

ABSTRACT

This study aims to analyze the digital communication strategies used by affiliates in marketing fashion and beauty products on the Shopee e-commerce platform through Instagram social media. Shopee was chosen as the object of research because of its success in utilizing digital marketing, especially through the Shopee Affiliate program, which allows affiliates to earn commissions by selling other parties' products. This research uses an interview method with nine active affiliates on Instagram. The results of the analysis show that communication appeals are dominant in two main concepts, namely rational and emotional appeals. In addition, the social media influencers in this study demonstrated high source credibility, especially in terms of attractiveness and trustworthiness.

Keyword: *Digital Communication, Affiliate Marketing, Fashion & Beauty, Shopee E-commerce.*