labs Indonesia currently track the performance of its affiliate marketing program?

Nita: Companies typically track affiliate performance through their dashboards, which provide comprehensive data. This includes sales figures, total revenue (turnover), the number of items sold, and even the content uploaded by affiliates. In our Seller Center, all this information is available, such as how many pieces were sold by Affiliate A within a specific period and the revenue generated, whether the sales came from ads or organically. TikTok's dashboard offers complete tracking tools. We regularly, usually every month, review affiliate-generated sales and revenue using this dashboard. Any special offers or promotions we run are also monitored through the affiliate dashboard. Typically, we can identify one or two affiliates whose performance stands out in a given month. We track everything from

their sales, the amount and type of content they have produced, to the total number of units sold and revenue generated, all of which are recorded and analyzed through TikTok's affiliate system on the Seller Center dashboard.

Sanjaya: Before understanding proper tracking and selection methods, how did you initially choose affiliate?

Nita: Previously, our primary focus was on Gross Merchandise Value (GMV) and account engagement. There was a standard benchmark for GMV, and as long as the account had high engagement and strong GMV, we would offer them a partnership opportunity. We did not consider smaller accounts at that time simply because we had not yet developed a clear strategy. However, in recent times, our approach has evolved. We no longer focus solely on engagement and GMV. Now, we also pay close attention to the quality of content produced. If an affiliate with a smaller account can create high-quality content, we are also open to collaborating with them.

Sanjaya: After learning how to select affiliates effectively, have you noticed any impact on the brand?

Nita: Yes, it has had a significant impact. Many affiliates with high GMV were initially unfamiliar with our brand. Because of that lack of familiarity, they were unwilling to become our affiliates. That is why we have shifted our focus to GMV or sales revenue and the quality of content produced. Even if an affiliate has a small following, we still provide samples if their content is high quality. In fact, through such high-quality content, we have seen positive effects on brand awareness and even sales conversions. It proves that there are still opportunities to drive traffic to

our brand. However, this strategy must be implemented alongside other marketing steps, such as advertising and collaborations with Key Opinion Leaders (KOL). These elements need to work in harmony. Surprisingly, even affiliates with smaller sales volumes can significantly impact the market when supported by initiatives that strengthen brand awareness. The answer to whether this strategy affects brand awareness is very much so. After we adopted this new approach of onboarding new affiliates, we saw sales being generated in ways we had not before, unlike in the past when we only focused on GMV and engagement.

Sanjaya: That's interesting! But What challenges does the company face in implementing structured performance tracking for affiliate marketing?

Nita: When it comes to finding affiliates and tracking their performance, the platform already provides a structured system for that. So, the main challenge we face is the quality of the content produced by the affiliates. While the company has set specific standards, not all affiliates are consistently professional in creating content that drives sales. Some may have had a viral video once or twice, possibly by chance. However, when given another project to create branded content, they often struggle to meet expectations due to a lack of professional experience. Our challenge lies in guiding them on how to produce high-quality, brand-aligned content. Additionally, we provide product samples to affiliates, and each sample has a cost per piece. This becomes another concern when some affiliates forget or fail to create content after receiving the samples. Therefore, our two main challenges are ensuring the quality of content from affiliates and managing cases where

affiliates do not follow through with video creation after receiving the product samples.

Sanjaya: I see. PT. Paragraf Labs Indonesia has implemented a Statement of Work (SOW) to enhance affiliate management. How has this affected the affiliates' contributions and the overall success of the campaign?

Nita: In my opinion, a Statement of Work (SOW) is critical. Every brand has specific goals and messages they want to communicate to their audience, and the SOW helps affiliates by providing structured and well-directed content guidelines. It ensures that the content aligns with the brand's standards. Sometimes, brands may not want their content to resemble other product methods—for example, waxing and the SOW help affiliates understand these preferences clearly. This guidance not only streamlines content creation but also ensures consistency. So, when people search for Kisana Hair Removal, they find content that is uniform in style and message, positively impacting brand awareness. Moreover, it is essential to note that affiliates differ from Key Opinion Leaders (KOL). While KOL are usually professionals with experience in content creation, affiliates often need direction. Therefore, a clear and comprehensive SOW greatly supports affiliates and makes it easier for the brand to communicate its campaign goals effectively.

