

The 2nd International Conference of
Imam Bonjol Library 2024
"KNOWLEDGE MANAGEMENT IN THE ACADEMIC LIBRARY"
<https://proceeding.perpus.uinib.ac.id> e-ISSN:

***Generation Z Affiliate Scheme Analysis on TikTok:
An Information Management Approach
Analisis Skema Afiliasi Generasi Z di TikTok:
Pendekatan Manajemen Informasi***

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Abstract

Background of the study: An affiliate scheme is a marketing technique that is done digitally. This marketing technique allows a seller to market their products through a third party called an affiliate. Affiliate schemes generally occur on social media. Among other social media, TikTok in Indonesia has the second largest number of users after America, with 126.83 million users. This makes TikTok a place for affiliates to take action.

Purpose: The aim of this research is to analyze the affiliate schemes that occur on TikTok by generation z, by observing and approaching existing rules in information management, as well as changes that occur after the emergence of affiliate schemes.

Method: The research method used in writing this article is descriptive qualitative analysis with data collection conducted through document studies and interviews with students.

Findings: The results showed that affiliate schemes have influenced product purchasing decisions, which are based on a person's cognitive ability to manage the information that has been obtained.

Conclusion: The conclusion of this research is that affiliate schemes are connected with information management in influencing buyer decisions and can potentially lead to impulsive behavior in buying products. This is shown by the informants having views in processing information, including capturing, storing and disseminating/ spreading information.

Keywords: *Affiliate scheme; TikTok; affiliators*

Abstract in Indonesia

Background of the study: Skema afiliasi merupakan suatu teknik pemasaran yang dilakukan secara digital. Teknik pemasaran ini memungkinkan seorang penjual memasarkan produk mereka melalui pihak ketiga yang disebut affiliator. Skema afiliasi umumnya terjadi di media sosial. Di antara media sosial lain, TikTok di

Indonesia memiliki jumlah pengguna kedua terbanyak sebesar setelah Amerika, yakni sebesar 126,83 juta pengguna. Hal ini menjadikan TikTok sebagai tempat para afiliator melakukan aksinya.

Purpose: Tujuan dari penelitian ini adalah menganalisis skema afiliasi yang terjadi di TikTok oleh generasi z, dengan melihat dan pendekatan sesuai dengan kaidah yang ada pada manajemen informasi, serta perubahan yang terjadi setelah kemunculan skema afiliasi.

Method: Metode penelitian yang digunakan dalam penulisan artikel ini adalah analisis deskriptif kualitatif dengan pengumpulan data yang dilakukan melalui studi dokumen dan wawancara pada mahasiswa.

Findings: Hasil penelitian menunjukkan bahwa skema afiliasi telah memberi pengaruh terhadap keputusan pembelian produk, yang didasari oleh kemampuan kognitif seseorang dalam mengelola sebuah informasi yang telah didapatkan.

Conclusion: Kesimpulan dari penelitian ini adalah skema afiliasi memiliki keterhubungan dengan dengan manajemen informasi dalam mempengaruhi keputusan pembeli dan dapat berpotensi pada perilaku impulsif dalam membeli produk. Hal ini ditunjukkan dengan para informan memiliki pandangan dalam mengolah informasi, diantaranya menangkap, menyimpan, dan menyebarkan informasi.

Kata Kunci: Skema afiliasi; TikTok; afiliator

Introduction

The information age has helped various human activities whose process is known as digitization, where this process involves the role between technology and humans as the main aspect. According to Mulyadi, Zulkarnain I., & Laugu N. (2019) The existence of information has become so vital, with such a high intensity of use in modern society that makes this society categorized as an information society. Therefore, this era encourages humans to adapt in responding to the flow of information and changes that occur in the digital world.

A tangible form of change is the presence of transportation-based applications such as Gojek and Uber that accommodate users to be able to book transportation online. Another example is the emergence of e-commerce as an online market that connects merchants with customers without the need for a physical market. Electronic commerce or e-commerce includes the activities of distributing, buying and selling, marketing products and services through electronic systems such as the internet or television, www (worldwide website), or other computer networks (Septiawan & Alkhair 2016). Both examples are currently innovating and oriented towards Fintech (Financial Technology). Fintech utilizes technology to improve banking and financial services which are generally carried out by startup companies by utilizing the latest software, internet, communication and computerization technologies (Setioyono, Sriyono, & Prapanca 2021).

