

TIKTOK AFFILIATE AS A NEW INNOVATION IN SOCIAL COMMERCE: THE ROLE OF SHORT-VIDEO MARKETING

¹Gio Kasimu,²M. Ferdylan Muslim,³Andrianto Lesmana,⁴Vivy Kristinae

⁵Berta Margareta Agustin Wijaya

^{1,2,3,4,5}Management, Faculty Economics and Business, Universitas Palangka Raya
Palangka Raya, Indonesia

Authors Email:

¹giokasimu45@gmail.com; ²ferdylandmuslim@gmail.com; ³lucssreviellee@gmail.com
⁴vivykristinae84@gmail.com; ⁵bertamargareta90@gmail.com

*Corresponding Author: ferdylandmuslim@gmail.com

Abstract. *The rapid growth of digital technology and social media has significantly transformed modern marketing strategies, particularly through the TikTok platform. This study synthesizes findings from eight articles examining TikTok's role in social commerce, digital marketing, MSME branding, user behavior, and business performance enhancement. The analysis indicates that TikTok features—such as TikTok Shop, TikTok Affiliate, and micro-vlogging—positively influence brand awareness, promotional effectiveness, and business performance. Factors such as system quality, user trust, content creativity, and audience engagement contribute to the success of TikTok-based strategies. MSMEs utilize this platform through storytelling, viral trends, and short-form video content, supported by digital and financial literacy. Large-scale data analysis further reveals that user attention remains stable and is shaped by recommendation algorithms. Overall, TikTok operates as an effective digital ecosystem for expanding markets, optimizing marketing activities, and creating economic opportunities for individuals and MSMEs.*

Keywords: *Affiliate Marketing; Influencer Marketing; Social Commerce; Short-Video Marketing; TikTok Affiliate.*

1. INTRODUCTION

The development of digital technology has led to major changes in how internet users interact and consume information. Social media has evolved into a space for interaction, information sharing, and commercial activity. Platforms such as TikTok combine entertainment with integrated shopping features, creating a new form of social commerce. The increasing use of TikTok Shop and TikTok Affiliate shows how short- video content is becoming a promotional tool for users and businesses. This shift opens new marketing opportunities for individuals and MSMEs that utilize creative content to reach wider audiences. Previous studies highlight that the integration of social media with e-commerce strengthens interaction among users, reviews, and purchasing decisions within social commerce systems (Ardiansah et al., 2024).

TikTok has become one of the fastest-growing platforms. Users rely on features such as TikTok Shop and TikTok Affiliate to generate income. Short-video content is considered effective for capturing audience attention because it is concise and easy to consume. In the context of social commerce, system quality, information quality, service quality, and user trust influence usage levels and user satisfaction. These factors contribute to system success and seller performance (Ardiansah et al., 2024).

The TikTok Affiliate program provides economic opportunities because users can promote products without significant capital. Creators utilize storytelling, unboxing, viral trends, and

visual marketing techniques to increase conversions. Audience responses vary, but the program has shown economic benefits for individuals who consistently apply digital marketing strategies (Musyiquddin and Insiyah, 2025).

Several studies show that social-media-based affiliate marketing can strengthen brand awareness, enhance promotional effectiveness, and improve business performance, especially among MSMEs that rely on short-form video content to communicate with consumers. TikTok creates a digital marketing ecosystem that integrates recommendation algorithms, creative content, and social interaction to support purchasing processes.

This phenomenon positions TikTok Affiliate as an emerging innovation in social commerce. The combination of short-video formats, algorithmic distribution, and affiliate models forms a marketing approach that is fast, interactive, and conversion-oriented. Therefore, this study examines how TikTok Affiliate contributes to social commerce through short-video marketing and identifies the key factors that drive its effectiveness in improving marketing performance and creating economic opportunities for users.

2. LITERATURE REVIEW

2.1 Social Commerce

Social commerce is a digital business model that integrates social media features with online commercial transactions. Users interact through reviews, recommendations, and product discussions, which influence their purchasing decisions. Ardiansah et al. (2024) explain that the success of social commerce depends on system quality, information quality, service quality, and user trust. These components shape user satisfaction and ultimately contribute to seller performance. Social commerce also enhances user involvement through interactive platform features that support engagement and transaction activities.