Sanjaya: When it comes to performance evaluation, what key performance indicators (KPIs) does PT. Paragraf Labs Indonesia use to measure the success of its affiliate marketing efforts?

Nita: Kisana Hair Removal is currently focusing on branding and increasing brand awareness. Therefore, our primary Key Performance Indicator (KPI) is content

views, with a minimum target of 10,000 views per content. If we can achieve this number, it indicates that our campaign with the affiliate has been successful. This success reflects the effectiveness of both the content and the copywriting. I believe that Kisana Hair Removal still has room to grow in brand awareness, and by prioritizing views, there is also the potential to drive sales. So, our main KPI for now is reaching 10,000 views.

Sanjaya: Now, let's discuss content strategy. How does PT. Paragraf Labs Indonesia implement storytelling in its affiliate marketing content?

Nita: Storytelling content generally leans more toward soft selling. It involves using persuasive language but in a subtle, non-direct way. In storytelling-based content, we typically begin with a narrative either related to the product or sometimes something more general. However, we usually incorporate elements of hard selling either in the middle or at the end of the content. The goal is to keep the audience engaged with the story so they stay focused on the content. Since storytelling requires viewers to follow the narrative from start to finish, the content must be compelling enough, especially regarding wording, to hold their attention and prevent them from dropping off early. I prefer to insert hard-selling elements subtly in the middle or clearly toward the end of the content. This way, the viewer stays immersed in the story while still receiving the key message or call to action by the end.

Sanjaya: Interesting! What types of storytelling-based content have proven to be most effective in engaging consumers?

Nita: When it comes to content types, storytelling usually appeals to emotions. Since storytelling-based content is often narrative, it typically starts with the affiliate's personal experience. For example, they might begin with something like, 'I was just at the mall and ran into someone with a bad odor,' a story that could be humorous, sad, or even frustrating. These emotional hooks help the audience connect with the content more deeply. In our case, we usually start with an unboxing video, followed by a product review video. The review highlights the product's benefits, how to use it, and other relevant details.

Sanjaya: How does storytelling impact consumer trust and influence conversion rates in affiliate marketing campaigns?

Nita: The purpose of creating storytelling content is to build a closer emotional connection with the audience. Through storytelling, the emotions conveyed in the content can resonate with the viewers. In my opinion, storytelling significantly impacts conversion, engagement, and brand awareness. When people watch a storytelling video until the end, they are more likely to understand the message we intend to deliver. This means the content captured their attention and effectively communicated the key points. Suppose the audience watches the content in its entirety. In that case, the message is more likely to be received clearly and meaningfully, leading to a deeper understanding of what we want to convey.

Sanjaya: Based on your experience, What improvements can be made to PT. Paragraf Labs Indonesia's affiliate marketing strategy to enhance brand awareness?

Nita: In affiliate marketing, we often find that some high-quality content still receives low views, especially when newer or less active accounts post it. In such

cases, we support these affiliates by running ads to help boost their content performance. From a strategic standpoint, advertising plays a key role in increasing visibility. However, there are also external factors that influence affiliate marketing performance. We also focus on building brand awareness through Key Opinion Leaders (KOL) and advertising across other platforms. Products that receive high engagement from KOL or through ads also perform better in affiliate marketing. People often search for products on TikTok; the results typically show affiliate content. For example, someone might see an ad on Instagram and then later search for the product on TikTok, where they come across an affiliate's video. This demonstrates the importance of external promotional efforts, such as ads on Instagram and Facebook, along with KOL involvement, as they work hand in hand with affiliate marketing. If we rely solely on affiliate marketing without the support of external awareness-building efforts, the results will not be optimal. Even if KOL exposure increases interest, if no supporting affiliate content is available during a user's search, it may not lead to significant conversions, only awareness.

Sanjaya: How can the company optimize its affiliate recruitment and incentive structures to improve conversion?