The development of fintech has made competition in the digital economy tighter. According to Sri Mulyani (quoted from Kompas.com, Fauzia: Movanita 2020) because millennials and generation Z or young people tend to implement technology in various daily activities. Sri mulyani is confident that the fintech industry has the potential to grow rapidly. However, the rapid development of fintech makes it difficult for fintech-based startups to keep up with the existing competition. Therefore, affiliate schemes are presented as a form of strategy to face competition in the digital economy. Affiliate scheme in e-commerce is a marketing strategy that is carried out digitally. This scheme helps sellers to spread product or service information through online links. In simple terms, the affiliate scheme is that the seller opens an affiliate program and the afiliator registers as a marketing agent. The affiliate then gets a link provided by the seller, which can be shared on the affiliate's website or social media. If a buyer transacts through the affiliate link, the affiliate will receive a commission or income. This scheme is generally carried out on social media such as, Instagram, X, YouTube and TikTok.

Social media was originally created to connect people who are separated by distance

through digital communication. Communicating like face-to-face can be conducted through video calls/meetings, which makes reality and virtual blurred. Following the development of the internet, social media has massively changed the environment and the way humans communicate and process information. For example, TikTok, a social media platform, develops a shopping feature similar to e-commerce, but was criticized at the end of September 2023. Nowadays, digital economy players continue to utilize TikTok as a promotional tool and a bridge in conducting affiliate schemes. The emergence of affiliates in society, making anyone can be involved in this marketing, the more the involvement of affiliate marketing schemes, the more product information is disseminated to social media users. In this study, we chose TikTok as a social media platform that is being loved, especially Generation Z. Based on Statista.com data (Ceci, L. 2024) The country with the most TikTok users as of January 2024 is America with 148.92 million users, the second position is Indonesia 126.83 million and the third is Brazil 98.59 million.

Generation Z university students in Jakarta are the population of this study. University X in Jakarta has 3,172 new Generation Z students out of 10,667 active students. Since Jakarta is a major city in Indonesia that are already connected to 5G networks, this illustrates that this city have a reasonably good and superior internet network quality. One of the news released by tekno.kompas.com, Galuh Putri Riyanto, Wahyunanda Kusuma Pertiwi (Riyanto and Pertiwi, 2024). At the beginning of 2024, internet users in Indonesia were recorded at 221.5 million people, more specifically 221,563,479 people. Among this number, Generation Z, namely, born in the 1997-2012 era aged 12-27 years, is the age group most connected to the internet. In an addition to other relevant data, Gen Z is a group of 71,509,082 people in Indonesia, around 27.94% of the country's entire population. (BPS, 2020).

Through this background, the problem in this study can be formulated, namely “How do students manage the knowledge gained from TikTok in the midst of the flow of affiliation schemes?” and there are several points of discussion that will be analyzed in this study. Some of them are affiliation schemes, affiliation relationships among Jakarta students. Details will discuss information management from information discovery on social media. Finally, the changes that have occurred since the emergence of affiliation schemes.

Referring to previous research conducted by Ida Bagus Suryanatha, in 2023 in a journal entitled “Case Study of Tik-Tok Affiliate as the New Face of Consumer To Consumer (C2C) in the Realm of Digital Economy”, it implicitly explains about consumers who transform into an affliator. The commission scheme uses the Pay Per Sale commission scheme. This means that TikTok Affiliates can influence, educate other consumers through video content that Affiliates produce, and a new face of Consumer to Consumer is formed.

The distinction between our research and previous research is the focus that explains the affiliation scheme. Our research focuses on gen z students as research subjects and connects with information management. The flow of information processed by recipients of TikTok social media refers to the desire and selection of information. While prior research focuses more on TikTok affiliation in the field of digital economy.

Information management in this research looks at how Gen Z, who is also a student, receives and manages information. As is known, social media has now become a source of information among Gen Z. There are several platforms that are widely accessed by Gen Z, including Twitter, Instagram and TikTok. In this study, authors focused on TikTok.