2.2 TikTok as a Digital Marketing Platform

TikTok has emerged as a highly dynamic platform due to its algorithm-driven content distribution and short-video format. Previous research shows that TikTok's recommendation algorithm plays a key role in maintaining user engagement through short-form video distribution (Zannettou et al., 2024). The platform allows creators and businesses to reach audiences quickly through personalized recommendations. Research shows that TikTok increases brand visibility and supports promotional effectiveness by combining entertainment, virality, and social interaction. These features make TikTok an effective environment for marketing activities, particularly for small businesses seeking fast exposure with minimal investment.

2.3 Short-Video Marketing

Short-video marketing leverages quick, visually appealing content to capture attention and influence consumer behavior. According to Ardiansah et al. (2024), short videos allow users to consume information rapidly, which increases engagement and retention. This format supports product demonstrations, storytelling, and emotional persuasion.

MSMEs benefit from short-video content because it communicates product value in simple and relatable ways. Short-video marketing also strengthens brand recognition and increases the likelihood of user interactions such as likes, comments, and shares.

2.4 TikTok Affiliate as a Marketing Innovation

TikTok Affiliate introduces a new approach in digital marketing by allowing users to promote products and earn commissions without financial capital. (Musyiquddin and Insiyah, 2025)

highlight that this program opens economic opportunities for digital creators, students, and small entrepreneurs. Affiliates promote products using unboxing videos, reviews, trend-based content, and storytelling techniques. These strategies improve product exposure and conversion rates. The affiliate system combines commercial incentives with content creativity, creating a marketing environment that is accessible to various user groups.

2.5 Influencer and Affiliate Marketing

Influencer and affiliate marketing rely on credibility, authenticity, and social influence. Content creators act as intermediaries who guide consumer perception through relatable content. Research suggests that influencer participation enhances customer trust and strengthens purchase intention. In TikTok's ecosystem, affiliate marketing becomes more effective because product links, reviews, and purchase options are integrated directly into the platform. This system reduces friction in the buying process and increases marketing efficiency.

2.6 MSME Branding and Consumer Behavior

MSMEs utilize TikTok to build brand identity and expand their market reach. Short-form content helps MSMEs explain product benefits, demonstrate usage, and engage consumers through creative presentation. Consumer behavior on TikTok is shaped by perceived usefulness, entertainment value, and social proof. Users rely on creator recommendations, reviews, and viral trends to make purchasing decisions. Digital literacy and content consistency influence MSME success in using TikTok as a marketing channel. TikTok content strategies significantly influence consumer purchasing decisions by shaping visual appeal, social interaction, and perceived credibility (Harahap et al., 2024).

2.7 TikTok as a Digital Economic Ecosystem

TikTok functions not only as a social platform but also as an economic ecosystem that connects creators, sellers, and consumers. The combination of short-video marketing, algorithmic distribution, and affiliate features creates an efficient digital marketplace. Literature across multiple studies emphasizes that TikTok Shop and TikTok Affiliate enhance promotional effectiveness, increase business performance, and provide income opportunities for users. This integration positions TikTok as an essential component of modern social commerce.

3. RESEARCH METHOD

This study uses a qualitative descriptive method to analyze how TikTok Affiliate functions as an innovation in social commerce through short-video marketing. The qualitative approach is used to explain concepts, patterns, and relationships found in previous studies. This method is suitable because the research focuses on understanding digital marketing behavior, platform features, and the role of content creators within the TikTok ecosystem.

The data in this study are secondary data collected from eight academic articles related to digital marketing, social commerce, TikTok Affiliate, short-video content, and MSME marketing strategies. These articles provide information about consumer behavior, algorithmic content distribution, affiliate systems, and the effectiveness of short-video marketing. The use of secondary data allows for the comparison of findings across multiple studies to identify consistent themes and patterns.

