

# **Shopee Affiliates: How is The Pattern of Using Hashtags on Twitter in Promoting Sales Product**

## **ACADEMIC JOURNAL RESEARCH PAPER**

Compiled to Fulfill the Requirements for Obtaining a Bachelor's Degree of  
Strata I Communication Studies Program Faculty of Social and Political  
Sciences University of Muhammadiyah Yogyakarta



Arranged By:

Devira Ailen Indrasari

20190530235

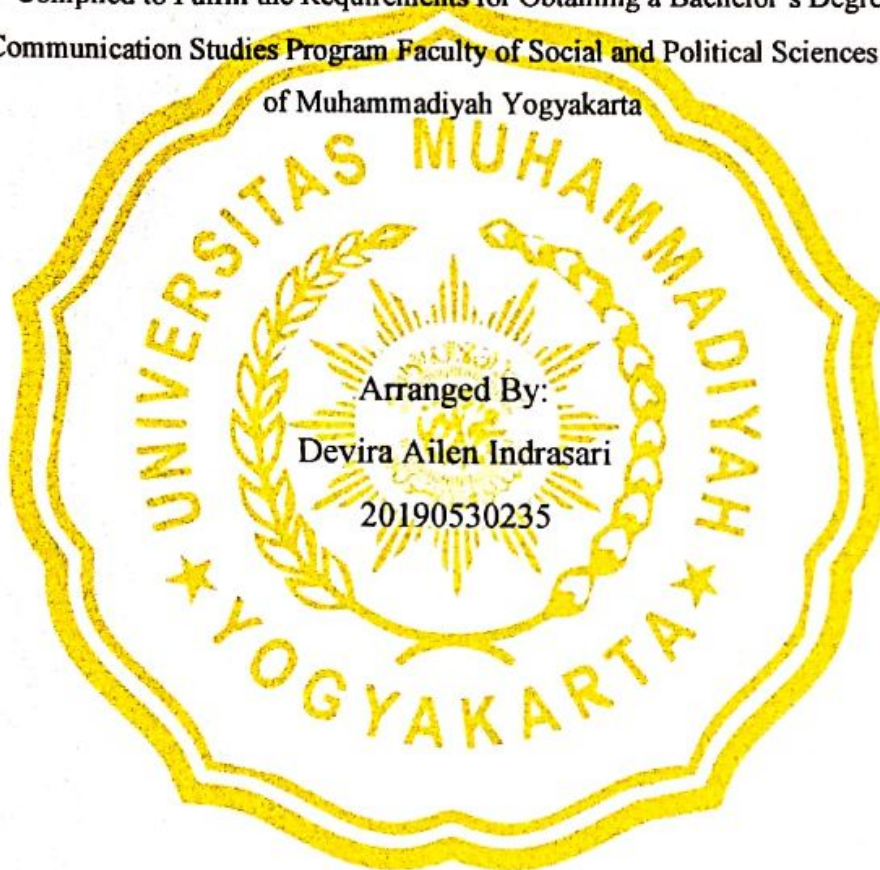
**COMMUNICATION SCIENCE STUDY PROGRAM  
FACULTY OF SOCIAL AND POLITICAL SCIENCE  
UNIVERSITY OF MUHAMMADIYAH YOGYAKARTA**

**2023**

**TITLE PAGE**  
**ACADEMIC JOURNAL RESEARCH PAPER**

**SHOPEE AFFILIATES: HOW IS THE PATTERN OF USING  
HASHTAGS ON TWITTER IN PROMOTING SALES PRODUCT**

Compiled to Fulfill the Requirements for Obtaining a Bachelor's Degree of  
Strata I Communication Studies Program Faculty of Social and Political Sciences University  
of Muhammadiyah Yogyakarta



**COMMUNICATION SCIENCE STUDY PROGRAM**  
**FACULTY OF SOCIAL AND POLITICAL SCIENCE**  
**UNIVERSITY OF MUHAMMADIYAH YOGYAKARTA**

**2023**

## RESEARCH AUTHENTICITY STATEMENT PAGE

**I made the statement below:**

Name : Devira Ailen Indrasari  
NIM : 20190530235  
Concentration : Broadcasting  
Study Program : Communication Studies  
Faculty : Faculty of Social and Political Science  
Research Paper Title : Shopee Affiliates: How is The Pattern of Using Hashtags on Twitter  
in Promoting Sales Product

Stating that the article the title “Shopee Affiliates: How is The Pattern of Using Hashtags on Twitter in Promoting in Sales Product” contains no work that has ever been submitted for a bachelor’s degree at a university, and to the best of my knowledge there are no works or opinions that have been written and published by other people, except those referred to in writing in this manuscript are mentioned in the Bibliography. If it turns out that in the journal manuscript, it is known that some works or opinions have been written or published by other people, I am willing this journal manuscript to be taken down.

Yogyakarta, 10<sup>th</sup> March 2022



Devira Ailen Indrasari

## PREFACE

### ***Bismillahirrahmanirrahim***

Praise be to Allah SWT who has given His mercy and grace in writing a thesis entitled *Shopee Affiliates: How is The Pattern of Using Hashtags on Twitter in Promoting in Sales Product can be completed*. This thesis was prepared to fulfill one of the requirements for obtaining a Bachelor's degree at the Faculty of Social and Political Sciences, Communication Studies Study Program, University of Muhammadiyah Yogyakarta.