TikTok is unique compared to other social media, by providing short videos and providing more targeted information. In the author's assumption, this allows users to access and share information easily and quickly. Based on this, due to the large amount of information available on TikTok, it is important for users to manage information effectively in order to make the right decisions. Information management on social media refers to processes including collecting, organizing, evaluating and using the information obtained.

Method

The research method in this article uses a qualitative descriptive method. The purpose of the author using qualitative descriptive methods is to be able to further examine the topic raised, namely the analysis of affiliation schemes in students in Jakarta. Hikmawati (2020, p. 88) said, descriptive research is non-experimental research, because it is not intended to test certain hypotheses, but only describes “what it is” about a variable, symptom, or situation. Research using descriptive methods focuses on explaining a phenomenon thoroughly from various angles and prioritizing objectivity. According to Creswell (in Nisa et al., 2022, p. 13), qualitative research is an approach to exploring and understanding the meaning of individuals or groups related to social or human problems.

This research uses a descriptive qualitative method because it wants to explore how Gen Z uses TikTok social media to view and gain knowledge and information amidst affiliate schemes. This research wants to see how Gen Z, who are also students, plan, collect, store, process and make decisions on the information they get.

The data collection is the first step in researching a topic. The data collection techniques used by the author are literature searches and interviews. Literature search here can also be interpreted as a document study, namely examining forms of documents that are closely related to the topic of the selected article. Gottschalk (in Murdiyanto, 2020, p. 64) states that documents (documentation) in its broader sense are any evidentiary process based on any type of source, be it written, oral, pictorial, or archaeological. The documents examined in this article are in the form of writing by utilizing digital media in the form of collecting articles from other researchers. The author has collected 7 scientific articles and 2 news articles that match the topic of this article. The other data collection technique used by the author is interviews. According to Nazir (in Hardani et al., 2022, p.138) interview is the process of obtaining information for research purposes by means of question and answer while meeting face to face between the questioner or interviewer and the answerer or respondent using a tool called an interview guide. The interview is a form of the author obtaining data from other people through direct questioning. The interview stage was carried out by determining 3 students who live in Jakarta to become respondents.

Furthermore, according to Ismayanti (in Purnia et al., 2022, p. 94), data analysis is a process for examining data, transforming data, cleaning data and modeling data to produce information that can provide clues and ways for researchers to make decisions on the research problems being studied. This section includes data analysis techniques after collecting data from various sources and then identifying each data obtained. The researcher uses the analysis model from Miles and Huberman as a reference for analyzing data. According to Murdiyanto (2020, p. 78-83), data analysis steps can be carried out using the Miles and Huberman (1984) model which goes through 3 (three) stages, namely data reduction, data presentation, and drawing conclusions. Data reduction is the process of selecting the right data. After the author collects the data, the researcher will immediately sort out the most relevant data to be analyzed. Then data presentation is the stage when the data begins to load. The data that has been sorted out begins to be analyzed and written in this article. The last stage is drawing conclusions. Drawing conclusions aims to provide a basic understanding of the data and information that has been gathered.

The data sources in this article are written with primary data in the form of interviews, and secondary data in the form of documents obtained from various sources. The researcher obtained secondary data from internet-based journals and online repositories. This data triangulation is an important stage in the research process since it involves the use of various methods to verify and validate the data obtained. The researcher in this stage decided to use source triangulation as a method to verify the data. In source triangulation, the data that has been obtained will be checked for validity by comparing it with data from other sources. The following is the source triangulation process carried out by the researcher :

1. The research author obtained the source from a scientific article entitled “The Effect of Perceptions of Use of the Technology Acceptance Model (TAM) on the Use of E-Filling”. To ensure the validity of this article, the author then analyzes the journal that published it and the source in writing the article.
2. The author obtained the source from a news article titled “Indonesian Internet Users Break 221 Million, Dominated by Gen Z”. The validity of this news article is seen from the media. The validity of this news article is seen from the publishing media. The author knows that this article is valid through the data retrieved in it, which comes from an authorized institution that conducts a survey for internet users and the media that publishes this news article is a news media that has gained public trust over the years. This will ensure that the data obtained is accurate and reliable.