The analysis technique in this study involves content analysis. Each article is reviewed to identify key concepts that support the research focus. The analysis includes examining how short videos influence consumer engagement, how affiliate systems create economic opportunities, and how social commerce operates through platform features. The articles are

grouped based on themes such as social commerce frameworks, short-video marketing, affiliate marketing, influencer strategies, and MSME digital adoption. These themes are used to build an integrated explanation of the role of TikTok Affiliate in social commerce.

The validity of the analysis is supported by the use of peer-reviewed academic sources and consistent comparison across all articles. The research emphasizes conceptual relationships rather than numerical measurement. This approach helps explain the mechanisms that make TikTok Affiliate effective in modern marketing and allows the study to generate insights about platform-based commercial behavior.

This method provides an analytical foundation for understanding how TikTok Affiliate contributes to social commerce. It also explains how short-video content influences user decisions and supports digital economic activities. The results of this analysis are presented in the next section through synthesized findings from all reviewed sources.

4. RESULT AND DISCUSSION

The analysis of eight academic articles shows that TikTok Affiliate plays an important role in shaping new patterns of digital marketing within social commerce ecosystems. The integration of short-video content, algorithm-driven distribution, and affiliate features creates a commercial environment that supports user engagement and purchasing decisions. The first finding relates to the role of system quality and platform design in strengthening social commerce. Research shows that information quality, system reliability, and user trust significantly influence the level of usage and seller performance in TikTok Shop environments (Ardiansah et al., 2024).

These elements help create a seamless connection between content consumption and product transactions, allowing short videos to function as an effective promotional medium. The second finding highlights the effectiveness of TikTok's short-video format in capturing audience attention. Short videos allow creators to present product information quickly and visually. This approach strengthens engagement and accelerates consumer decision-making. Several studies emphasize that short-video marketing increases message retention and strengthens brand visibility for MSMEs that adopt this strategy (Harina and Pahlevi, 2023).

The ability to combine entertainment with marketing messages makes TikTok an effective space for digital promotion. The third finding shows that TikTok Affiliate creates new economic opportunities for individual users. The program allows creators and ordinary users to promote products without capital, which expands participation in digital commerce. Studies reveal that creators who apply consistent storytelling, reviewing techniques, and trend-based content achieve higher conversion potential (Musyiquddin and Insiyah, 2025).

This indicates that content creativity directly affects the success of affiliate marketing. The fourth finding concerns the relationship between affiliate activities, influencer strategies, and brand awareness. Research on cosmetic brands demonstrates that influencer credibility, content relevance, and affiliate integration significantly improve brand awareness and consumer perception.

This finding supports the view that TikTok Affiliate is not only a promotional tool but also a mechanism for shaping consumer impressions. The fifth finding focuses on Generation Z purchasing behavior. Studies on Gen Z show that digital-native users respond strongly to short, authentic, and visually clear content. TikTok Affiliate strategies influence purchase intention when creators display product usage, testimonials, and transparent recommendations.

This pattern shows that Gen Z prefers relatable content that reflects real product experiences. The sixth finding relates to MSME empowerment. Several articles emphasize that MSMEs use TikTok Affiliate to widen market access, strengthen brand identity, and increase

sales. TikTok's recommendation system helps MSMEs reach the right audience without requiring large advertising budgets (Novita et al., 2025).

By using short videos, MSMEs communicate product benefits in a simple and direct way that aligns with consumer expectations. The seventh finding concerns innovation adoption among MSMEs. Research based on the diffusion of innovation model shows that MSMEs adopt TikTok because of perceived advantages, trialability, and observability of results (Wulandari and Fahrudin, 2023).

When MSMEs observe other creators successfully using TikTok Affiliate, they are more willing to adopt the same strategy. The final finding relates to content marketing and customer reviews. Studies on online product reviews show that customer comments, creator endorsements, and interactive content strengthen consumer trust and increase brand awareness (Puteri et al., 2025).

This finding reinforces the idea that social proof is an essential component of social commerce on TikTok. Overall, the findings show that TikTok Affiliate functions as a new innovation that integrates technology, content, and user behavior into a unified social commerce ecosystem. Short-video marketing acts as the main catalyst for engagement, while the affiliate system provides economic incentives that encourage participation. The combination of algorithmic visibility, creator creativity, and social interaction creates a marketing approach that is fast, accessible, and effective for both individuals and MSMEs.

