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The Role of Social Media in Increasing Sales on E-Commerce Platforms

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Abstract

This community service initiative seeks to improve the community's understanding and proficiency in using digital technology, specifically in online marketing through e-commerce and the Shopee Affiliate network. The seminar is intended to address the persistently poor digital literacy among micro-entrepreneurs and the general populace in effectively utilizing e-commerce platforms. Participants gain foundational knowledge of e-commerce principles, digital marketing tactics, and the procedural steps necessary to engage and generate revenue through the Shopee Affiliate program via outreach and practical sessions. The implementation methods include interactive lectures, group discussions, and practical exercises using digital devices. The activity's results indicate a substantial enhancement in participants' understanding of e-commerce and affiliate marketing, along with a renewed impetus to investigate online business prospects. This effort aims to enhance the community's economic independence and competitiveness in the digital age.

Keywords: *Community Service, E-Commerce, Shopee Affiliate, Digital Literacy, Online Marketing*

Introduction

The advancement of information and communication technology has profoundly influenced multiple facets of society, particularly within the business and trade sectors. A significant transformation is the rise of e-commerce, enabling online transactions for buying and selling without geographical constraints. Nevertheless, numerous individuals, particularly small business owners, homemakers, and youth in semi-urban to rural areas, have not fully grasped the use of e-commerce as a marketing tool and a means of supplementary income.

Challenges in the field include insufficient digital literacy and a lack of understanding within the community regarding the proper use of e-commerce platforms. Moreover, numerous micro-entrepreneurs remain unaware of affiliate marketing initiatives such as the Shopee Affiliate Program, which can offer income opportunities without requiring product ownership. This comprehension deficiency impedes the community's economic growth in the contemporary digital age.

Numerous prior studies have emphasized the significance of digital education in facilitating economic inclusion via technology. Research by Prasetyo & Nugroho (2022) demonstrates that e-commerce training markedly improves the capacity of micro, small, and medium companies (MSMEs) to promote products online. This research has not specifically examined the incorporation of affiliate programs such as Shopee Affiliate, which offer income opportunities with minimal entry requirements. This signifies a research deficiency that this community service initiative seeks to address.

This community service program aims to tackle these challenges through an educational session. This session will educate attendees on e-commerce and provide technical information and practical tactics for using the Shopee Affiliate network. This activity's efficacy is rooted in its pragmatic approach, tailored to local requirements, and in the provision of readily accessible digital income opportunities for individuals with internet access.

Method

The STMIK Mardira Indonesia Community Service Team employed a descriptive qualitative research methodology for this community service initiative, structured as an educational seminar and practical training session. The activity design adhered to a participatory outreach approach, in which participants actively engaged in receiving information, participating in debates, and applying it practically through digital platforms.

1. Research design

The activity design phase has three primary stages:

- a. Preparation entails organizing materials, identifying the venue and participants, and securing necessary licenses.
- b. Implementation occurs through seminars and practical exercises focused on e-commerce and the Shopee Affiliate program.
- c. Evaluation entails administering straightforward pre-test and post-test questionnaires to assess participants' comprehension prior to and following the activity.

2. Population and research

The participants in this exercise comprised the general public, including small company proprietors, homemakers, and adolescents from the Dunguscariang region of Bandung City. A cohort of 25 individuals, recruited through purposive sampling, was chosen based on their willingness and interest in digital business.

3. Data Collection Techniques and Instrument Development

Data was gathered via direct observation during the activity, documentation, and the distribution of questionnaires to assess alterations in participants' comprehension levels. The instruments employed included:

- a. Pre-test and post-test questionnaires
- b. Guidelines for participant observation
- c. Evaluation sheets for activities completed by participants

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4. Analysis techniques

Data analysis was performed using a descriptive-qualitative methodology. The pre-test and post-test questionnaire data were used to assess participants' comprehension by comparing the initial and post-test responses. Simultaneously, observational data were examined to evaluate participant involvement and the efficacy of information presentation.

a. Tools and materials

The activities employ laptops, projectors, internet connectivity, and both printed and digital resources as instructional materials. The Shopee platform, along with supplementary tools such as WhatsApp and Google Forms, is used throughout practical and evaluation sessions.

b. Presence of researchers and informants

The researcher served as a facilitator and resource individual throughout the activity. The exercise engaged informants from local community leaders who facilitated participant coordination and the implementation site. The event occurred at the local neighborhood association (RW) meeting hall and lasted an entire day on June 23, 2025. The validation of the activity outcomes was conducted by participant assessment and documentation of the activity.

