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# Challenges Faced by FKIP Students at Lambung Mangkurat University in Optimizing Affiliate Marketing

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**Abstrak**

Dalam beberapa tahun terakhir, affiliate marketing mulai muncul sebagai salah satu peluang potensial bagi mahasiswa, khususnya di FKIP Universitas Lambung Mangkurat, untuk memperoleh tambahan pendapatan di tengah meningkatnya biaya kuliah dan kebutuhan hidup. Meski demikian, praktik di lapangan menunjukkan bahwa mahasiswa sering kali menghadapi sejumlah kendala yang dapat mengurangi efektivitas maupun potensi penghasilan dari aktivitas ini. Penelitian ini berfokus pada analisis berbagai tantangan yang dihadapi mahasiswa dalam memanfaatkan affiliate marketing, baik yang bersumber dari faktor eksternal seperti perubahan kebijakan komisi, maupun dari faktor internal seperti manajemen waktu dan motivasi. Penelitian dilakukan dengan menggunakan metode kualitatif melalui observasi langsung, wawancara mendalam, serta dokumentasi untuk menggali pengalaman mahasiswa secara lebih detail dalam menjalani program affiliate marketing. Hasil temuan mengungkap bahwa ketidakpastian kebijakan komisi, rendahnya motivasi, serta kesulitan dalam membagi waktu antara kewajiban akademik dan kegiatan pemasaran menjadi hambatan utama. Dengan pemahaman yang lebih mendalam terhadap tantangan tersebut, diharapkan mahasiswa dapat merumuskan strategi yang lebih efektif untuk mengatasinya, sehingga affiliate marketing benar-benar dapat dimaksimalkan sebagai sumber pendapatan tambahan yang berarti.
**Kata Kunci:** Tantangan, Affiliate Marketing, Mahasiswa FKIP.

**Abstract**

In recent years, affiliate marketing has emerged as a potential opportunity for students, particularly those at the Faculty of Teacher Training and Education at Lambung Mangkurat University, to earn additional income amid rising tuition fees and living costs. However, practice in the field shows that students often face a number of obstacles that can reduce the effectiveness and earning potential of this activity. This study focuses on analyzing the various challenges faced by students in utilizing affiliate marketing, both those arising from external factors such as changes in commission policies and internal factors such as time management and motivation. The research was conducted using qualitative methods through direct observation, in-depth interviews, and documentation to explore students' experiences in more detail in undergoing affiliate marketing programs. The findings reveal that uncertainty in commission policies, low motivation, and difficulties in balancing academic obligations and marketing activities are the main obstacles. With a deeper understanding of these



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challenges, it is hoped that students can formulate more effective strategies to overcome them, so that affiliate marketing can truly be maximized as a meaningful source of additional income.
**Keywords:** Affiliate Marketing, Challenges, FKIP Students**.**

## Preliminary

In recent years, affiliate marketing has experienced significant growth and has become one of the options for students to earn additional income amid rising tuition fees and living expenses. Through this business model, individuals can market other companies' products or services and earn commissions on every purchase made through the affiliate link they share. "Affiliate marketing offers a flexible and low-cost way for individuals to generate income, especially among the younger generation who are skilled in digital technology." With the abundance of social media platforms available, students have greater opportunities to reach a wider audience, making affiliate marketing an attractive and relevant option for exploring entrepreneurial potential (Hartini & Fasa, 2022).

The advancement of media digitalization has given rise to Affiliate Marketing as one of the promotional strategy options amid the rapid use of online media. Therefore, affiliate marketing is now part of a rapidly growing digital marketing strategy. Digital marketing itself can be understood as promotional and sales activities for products or services that leverage digital technology (Brilianita & Sulistyowati, 2023). With its relatively low costs and the involvement of individuals in online marketing of products, affiliate marketing is increasingly favored by businesses.

Affiliate marketing is a form of digital marketing strategy that utilizes affiliate links distributed with the aim of generating revenue from product sales (Putro dkk., 2024). This method works by providing a commission for every successful sale. For example, when an affiliate successfully sells a specific product or service, the company or brand owner will automatically provide a commission. Thus, affiliate marketing creates a mutually beneficial relationship, both for sellers who use this strategy and for affiliates who play a role in promoting products (Kinanthi & Kusuma, 2025).

Students play an active role in the Affiliate Marketing program, which is one alternative for earning additional income. This program is relatively easy to run because it does not require capital and can be done anywhere, thus providing a great opportunity for students to practice in the business world. Many of them take advantage of this opportunity by presenting themselves as content creators and acting as affiliates (Yanti dkk., 2023)

Although affiliate marketing offers many opportunities for students to earn additional income, in reality there are many obstacles they face in the implementation process (Maulida



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dkk., 2025). Many students are highly motivated to explore the world of digital business through this affiliate program, but this enthusiasm is often not in line with the reality in the field. The challenges that arise can stem from internal or external factors. Internal factors include limited knowledge, digital skills, and suboptimal time management due to having to divide focus between lectures and business activities (Sabina dkk., 2025). Meanwhile, external factors can include changes in commission policies from affiliate providers, increasingly intense competition, and shifts in market trends that affect marketing strategies (Indrawati dkk., 2025).The combination of these internal and external factors has the potential to hinder students in optimizing affiliate marketing as an additional source of income (Saragih dkk., 2025). Therefore, this study aims to identify and analyze the various challenges faced by FKIP Lambung Mangkurat University students in running affiliate marketing programs, so as to provide a more comprehensive understanding of the opportunities and obstacles encountered by students in running digital businesses.