Result and Discussion

TikTok Affiliate Scheme

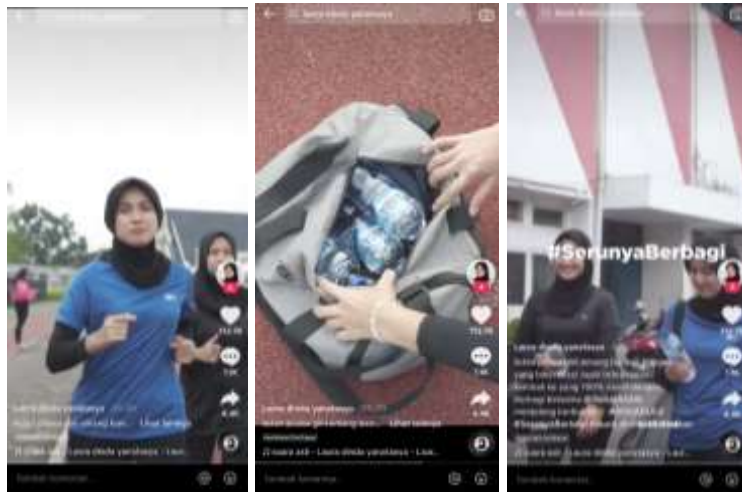
Broadly speaking, TikTok affiliates are divided into two categories, namely sellers as product providers and creators or affiliates who distribute or promote products from sellers. The steps to join the TikTok affiliation for sellers are, first, logging in to the TikTok Shop seller center. After the account has been logged in, go to the affiliate then click “start” on the left side of the menu. Finally, sellers can prepare collaborations to reach more buyer reach through promotion by creators. The steps to join the affiliation for creators, first get permission to sell seller products, this is a kind of agreement or cooperation between the affiator and the seller to promote their products on the TikTok platform. The cooperation also concerns the amount of commission that will be obtained in each transaction. Then add the creator's contact information to follow up on commissions and creator accountability, to properly promote the product. Add products to the storefront, get product samples from sellers and sell these products by promoting goods giving reviews or explaining product advantages. This information was obtained from the TikTok Shop website <https://business.TikTokshop.com/uk/affiliate>. (accessed on April 30, 2024)

TikTok affiliate commissions are between 1%-10% per product. The amount of commission or percentage of profit for each product received by the creator is not the same, depending on the seller, brand reputation, and sales figures. The more sales figures in each month, the greater the multiple commissions that will be received. Of course, the popularity of a product affects the sales figures. The number of followers and popularity as a promotional agent factor into the visits and transactions of the affiliate scheme that has been implemented. Novice agents with a small number of followers can join the affiliate scheme, there is no limit to the number of followers but the more the number of followers, the creator benefits because the reach will be wider. Unique content following the latest trends is also a factor in increasing product sales. Creators are diligent in creating content to achieve FYP (For your page) which will affect the reach of buyers.

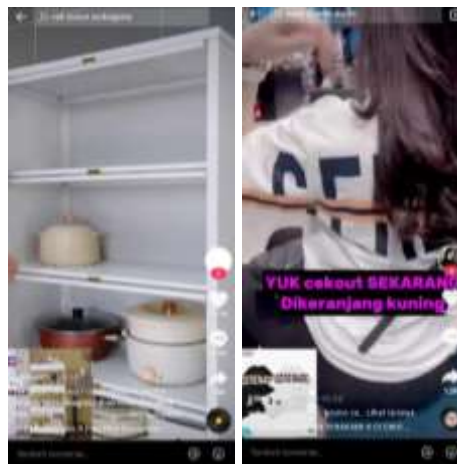
TikTok users must be familiar with this term, FYP is an analysis of content that attracts a lot of viewers and interactions at one time, so that the popularity of the content rises and reaches the home page of the account in most TikTok users. Suryanatha (2023) argues that FYP contains elements of promotion both Content Hard Selling & Soft Selling can be FYP in every TikTok account from users, it will affect the number of views, love, save & share the content and automatically when a content gets a large number of both aspects of view, love, save & share, it can be analyzed that it will stimulate an increase in purchases both from the number of paid users, units & revenue of the product. Prodjjo and Rosyiah (2024) there are various types of marketing strategies in the business sector, soft selling and hard selling. These two strategies have different approaches, soft selling is a type of approach that is not too pressing on customers, and the approach is done personally to

understand the needs of potential buyers. In contrast to hard selling, this marketing strategy takes an approach by emphasizing the urgency of the product to customers. This concept understands prospective buyers in two different perspectives, soft selling creates the result that transactions or using products/services that suit personalities, and personal needs that may not be felt by other consumers. Hard selling creates the result that the products/services we buy and use, because of the characteristics, functional products, and product advantages.

