

## ***Abstract***

*This study aims to analyze the Public Relations (PR) strategies of Shopee Indonesia through the Shopee Affiliate program. In the era of globalization and technological advancements, the role of PR is crucial in promoting products and building relationships with stakeholders. This research focuses on the analysis of PR strategies implemented by Shopee Indonesia through the Shopee Affiliate program, which involves the general public in promoting Shopee's products. The study adopts a qualitative descriptive method, collecting data through interviews and literature reviews. The research paradigm used is post-positivism.*

*The findings reveal that Shopee Indonesia has successfully implemented effective PR strategies through the Shopee Affiliate program. This program allows the general public to become partners in promoting Shopee's products and earning additional income. By leveraging social media and distributing visual content, Shopee Indonesia has increased brand awareness, enhanced website traffic, and built positive relationships with stakeholders.*

***Keywords:*** *Public Relations, PR strategies, Shopee Indonesia, Shopee Affiliate program, e-commerce.*