

ABSTRACT

The Berbagi.link platform faces challenges in supporting its users (merchants) to market marketplace products amidst increasingly fierce digital competition. A major obstacle is the lack of marketing features that can be optimally utilized by merchants, leading many of them to still rely on conventional marketing methods that are less relevant for competing in the digital era. This research was conducted to develop an affiliate system to facilitate merchants with marketing strategies on the Berbagi.link platform. An affiliate system-based marketing strategy was chosen based on previous research findings that proved the success of this strategy in expanding the reach of product/service marketing through partnerships with commission-based incentives. System development was carried out using the Scrum method, which allows for an iterative and adaptive development process based on user feedback. Technically, the backend was built using the Laravel framework, while the frontend used Blade as the template engine. System testing was performed using Usability Testing (UT), System Usability Testing (SUS), and User Acceptance Testing (UAT), involving the product owner, representatives of the development team, and users. Two iterations of UT were conducted, showing that the final iteration of the interface design was successfully used with ease by users. The UAT results showed that 20 testing scenarios were successfully completed with a 'Passed' status, proving that the affiliate system is ready for use according to requirements. The features of the affiliate system received positive responses from users and the product owner, and have the potential to increase affiliate involvement and product marketing effectiveness. Overall, this research and development of the affiliate system has successfully provided a solution that has the potential to expand the consumer reach of merchants, ensure affiliate performance, and can serve as a reference for the development of affiliate-based marketing systems on other digital platforms.

Keywords: *marketplace, product, affiliate, uat, berbagi.link, scrum*