Everyone can be influenced by these two strategies, but soft embraces the consumer and hard explains the product straightforwardly. These strategies also play a role in affiliate content on TikTok, by creating unique promotional concepts and keeping people interested in watching promotional content until the end.



Picture 1. Example of Soft selling (source: TikTok @laura_dindaa12 account)



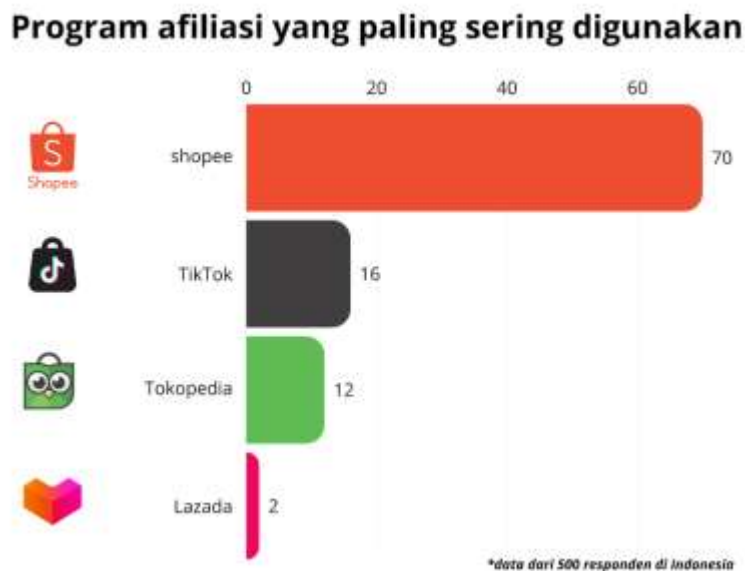
Picture 4-5. Example of Hard selling (source: TikTok accounts @riri.store2 @rakita777)

Now the emergence of affiliates makes the variety of content more varied and there is not a little manipulation of the concept so that someone watches the content to the end, and absorbs product information implicitly, even though the information is not necessarily needed by the individual. In the example of soft selling content above, the creator shares his sports video and adds a sharing story, but towards the end the creator implies the product “Aqua” as the object of promotion. Figure 4-5. is an example of hard selling by favoring and creating a persuasive narrative in the content. Unlike endorsements or advertisements, affiliate schemes in content creation on TikTok are not sponsored by brands and companies, sellers only provide product samples to provide physical materials to be contended.

TikTok affiliates are arguably able to compete in other affiliate schemes, this

illustrates that social media as a source of information where there are marketing schemes that actually occur in the society according to the data. As for the evidence of the relation between the seller and the affiliate scheme incorporated in the TikTok affiliate scheme, which is the use of the second TikTok shop application which is known to cooperate with tokopedia regarding the provision of product offerings on the same platform, namely TikTok. In calculating the percentage of affiliate usage in e-commerce that is most frequently used throughout July 2023 is as shown below.

