

ABSTRACT

This research aims to find out how the persuasive communication strategy of affiliate content @.mamah_anin account through TikTok social media. In this study, the researcher conducted a study using Persuasive Communication Theory based on three Persuasive Communication Strategies of Melvin L. DeFleur and Sandra J. Ball Rokeach, which is a psychodynamic, sociocultural, and meaning construction strategy. The research method carried out by the researcher is qualitative descriptive. This research uses observation, interview, and documentation. The number of informants in this study consists of 1 (one) core informant and 3 (three) supporting informants who are followers of the TikTok account @.mamah_anin. The research result show that the TikTok account @.mamah_anin has successfully integrated three persuasive communication strategies Melvin DeFleur and Sandra J. Ball Rokeach simultaneously to increase affiliate sales conversion. First, in the psychodynamic strategy, successfully manipulating the internal factors of the audience so that they want to buy products through affiliate links which are commonly called yellow baskets. Second, in sociocultural strategy, creators take advantage of the social environment or TikTok trends by positioning their affiliate products as products that are viral or widely used by certain social groups, such as fellow housewives and young women. Third, in the meaning construction strategy, the creator does consistent jargon towards the product so that it succeeds in attracting the audience and maximizing the Persuasive Communication Strategy process.

Keywords: *Persuasive Communication Strategy, Content, Affiliate, TikTok.*