Nita: We usually evaluate an affiliate's content style, delivery approach, GMV (Gross Merchandise Value), and other performance indicators. Based on these factors, we may offer increased commission incentives to encourage them to create more content consistently. Our evaluation considers several aspects, including GMV, sales performance, and product fit. Initially, we offer a standard commission of 10%. However, if this rate is insufficient to motivate content creation, we propose

higher commission incentives. For instance, if an affiliate successfully sells 50 units, we may increase the commission, sometimes up to 25%, depending on the sales volume achieved. These additional incentives have significantly impacted affiliate performance, giving affiliates a clear goal to work towards and a tangible reward for their efforts.

Sanjaya: What digital marketing tools or techniques could enhance the effectiveness of affiliate marketing efforts?

Nita: I fully utilize advertising features by thoroughly analyzing what needs improvement, whether it's the content itself or the way storytelling is delivered. External strategies also play a key role in increasing awareness, as viral products often generate results organically once they gain traction. Therefore, our focus remains on maximizing the use of ad tools across various platforms to enhance visibility and drive performance.

Sanjaya: Are there any advantages and disadvantages that the company has experienced when implementing an affiliate marketing program?

Nita: Affiliate marketing has clear advantages, such as increased brand awareness, improved conversion rates, and greater product recognition. Affiliates can help introduce our products to new audiences, and some of them may eventually decide to make a purchase. However, there are also some drawbacks. Sometimes, our products may become less visible or overshadowed by other content, and we may not receive direct feedback from affiliates. The brand's reputation is also at stake, especially if the content created does not meet quality expectations. Brand awareness remains the primary benefit of running an affiliate marketing program.

Sanjaya: Do you believe that utilizing an affiliate marketing program will be crucial for the company's future?

Nita: Affiliate marketing plays a crucial role because many products that are quite ordinary can become viral thanks to affiliates. Countless examples of brands have gained massive attention due to affiliate efforts. Brands that actively pursue affiliate marketing benefit from the sheer volume of reviews, which builds trust and ultimately drives purchases. This shows just how influential affiliate marketing can be. For instance, some products may be of standard quality in the skincare industry. However, the product gains visibility across platforms because many affiliates create content ranging from soft and hard selling to storytelling. As a result, people start to wonder, 'What is this product that keeps appearing everywhere?' In many cases, it is not the brand that makes a product go viral; it is the affiliates. If a brand were to attempt the same level of reach through traditional marketing, it could cost hundreds of millions. However, even with a limited budget, a brand can achieve widespread visibility through affiliate marketing. Therefore, affiliates are often the key drivers behind a product's virality.

Sanjaya: Alright, that is all of my questions. Thank you for the time Ms. Nita.

Nita: With my pleasure

2. Mitha - E-Commerce and Customer Service Manager

Time set: Chatting in Slack Application

Sanjaya: Hallo, Ms. Mitha, let me introduce myself, my name is Moch Muhyi Sanjaya, I am a Digital Marketing Intern. May I interview Ms. Mitha about an

affiliate marketing program that are related to the brand awareness and conversion in PT. Paragraf Labs Indonesia?

Mitha: Hai San, sure. please set a meeting in my calender.

Sanjaya: Alright Ms.

Time Set: In Google Meet

Sanjaya: After learning how to select affiliates effectively, have you noticed any impact on the brand?

Mitha: Affiliate marketing significantly impacts conversion rates across all e-commerce platforms. On platforms like Shopee and TikTok, the more affiliates we have, the more people are willing to promote our products often through live streaming. In essence, they help us sell our products indirectly. On Shopee, for example, many conversions come from affiliates. Many of them can conduct live streaming sessions for up to 24 hours, whereas our official live sessions are typically limited to just two hours. This extended exposure through affiliates greatly supports our sales efforts and expands product visibility.

Sanjaya: That's interesting! But What challenges does the company face in implementing structured performance tracking for affiliate marketing?

Mitha: One of the main challenges we face is that some affiliates do not upload their content on time, even after receiving product samples. In such cases, we must conduct further evaluations and follow up with them to meet the agreed deliverables.

Sanjaya: I see. PT. Paragraf Labs Indonesia has implemented a Statement of Work (SOW) to enhance affiliate management. How has this affected the affiliates' contributions and the overall success of the campaign?