Graph 1. Data Survey of Brand Used Most Often



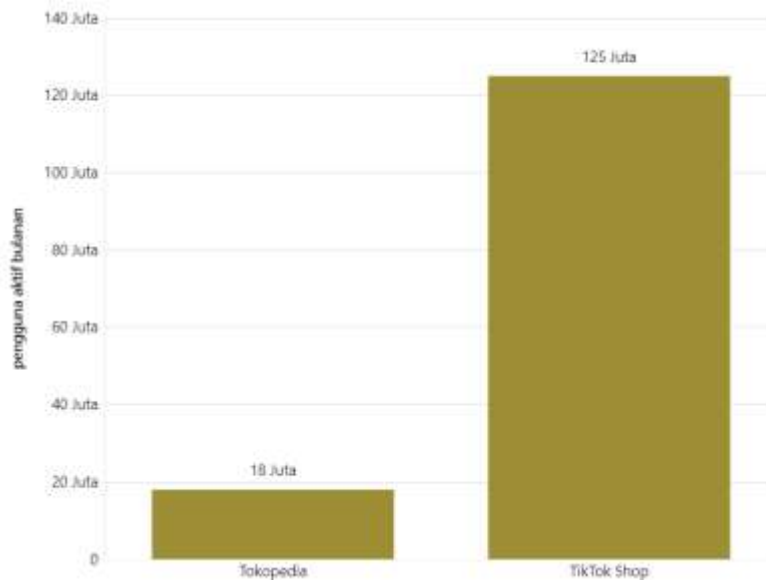
Source: www.snapcart.global (2023)

Based on this data, which involved 500 respondents aged 19-35 years in various parts of Indonesia, especially those who have participated in affiliate schemes. This is relevant to our research that discusses Generation Z's affiliate scheme on TikTok, while showing the level of affiliate scheme in Indonesia. The chart uses four companies that are familiar to the public that use affiliate schemes. It explains that the top position is Shopee and the second position is TikTok, which doubles as a social media and digital marketplace. TikTok's affiliate scheme is already familiar to Indonesians, the development of this scheme is proven to beat other competitors, namely, Tokopedia and Lazada as e-commerce players who also play an important role in the digital economy.

The growing affiliate scheme in Indonesia has also contributed to the emergence of new trends, collaborative ideas, and professions that monetize digital. These schemes are inclusive, and can be played by anyone of any age and background with just the internet and a gadget. Referring to new professions, affiliate schemes are also an opportunity for them to earn extra income as a side job amid the post-pandemic economic crisis. Some people who focus on making affiliate schemes as an affiliate profession will pour more ideas and efforts to achieve commissions and a larger reach. As for affiliate users who are only on the side hustle, they will generally disseminate product information only along with the original sample images that have been obtained.

The affiliate scheme in TikTok is now connected to another application that TikTok has developed, namely TikTok shop. TikTok shop, which is currently collaborating with Tokopedia, has succeeded in reaching more than 10 million people to join and download the application.

Graph 2. Monthly active users of the TikTok Shop and Tokopedia applications



Source: databoks.katadata.co.id (2024)

The data shown above is the number of monthly active users of the TikTok Shop and Tokopedia applications in February 2024. Based on this data, after TikTok shop and Tokopedia collaborated, it was found that the number of monthly active users of these two applications reached 143 million users, with 125 million TikTok Shop users in Indonesia and 18 million Tokopedia users. This represents such a high level of interest in TikTok shop that its monthly active users exceed 100 million. By the year 2023, TikTok Indonesia (quoted from Liputan6.com, Arief Rahman Hakim: 2023) said that there were as many as 6 million local sellers and nearly 7 million affiliated content creators using TikTok Shop. When compared to the number of data users who downloaded the TikTok Shop application in February 2024, it can be estimated that the number of sellers and content creators has now increased.

Information Management of Jakarta Students as TikTok Users

Information is something that will never be separated from human life, because humans access information every second. The information that a person gets will then automatically be processed in mind. Information management immediately occurs in every aspect of life, including business aspects. The digital world is now very possible for all groups from early childhood to parents with decades of age to access the use of social media, which can be used in finding and using the information obtained so that it can be used as the most accessible source of information and entertainment media. The presence of social media in its use helps individuals to stay in touch globally. The use of information and technology that can continue to develop so that it can provide understanding to an individual to be able to adapt to new things. In this digital age, if the individual does not keep up with the current technology, it is stated that the individual has not been able to face the digital era.

