

ABSTRACT

The event management platform Berbagi.link faces difficulties in enabling merchants to market events effectively amidst the competition in the digital era. The primary issue lies in the absence of marketing features that merchants can utilize to efficiently promote their events, leading many to still rely on less optimal traditional approaches. To address this, the research aims to develop an affiliate module on the Berbagi.link platform. An affiliate-based strategy was chosen due to its proven effectiveness in extending marketing reach through partnerships incentivized by commission-based rewards, as supported by previous studies. This study employs the Scrum methodology for software development, which facilitates an iterative and flexible process based on user feedback. The Laravel framework was selected for backend development, while Blade was used as the template engine for the frontend. User Acceptance Testing (UAT) was conducted to ensure the module aligns with user needs. The UAT results indicate that all 12 testing scenarios involving three stakeholders—product owner, development team, and user—were successfully passed, demonstrating that the affiliate module operates effectively and is ready for deployment. Features such as affiliate contribution tracking, event management, and performance dashboards proved efficient in enhancing affiliate engagement and the effectiveness of event marketing. In conclusion, the development of the affiliate module on the Berbagi.link platform provides a solution that enhances promotional reach, user participation, and the accuracy of affiliate contribution tracking. This study is expected to serve as a reference for advancing affiliate-based marketing technologies on other digital platforms.

Keywords: event, affiliate, uat, berbagi.link, scrum.