Mitha: Implementing a Statement of Work (SOW) significantly impacts affiliates, providing clear direction. The SOW includes detailed explanations about the product and specifies the hashtags that should be used in their content.

Sanjaya: That's interesting! How does storytelling impact consumer trust and influence conversion rates in affiliate marketing campaigns?

Mitha: Storytelling, hard selling, and soft selling play significant roles and are interconnected in driving brand awareness and conversion. These two aspects are closely related; strong sales are unlikely without solid awareness efforts. In most cases, conversion is supported by effective awareness strategies, making them mutually reinforcing components of a successful marketing campaign.

Sanjaya: Based on your experience, What improvements can be made to PT. Paragraf Labs Indonesia's affiliate marketing strategy to enhance brand awareness?

Mitha: Moving forward, we plan to create a dedicated group for individuals who have joined our affiliate program. This group will serve as a centralized platform where we can share updates, promotional campaigns, commission adjustments, and other important information. The goal is to improve communication efficiency and ensure that affiliates receive consistent and timely information without needing one-on-one outreach.

Sanjaya: Are there any advantages and disadvantages that the company has experienced when implementing an affiliate marketing program?

Mitha: One advantage is that it helps reduce marketing costs. However, a significant drawback occurs when product samples have already been sent to affiliates but fail to follow the Statement of Work (SOW) and do not produce any content.

Sanjaya: Do you believe that utilizing an affiliate marketing program will be crucial for the company's future?

Mitha: In my opinion, it is essential because when brand awareness increases, conversion rates also tend to rise. The more people become familiar with our product, the more likely they will purchase on e-commerce platforms. This also contributes to reducing overall marketing costs.

Sanjaya: Alright, that is all of my questions. Thank you for the time Ms. Mitha.

Mitha: With my pleasure

3. Vita - Talent & Live Streamer

Time set: Chatting in Slack Application

Sanjaya: Hallo, Ms. Vita, let me introduce myself, my name is Moch Muhyi Sanjaya, I am a Digital Marketing Intern. May I interview Ms. Mitha about an affiliate marketing program that are related to the brand awareness and conversion in PT. Paragraf Labs Indonesia?

Vita: Hai San, sure. please set a meeting in my calender.

Sanjaya: Alright Ms.

Time Set: In Google Meet

Sanjaya: After learning how to select affiliates effectively, have you noticed any impact on the brand?

Vita: Live streamers and talents significantly impact the brand, as the growth of affiliate performance often correlates with an increase in live-streaming activities. Sometimes, viral content on the For You Page (FYP) can effectively drive potential customers to visit the brand's official account.

Sanjaya: That's interesting! But What challenges does the company face in implementing structured performance tracking for affiliate marketing?

Vita: One of the main challenges is finding high-traffic engagement, which involves not only attracting people to visit but also guiding them to complete a purchase. The key lies in finding effective strategies to drive traffic and convert that interest into sales.

Sanjaya: I see. PT. Paragraf Labs Indonesia has implemented a Statement of Work (SOW) to enhance affiliate management. How has this affected the affiliates' contributions and the overall success of the campaign?

Vita: SOW plays a vital role in the success of an Affiliate campaign. The more affiliates promote our products in a clear and consistent way that matches the brand message, the more widely the brand and products will be known.

Sanjaya: That's interesting! How does storytelling impact consumer trust and influence conversion rates in affiliate marketing campaigns?

Vita: Affiliate content through storytelling can directly drive conversions. Similarly, live streaming also utilizes storytelling, which helps shape people's opinions and builds trust.

Sanjaya: Based on your experience, What improvements can be made to PT. Paragraf Labs Indonesia's affiliate marketing strategy to enhance brand awareness?

Vita: I believe it is sufficient, as the application already allows tracking of affiliates, providing more detailed information such as GMV and sales data.

Sanjaya: Are there any advantages and disadvantages that the company has experienced when implementing an affiliate marketing program?