TikTok is one of the most popular social media for gadget users. Where TikTok always improves and presents new features that can provide convenience for its users. TikTok basically exists as an application to become a forum for creativity for its users to be disseminated. TikTok is also present as a medium for disseminating information that allows it to attract more attention from its users, so that information is more noticed and understood

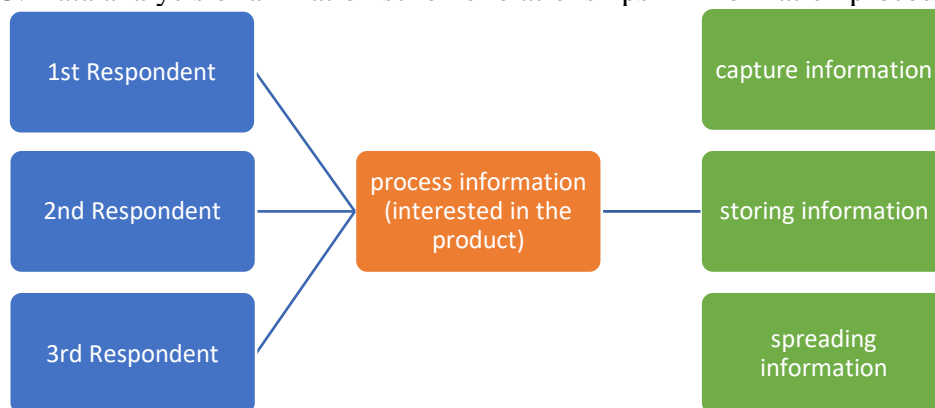
by the audience, due to the presentation of information in an audio-visual narrative. The presence of a similar application, namely TikTok shop, where this application is utilized by TikTok users to become affiliates in the TikTok application. Affiliates use TikTok as a forum for the promotion process to occur by presenting content accompanied by product sales links, as a form of promotion.

The application of social exchange theory is in line with the current affiliation scheme, namely that an individual's actions are carried out because of an exchange of information which will be based on the existence of costs and rewards. Exchange information without spending excessive effort and funds to get the rewards. This theory motivates individuals to reduce their efforts such as the way affiliates work who are only a third party in marketing their products, namely only marketing in digital applications. This theory can also be connected to how a consumer who enters into an affiliate scheme with consumers who are attracted to the offers provided by affiliates, so that consumers are rewarded with discounts that are able to provide cost expenditures to the consumer.

Social exchange theory is influential in information management, where an individual prefers information that is more relevant to him in solving his problems, trust in information within the scope of social interaction. In filtering information, an individual will choose information sources that are considered credible to obtain information because they are considered capable of providing greater rewards than spending a lot of effort to find information that is concrete to reality. Individuals use the information they get by using the information that provides the most benefit to themselves in making a decision in using information. Social exchange theory has an important role in finding, processing, and using information in carrying out social actions

The advancements offered by the digital world today have led people's lives to other conveniences, such as the emergence of affiliate schemes that involve interactions between sellers and buyers through the intermediary of someone promoting a product. This phenomenon has been going on for quite some time, especially on the TikTok platform. Seeing the rapid development of affiliate schemes, a study was conducted to find out how much influence affiliate schemes have among generation z. The research was conducted by conducting interviews with 3 students who live in Jakarta with the initials P (19 years old) as the first respondent, C (20 years old) as the second respondent, and N (19 years old) as the third respondent. Based on the results of the interviews that have been conducted, they have responded to the affiliate scheme through a series of questions that have been asked, including :

Graph 3. Data analysis of affiliation scheme relationships in information processing



Source: interview data

All three informants have an understanding of the affiliate scheme, but the way they comprehend affiliation is different depending on their background, respondent 1 has

experience as a seller, respondent 2 as an affiliate, and respondent 3 only as a social media user. Respondent 1 showed a positive attitude and in-depth understanding of the affiliate scheme, explaining that there is an additional application, “TikTok Shop”, to join the affiliate scheme for either sellers or affiliates. Regarding respondent 1’s information management with a background as a seller and also an affiliator in the TikTok application, information from content that includes affiliate links persuasively makes respondents very interested in buying products, so in processing affiliate information is valid in influencing respondents’ actions between buying and not buying. He added, when finding product information reviews in TikTok content, respondents save and utilize the content to insert their affiliate links. Cognitive needs are related to the fulfillment of information such as understanding, knowledge, and application of information. This cognitive need aims to increase understanding of the environment (Subekti, 2010 in Purnama 2021). Through that vision, respondents store and manage information according to their cognitively integrated needs.