CONCLUSION

This study shows that TikTok Affiliate has become an important innovation in the development of social commerce. The integration of short-video marketing, algorithm-based content distribution, and affiliate features creates a digital ecosystem that supports user engagement and purchasing behavior. Short videos allow creators and businesses to communicate product value quickly and effectively, while the affiliate system opens economic opportunities for individuals and MSMEs without requiring initial capital.

The analysis of eight academic sources shows that TikTok's effectiveness is driven by system quality, information clarity, creator credibility, and interactive platform features. These elements strengthen brand visibility, increase consumer trust, and support higher conversion rates. MSMEs benefit from the platform because short-video content helps them reach targeted audiences, build brand identity, and expand their market access.

TikTok Affiliate also encourages innovation in digital marketing. Users adopt creative strategies such as storytelling, reviews, testimonials, and trend-based content to attract audiences. The platform functions not only as a medium for entertainment but also as a digital marketplace where economic activities are shaped by content, interaction, and algorithmic visibility.

Overall, TikTok Affiliate enhances social commerce by combining creativity, technology, and social influence into a fast, accessible, and effective marketing approach. This study contributes to a deeper understanding of how short-video marketing and affiliate systems work together to support digital economic participation and business performance on modern social platforms.

REFERENCES

- Ardiansah, M. N., Azizah, A., & Sadida, A. (2024). Social commerce success impact on business performance: Insight from TikTok Shop phenomena in Indonesia. *Accounting Analysis Journal*, 13(1), 25–33. <https://doi.org/10.15294/aa.v13i1.2778>
- Musyiquddin, & Insiyah, C. (2025). Tiktok affiliate sebagai sarana peningkatan ekonomi dalam

- pengembangan usaha digital. *Al-Tsiqoh: Jurnal Ekonomi dan Dakwah Islam*, 10(1), 64–82. <https://doi.org/10.31538/altsiq.v10i1.6906>
- Wulandari, A. A., & Fahrudin, A. (2023). Adopsi micro-vlogging TikTok oleh pelaku UMKM: Studi difusi inovasi dalam strategi komunikasi branding. *Media Wawasan: Jurnal Pendidikan dan Ekonomi*, 9(1), 37–47. <https://doi.org/10.53856/mwpje910>
- Puteri, R., Renwarin, J. M. J., & Rianto, M. R. (2025). Pengaruh content marketing dan online customer review dalam meningkatkan brand awareness pada aplikasi TikTok. *Neraca Manajemen, Ekonomi*, 23(5), 1–7. <https://doi.org/10.2324/hxp9qh59>
- Harina, & Pahlevi, R. W. (2023). Pengaruh digital marketing pada aplikasi TikTok dan literasi keuangan terhadap kinerja UMKM. *JEMBA: Jurnal Ekonomi, Manajemen, Bisnis dan Akuntansi*, 2(4), 563–574. <https://doi.org/10.53625/jemba.v2i4.6142>
- Novita, D., Kemalasari, N., Saluy, A. B., Nurrahmi, H., Andriani, J., Hanifah, & Susanto. (2025). Pemberdayaan UMKM melalui penerapan strategi marketing affiliate di TikTok. *J-Abdi: Jurnal Pengabdian Kepada Masyarakat*, 5(1), 41–46. <https://doi.org/10.53625/jabdi.v5i1.10297>
- Zannettou, S., Nemes-Nemeth, O., Ayalon, O., Goetzen, A., Gummadi, K. P., Redmiles, E. M., & Roesner, F. (2024). Analyzing user engagement with TikTok's short format video recommendations using data donations. *Proceedings of the CHI Conference on Human Factors in Computing Systems (CHI '24)*, 1–16. <https://doi.org/10.48550/arXiv.2301.04945>
- Harahap, L. M., Hafni, A. I., Pardosi, M., Nafira, T. N., Albanjari, R. H., Panjaitan, D., & Situmorang, A. S. (2024). Pengaruh strategi pemasaran konten di TikTok terhadap keputusan pembelian konsumen. *Jurnal Perubahan Ekonomi (JPE)*, 8(9), 42–46.