Vita: The market presents many challenges; however, the key lies in finding the best solutions to address these challenges. One challenge in affiliate marketing is that affiliates do not adhere to the Statement of Work (SOW), while the advantage is that it helps reduce marketing costs.

Sanjaya: Do you believe that utilizing an affiliate marketing program will be crucial for the company's future?

Vita: Affiliate marketing is now crucial, as affiliates can benefit from promoting our products, and it helps increase brand awareness. Many companies now have thousands of affiliates, making affiliate marketing an essential component of modern marketing strategies.

Sanjaya: Alright, that is all of my questions. Thank you for the time Ms. Vita.

Vita: With my pleasure

4. Nadhifa - Advertising

Time set: Chatting in Slack Application

Sanjaya: Hallo, Ms. Nadhifa, let me introduce myself, my name is Moch Muhyi Sanjaya, I am a Digital Marketing Intern. May I interview Ms. Nadhifa about an affiliate marketing program that are related to the brand awareness and conversion in PT. Paragraf Labs Indonesia?

Nadhifa: Hai San, sure. please set a meeting in my calender.

Sanjaya: Alright Ms.

Time Set: In Google Meet

Sanjaya: After learning how to select affiliates effectively, have you noticed any impact on the brand?

Nadhifa: Previously, I was in advertising, and TikTok affiliate marketing had a significant impact as it contributed to Kisana brand awareness and conversion. On TikTok, affiliates can use a boost code, which influences visibility and sales. The system operates on a barter basis, but Kisana has certainly gained substantial benefits from these affiliates.

Sanjaya: That's interesting! But What challenges does the company face in implementing structured performance tracking for affiliate marketing?

Nadhifa: At Kisana, the brand focuses on quantity. If an affiliate is interested in receiving product samples, we expect them to produce several videos in return. One of the main challenges we face is that some creators request Kisana samples, but their engagement rates and content quality do not align with our expectations. Their video production often does not meet the required standards, as Kisana prioritizes high-quality content. When we find creators who meet Kisana's criteria, they are often considered nano or micro Key Opinion Leaders (KOL). In such cases, we are willing to compensate them as KOL.

Sanjaya: I see. PT. Paragraf Labs Indonesia has implemented a Statement of Work (SOW) to enhance affiliate management. How has this affected the affiliates' contributions and the overall success of the campaign?

Nadhifa: We are also limited by TikTok's policies regarding affiliate campaigns, which require affiliates to create at least three videos. However, not all of these videos typically result in conversions. Therefore, promoting affiliate content through advertising has a greater impact and can significantly enhance performance.

Sanjaya: That's interesting! How does storytelling impact consumer trust and influence conversion rates in affiliate marketing campaigns?

Nadhifa: In my opinion, storytelling plays a crucial role in building consumer trust, depending on the affiliate's ability to create engaging content for the audience. The first three seconds are crucial. Compelling storytelling can influence consumer trust in affiliate marketing and boost conversions. Typically, sales tend to increase during twin date and payday sales.

Sanjaya: Based on your experience, What improvements can be made to PT. Paragraf Labs Indonesia's affiliate marketing strategy to enhance brand awareness?

Nadhifa: In my opinion, the first step is to identify affiliates who meet our specific criteria. Second, we must be strategic in selecting the right affiliates. Third, as a brand, we should facilitate the process for affiliates by providing more product samples on the condition that their content history consistently demonstrates compelling storytelling, as mentioned earlier, which can help increase conversions for Kisana. Although we may initially spend more by distributing samples to affiliates, we also gain higher conversions and stronger brand awareness. Despite the upfront costs, affiliate marketing ultimately helps reduce overall marketing expenses.

Sanjaya: Are there any advantages and disadvantages that the company has experienced when implementing an affiliate marketing program?

Nadhifa: For brands that rely heavily on the TikTok platform, we must adhere to TikTok's policies, which are subject to change, particularly regarding affiliate deductions. We must share profit margins with affiliates, which means the brand may receive a smaller portion of the revenue. However, in return, we gain higher-quality exposure. The key benefit of utilizing affiliate marketing lies in its ability to expand our marketing reach significantly.

Sanjaya: Do you believe that utilizing an affiliate marketing program will be crucial for the company's future?

