

**PENGARUH CONTENT MARKETING
SHOPEE AFFILIATE PROGRAM
TERHADAP KENYAMANAN AKTIVITAS
PENGGUNA MEDIA SOSIAL X**

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ABSTRAK

Disrupsi teknologi komunikasi mendorong para pemasar untuk merambah ke ranah digital, termasuk melalui Content Marketing yang dikemas dalam bentuk pemasaran afiliasi. Shopee Affiliate Program turut hadir mengisi ladang pemasaran digital dengan memungkinkan pengguna media sosial untuk mempromosikan produk niaga lewat sebaran tautan. Derasnya aliran promosi yang dibagikan para pelaku pemasaran ini diketahui acap kali dikaitkan sebagai tindakan spam dan berpotensi mengganggu kenyamanan pengguna media sosial. Dengan mengacu pada teori terpaan iklan, peneliti berupaya mengetahui seberapa besar pengaruh Content Marketing Shopee Affiliate Program terhadap kenyamanan aktivitas pengguna media sosial X. Lewat kumpulan data dari 100 Generasi Z yang disusul dengan implementasi pendekatan kuantitatif dan analisis regresi linear sederhana, peneliti mendapati bahwa terdapat pengaruh negatif dan signifikan antara Content Marketing Shopee Affiliate Program terhadap kenyamanan aktivitas pengguna media sosial X. Di samping itu, diperoleh pula nilai T hitung yang lebih kecil dari T tabel, tepatnya sebesar -11.023. Dengan demikian, hasil penelitian mencatatkan bahwa terdapat pengaruh yang signifikan di antara Content Marketing Shopee Affiliate Program terhadap Kenyamanan Pengguna Media Sosial.

Kata kunci: Content Marketing, Shopee Affiliate Program, Kenyamanan, Spam, X

***THE INFLUENCE OF SHOPEE AFFILIATE PROGRAM
CONTENT MARKETING ON THE CONVENIENCE
OF X SOCIAL MEDIA USER ACTIVITY***

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ABSTRACT

Disruptions in communication technology have encouraged marketers to venture into the digital realm through content marketing, including affiliate marketing. Shopee Affiliate Program present to fill the digital marketing field by allowing social media users to promote commercial products by distributing links. However, the promotions shared by these marketers are often considered as spam and have the potential to disrupt user experience on social media. Referring to the advertising exposure theory, the researcher investigated the influence of Shopee Affiliate Program's content marketing on the X social media users' activities convenience. Through the data collection from 100 Generation Z individuals that followed by quantitative approach and simple linear regression analysis implementation, the researcher found a negative and significant influence of the Shopee Affiliate Program's content marketing on the convenience of X social media users' activities. Additionally, the calculated T value is higher than the T table value, to be precise at -11.023. Thus, the study's results noted a significant influence of the Shopee Affiliate Program's content marketing on the convenience of X social media users.

Keywords: Content Marketing, Shopee Affiliate Program, Convenience, Spam, X