The completion of this thesis could not be separated from the guidance and support from various parties, therefore on this occasion the author would also like to thank as much as possible to:

1. Allah SWT who has given His mercy, grace, and sustenance to me.
2. Thank you to myself for trying my best and committing to completing this thesis.
3. My lovely and greatest parents in the world, Mr. Edi Iswanta and Mrs. Nunuk Puji Rahayu who always pray, provide support psychically, emotionally, and materially.
4. HCII who held the conference.
5. Mr. Dr. Fajar Junaedi, S.Sos., M.Si. as the Head of the Communication Science Study Program at the Muhammadiyah University of Yogyakarta.
6. Mr. Filosa Gita Sukmono, S.I.Kom., MA. as the PIC of the HCII team, who has provided convenience during the author's completion of the study period.
7. Mrs. Firly Annisa, S.IP., MA., Ph.D. as a supervisor who has taken her time to guide, provide input, provide motivation during the preparation of this thesis.
8. Mr. Jafar Loilatu and Mr. Dimas Subekti who patiently guided, gave directions and gave input during the completion of this thesis.
9. All Lecturers of the University of Muhammadiyah Yogyakarta, especially Lecturers of the Faculty of Social and Political Sciences, Study Program of Communication Studies.
10. Mrs. Fithria as the staff of the Study Program of Communication Studies, thank you for patiently accompanying during the writing of this thesis.

11. To my lovely friends, Rafida 'Ilma Hanifa, Yuvi Afiani, and Isnaini Mahmudah, who were always on my side while working this thesis. Through all laughs, cries, anger, and lots of emotion at any time.
12. Friends that I met while completing this thesis, Ditha Aditya Permikasari, Anggita Indah Pramesti, Nida Amalia Aristya, Meri Noviyanti, Resti Ryhanisa, Alifya Ikhsanty Heryana, Aromah Udaningrum Kusumadewi, Elita Putri Pradipta, Puteri Cahya Safitringati, and Alfira Nurfitriana, thank you for sharing your spirit and supporting each other.
13. All my close nor not that close friends who cannot be mentioned one by one. Thank you for all your support so I can finish this thesis.

Yogyakarta, 10<sup>th</sup> March 2022



Devira Ailen Indrasari

## PRESENTATION PAGE

Praise be to Allah SWT who has given His mercy and grace in writing a thesis entitled *Shopee Affiliates: How is The Pattern of Using Hashtags on Twitter in Promoting in Sales Product can be completed.*

This thesis was prepared to fulfill one of the requirements for obtaining a Bachelor's degree at the Faculty of Social and Political Sciences, Communication Studies Study Program, University of Muhammadiyah Yogyakarta.

The author takes this topic in the hope of providing knowledge or information to academics or the public about product promotion patterns through social media, especially Twitter. In addition, the author also wants to convey that in promotional activities there is a practice of neoliberalism. The promotion encourages women to engage in consumption activities in an effort to increase self-esteem in order to achieve success. Consumption takes on a greater meaning because digital marketing deliberately describes successful and empowered individuals when engaging in the consumption activities offered by e-commerce.

The completion of this thesis could not be separated from the guidance and support of various parties, therefore on this occasion the author would also like to thank as much as possible:

1. Allah SWT who has given His mercy, grace, and sustenance to me.
2. Thank you to me for trying my best and committing to completing this thesis.
3. My lovely and greatest parents in the whole world, Mr. Edi Iswanta, and Mrs. Nunuk Puji Rahayu who always pray, provide support psychically, emotionally, and materially.
4. Mr. Dr. Fajar Junaedi, S.Sos, M.Si as the Head of the Communication Science Study Program at the Muhammadiyah University of Yogyakarta.
5. Mr. Filosa Gita Sukmono, S.I.Kom, MA. as the PIC of the HCII team, who has provided convenience during the author's completion of the study period.
6. Mrs. Firly Annisa, S.IP., MA., Ph.D. as a supervisor who has taken her time to guide, provide input, and provide motivation during the preparation of this thesis.
7. Mr. Jafar Loilatu and Mr. Dimas Subekti who patiently guided, gave directions, and gave input during the completion of this thesis.

8. All Lecturers of the University of Muhammadiyah Yogyakarta, especially Lecturers of the Faculty of Social and Political Sciences, Study Program of Communication Studies.
9. Mrs. Fithria as the staff of the Study Program of Communication Studies, thank you for patiently accompanying during the writing of this thesis.
10. To my lovely friends, Rafida 'Ilma Hanifa, Yuvi Afiani, and Isnaini Mahmudah, who were always on my side while working on this thesis. Through all laughs, cries, anger, and lots of emotion at any time.
11. Friends that I met while completing this thesis, Ditha Aditya Pernikasari, Anggita Indah Pramesti, Nida Amalia Aristya, Meri Noviyanti, Resti Ryhanisa, Alifya Ikhsanty Heryana, Aromah Udaningrum Kusumadewi, Elita Putri Pradipta, Puteri Cahya Safitringati, and Alfira Nurfitriana, thank you for sharing your spirit and supporting each other.
12. All my close and not very close friends who cannot be mentioned one by one, thank you for all your support. It means a lot for me.

In closing, the writer realizes that in this final project or thesis, there are still many things that need to be improved. Therefore, criticism, suggestions, and further research development.

## **MOTTO**

*Serenity brings success.*

(Ketenangan membawa keberhasilan)

*The pleasure of Allah depends on the pleasure of the parents.*

(Ridho Allah tergantung pada ridho kedua orang tua)



## TABLE OF CONTENTS

<b>TITLEPAGE</b> .....	II
<b>RATIFICATION SHEET</b> .....	III
<b>RESEARCH AUTHENTICITY STATEMENT PAGE</b> .....	IV
<b>PREFACE</b> .....	V
<b>PRESENTATION PAGE</b> .....	VII
<b>MOTTO</b> .....	IX
1 Introduction.....	1
2 Overview of Literature.....	2
3 Method .....	3
4 Results and Discussion .....	3
5 Conclusion .....	5
6 Reference .....	6