Results and Discussion

This community service event was conducted effectively, engaging 25 individuals from diverse backgrounds, predominantly small-business proprietors and homemakers. The event was held in person for an entire day, featuring presentations, practical exercises, and interactive discussions. The objective of improving the community's understanding of

e-commerce and the Shopee Affiliate program has been achieved, as demonstrated by pre-test and post-test statistics and field observations.

1. Answering Research Problems and Questions

This research primarily addresses the community's limited comprehension of e-commerce and the Shopee Affiliate program as a potential income source. The findings demonstrate a substantial enhancement in participants' comprehension. The mean post-test score rose by 38% relative to the pre-test score. Furthermore, during the practical session, 70% of participants successfully established a Shopee Affiliate account and understood the process of sharing product links to earn commissions.

2. Method of Obtaining Findings

Findings were obtained through:

- a. Pre-test and post-test assessments to evaluate enhancements in cognitive knowledge.
- b. Direct observation to evaluate participants' engagement in the process of creating affiliate accounts and comprehending their functionality.
- c. Group discussions revealed that the majority of participants began to see the affiliate system's potential as a source of passive income.

3. Interpretation of Findings

These findings indicate that an effective teaching strategy can swiftly and significantly improve the community's digital literacy. Individuals who were once mere consumers on e-commerce platforms are increasingly recognizing their potential as affiliates capable of generating cash through product marketing. This underscores that direct training interventions are more efficacious than solely lecture-based methods in technological literacy.

4. Relation to Existing Knowledge

The findings of this activity align with prior research by Prasetyo & Nugroho (2022), which asserts that digital training can enhance the

capabilities of micro, small, and medium enterprises (MSMEs) in online marketing. This activity provides a novel addition by emphasizing affiliate programs, which have seldom been explored in other community service initiatives.

5. New or Modified Theory

These findings offer opportunities to formulate new theories of digital economic empowerment through affiliate marketing. Theories of MSME empowerment have predominantly focused on the production and distribution of commodities to date. Nonetheless, through affiliate marketing, individuals can participate in the digital distribution network without being producers. This activity can serve as a basis for adapting technology-based economic empowerment ideas to be more inclusive and responsive to the digital ecosystem.

This article outlines the community service initiatives performed by STMIK Mardira Indonesia.



Figure 1. Socialization of E-Commerce Introduction



Figure 2. Pre-test and post-test activities



Figure 3. Submission of Certificates to Community Service Supervisors



Figure 4. Handover of Supervising Lecturer Certificates to Participants



Figure 5. Certificate Delivery to Participants

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Figure 6. Presentation of Souvenirs



Figure 7. Photo of Joint Activities

Conclusion

The community service initiative, comprising a seminar and training on E-Commerce and the Shopee Affiliate program, effectively improved the community's comprehension and digital competencies, especially in leveraging digital platforms as alternative income sources. The pre-test and post-test findings demonstrate a notable enhancement in participants' knowledge, while practical experience solidified their technical proficiency in utilizing the affiliate program.

This initiative not only addresses the problem of inadequate digital literacy within the community but also provides a concrete benefit by helping individuals become more adaptable to technological and digital economic advancements. This effort, grounded in local requirements, enhances the comprehension of inclusive digital economic empowerment.

Subsequently, it is advisable to expand analogous activities on a broader, more sustainable scale, facilitated by collaboration among educational institutions, government bodies, and digital platforms. This study advances the field of technology-driven community service by asserting that affiliate systems can serve as a mechanism for digital economic empowerment free of financial constraints, thereby rendering them significantly pertinent to the broader community in the context of digital transformation.

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