Respondent two as an affiliator has a different view of how to deal with the flow of affiliate content information on TikTok. According to the respondent, the first view of the product is the first step, whether the information will be listened to or not, if the product in the content is not interesting then the respondent will continue to “scroll” the TikTok page. Attractive affiliate content and explaining product specifications as expected by respondent 2, then the affiliate scheme will influence the decision to buy, and click the link listed. Respondent 3 shows the aspect of “storing information” in managing information obtained from affiliate content, according to what the affiliate scheme makes the respondent interested in buying a product coupled with promos, but there needs to be consideration before buying a product through reviews, affiliate content that provides honest reviews will influence the way respondent 3 makes decisions and is sure to buy a product.

Information merely comes from around the human environment. It can be in the form of pictures or writing. In the process, when this information is captured by the human senses, it will automatically be processed in the human mind. This information processing process is then known as information management. Choo (in Stephen et al., 2022) defines information management as a cycle of processes that support organizational learning activities, which are identifying information needs, obtaining information, organizing and storing information, developing information products and services, distributing information, and using information. The enormous need for information has encouraged people to implement information management.

The analysis of the interview data reveals that there are three advanced processes of information discovery, namely, capturing information, storing information and disseminating information. (Dalkir, 2011) The information capture and initial knowledge creation phases do not utilize technology extensively or additional standards, within the framework required to store, organize, and manage information. Ultimately there will be convergence on an action from information capture to knowledge management. The process of capturing information conducted by respondents is watching videos in social media, TikTok, some of which content is included in affiliate schemes.

The process of storing information is part of the information management process carried out by Jakarta students. Respondents store information by storing content in the device, or tacitly to consider product purchase decisions. According to Gnanasundaram (2012) an organization processes power to get the information it needs for its daily operations. Storage is a place that enables users to store and retrieve data. Information storage depends on the Information Availability (IA), which ensures that people (employees, customers, suppliers, and partners) can access information whenever they need it. IA can be defined in terms of accessibility, reliability, and timeliness of information.

(Samanta & Chatterjee, 2021) The process of information dissemination means

“sharing”. The effectiveness of information dissemination rests considerably on how it is shared and accessed. In reality, the organization of knowledge is essential for its storage to render its efficient access in the future to information seekers. In accordance with this opinion, this third process of spreading information is the determination by individuals whether or not to disseminate information depending on their needs, respondents as affiliates and sellers will disseminate the information obtained to promote a product, while for social media users disseminating information is not their priority process as users, but respondents can disseminate information to others so that information is conveyed without the intention of promoting. This opinion is in line with how an affliator wants to promote and spreading information in its own way and users according to their interests.

Conclusion

TikTok is a form of platform that is basically presented as an application that provides entertainment information, where each user is able to express himself in the form of content that represents himself. The development of this TikTok presents a digital economic cycle that changes the way in which there is an ease of individual groups in conducting buying and selling transactions carried out digitally. The digital economic cycle in a social media is able to experience changes in society in terms of trends and needs.

The mindset of the community has changed with the presence of an affiliate marketing strategy, where an affiliate becomes a third party between buyers and sellers, namely becoming a marketing party in marketing a product. Where the affiliate changes the mindset of the community by providing more interesting and interactive product information. The digital economic ecosystem contained in TikTok shapes digital society into two different forms of positions, namely the existence of content creators and affiliates. In its representation, an affiliate is any TikTok user who is able to transform as a provider of product information as a form of marketing sales products.

Based on the research results, it was found about affiliation schemes and their relationship with information management. It was found that affiliate schemes influence the mindset of TikTok users in understanding information about a product. The relevance of desires and information about a product increasingly directs individuals to make decisions about whether or not to buy a product or service offered in the content presented on the platform. The results of the analysis and interviews from this research are that TikTok is the main subject in the case of affiliate schemes in the TikTok application experienced by Generation Z, so it can be studied that good information management for a product or online marketing is present and can be formed from experience in dealing with affiliate scheme content.

Acknowledgement

We would like to express our gratitude to the three respondents who kindly spent their time to contribute to our research and share their perspectives and experiences with affiliate schemes, and extend our gratitude to the research authors for their contributions to this publication.

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