Nadhifa: For the Kisana Hair Removal product, we should continue using affiliate marketing, as we have already calculated the profit margins. However, further optimization is needed for newly launched products, especially considering the administrative deductions that must be accounted for. These factors should be carefully evaluated in our strategy.

Sanjaya: Alright, that is all of my questions. Thank you for the time Ms. Nadhifa.

Nadhifa: With my pleasure.

5. Eki - Key Opinion Leaders (KOL)

Time set: Chatting in Slack Application

Sanjaya: Hallo, Mr. Eki, let me introduce myself, my name is Moch Muhyi Sanjaya, I am a Digital Marketing Intern. May I interview Ms. Mitha about an affiliate marketing program that are related to the brand awareness and conversion in PT. Paragraf Labs Indonesia?

Eki: Hai San, sure. please set a meeting in my calender.

Sanjaya: Alright Mr.

Time Set: In Google Meet

Sanjaya: After learning how to select affiliates effectively, have you noticed any impact on the brand?

Eki: Affiliate marketing has a significant impact on the Kisana Hair Removal brand. As a newly launched product, Kisana still lacks strong brand awareness. The involvement of affiliates who review and promote the product significantly increases visibility. Affiliate marketing plays a crucial role in helping more people become aware of the brand.

Sanjaya: That's interesting! But What challenges does the company face in implementing structured performance tracking for affiliate marketing?

Eki: When it comes to Key Opinion Leaders (KOL), it is important to choose those who align with the brand, as not all KOL are suitable for Kisana, and not all are willing to demonstrate the product in use. Kisana has a Statement of Work (SOW), which requires KOL to be willing to showcase the product in practical application. Therefore, we must carefully select individuals who are aligned with our brand and willing to follow the SOW. Another challenge we face is budget limitations, which often require negotiation to align expectations. For affiliates, the main challenge lies in the type of content they create, which must also be tailored to suit Kisana's brand identity.

Sanjaya: I see. PT. Paragraf Labs Indonesia has implemented a Statement of Work (SOW) to enhance affiliate management. How has this affected the affiliates' contributions and the overall success of the campaign?

Eki: In my opinion, having a Statement of Work (SOW) is essential and can significantly enhance results. Without a clear SOW, the KOL and the brand might struggle to align their campaign goals. A well-defined SOW provides detailed guidance, including how the message should be delivered, what captions to use, and which hashtags to include. Therefore, it plays a crucial role in increasing brand awareness and conversion.

Sanjaya: That's interesting! How does storytelling impact consumer trust and influence conversion rates in affiliate marketing campaigns?

Eki: In my opinion, storytelling is highly effective in influencing consumer trust, as people tend to trust product review content more than simply product photo content.

Sanjaya: Based on your experience, What improvements can be made to PT. Paragraf Labs Indonesia's affiliate marketing strategy to enhance brand awareness?

Eki: In my opinion, it is already good, but increasing the budget for affiliate samples may be necessary. I understand that PT Paragraf is still new, and the product is new, so the budget might be limited. However, if the budget is maximized, it could lead to higher sales, as more people would become aware of the product.

Sanjaya: Are there any advantages and disadvantages that the company has experienced when implementing an affiliate marketing program?

Eki: The benefits of affiliate marketing include enhancing brand awareness, especially for newly launched products, as it helps build consumer trust. Affiliate marketing plays a crucial role in boosting consumer confidence. However, challenges related to the budget arise, particularly when samples have already been sent. The affiliate fails to adhere to the Statement of Work (SOW) or agreement or does not create the required content. Therefore, the SOW or contract must be clearly defined.

Sanjaya: Do you believe that utilizing an affiliate marketing program will be crucial for the company's future?

Eki: Affiliate marketing is crucial for the future and should be continued and enhanced, as it helps build consumer trust. When many people review a product, consumers tend to trust it more. However, with few reviews, customers may become suspicious of the product's quality. Additionally, affiliate marketing can significantly expand the reach of marketing efforts.

Sanjaya: Alright, that is all of my questions. Thank you for the time Mr. Eki.

Eki: With my pleasure