## Method

This study was conducted using qualitative methods. The qualitative approach focuses on results that are presented descriptively through in-depth explanations and describe conditions as they are without manipulation (Pahleviannur dkk., 2022). In the context of research on the obstacles faced by FKIP Lambung Mangkurat University students in running affiliate marketing, a qualitative approach was used to gain an in-depth understanding of the challenges they faced. Data was obtained through in-depth interviews with students who had been active in the Affiliate Marketing program for at least three months, focusing on challenges such as changes in commission policies, laziness, and time management. Secondary data was also collected through literature studies. The data collection process was carried out through observation, interviews, and documentation, followed by data analysis using reduction, presentation, and conclusion drawing techniques. The purpose of the study was to identify the challenges that hinder the effectiveness of the affiliate marketing program for students.

## Results and Discussion

According to Prayitno Lutfia Affiliate Marketing is a commission-based marketing method, where product owners reward individuals who promote their products to others (Lutfia & Wulandari, 2025). Individuals who carry out this promotion are called Affiliates. If an Affiliate successfully attracts consumers' attention so that they visit the promoted website and then make a purchase, the Affiliate is entitled to a commission from the result. In other words, Affiliate Marketing can be



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understood as a form of advertising collaboration, where someone helps market a particular product and will receive a commission when the promotion results in a transaction.

In conducting affiliate marketing, students at the Faculty of Teacher Training and Education, Lambung Mangkurat University often face various obstacles that can reduce their effectiveness and earning potential. These obstacles arise from various sources, both external and internal. Externally, changes in affiliate platform policies, such as adjustments to commission structures or program closures, can create significant uncertainty for students. This uncertainty often makes them hesitant in determining the right marketing strategy, thereby hindering their efforts to maximize their income (Rahman dkk., 2024).

In addition to challenges arising from external factors, internal aspects also play an important role in the success of affiliate marketing. Many students find it difficult to manage their time between academic demands and affiliate marketing activities (Triyono dkk., 2025). The inability to manage time wisely can cause stress and reduce their performance in both areas. In addition, motivation is also a challenge that cannot be ignored; laziness and lack of discipline often prevent students from consistently creating interesting and relevant content.

By understanding these various obstacles, it is important for this study to delve deeper into students' experiences in facing existing challenges. A deep understanding of the obstacles faced will not only help students find better solutions, but also provide insights for parties involved in developing more effective affiliate marketing programs. Therefore, this discussion will include a comprehensive analysis of the various challenges faced by students, as well as their implications for the experiences and results they obtain from affiliate marketing programs (Syarifuddin dkk., 2025).

According to Rollings and Ernest, challenges are understood as forms of competition or obstacles that arise in an activity. These challenges can encourage individuals to overcome obstacles and win competitions in order to achieve success. FKIP Lambung Mangkurat University students who participated in this program also faced various challenges (Hayyan dkk., 2024). Some of these challenges can be described as follows:

**Unpredictable changes in commission policies**

In the world of digital marketing, affiliate marketing has become one of the most popular strategies for generating performance-based revenue. However, one of the main challenges often faced by affiliates is the uncertainty of commission policy changes (Saswili dkk., 2024). Affiliates find it difficult to predict their income because commission changes can occur at any time, whether in the form of a decrease in commission percentage or changes



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in the payment structure. If commissions are significantly reduced, affiliates' promotional efforts may not be proportional to the income they earn. This is in line with an interview conducted by researchers with Tuti Roji'ah, a 2021 English major student at the Faculty of Teacher Training and Education, Lambung Mangkurat University, who explained that;

> "I'm participating in the Shopee affiliate program, and sometimes the commission policy can change. So, there are three categories of affiliates: first, beginner affiliates get a 2% commission per product, then there are influencer affiliates who also get 2%, and finally, partner affiliates get 5%. Sometimes Shopee changes the policy, sometimes it goes up, sometimes it drops to 1%, so people can get discouraged. Now, Shopee has a new policy where if an affiliate doesn't register their NPWP, their account gets blocked". (Interview on November 11, 2024)

Unpredictable changes in commission policies in affiliate marketing practices are one of the factors that can affect the stability of the affiliate system, both from the perspective of affiliates and program providers. This uncertainty in commission policies often has a significant impact, especially for affiliates who depend on affiliate marketing activities for their income. One of the main impacts that arises is income fluctuation. These fluctuations reflect a situation where affiliate income cannot be predicted with certainty due to changes in the commission structure set by the company. In this context, affiliates face a fairly high economic risk because their income is unstable and difficult to use as a basis for long-term financial planning (Lutfia & Wulandari, 2025).

According to the Big Indonesian Dictionary (KBBI), fluctuation is defined as the ups and downs of prices or conditions that experience unpredictable changes, usually influenced by supply and demand factors (KBBI, 2024) . This definition can be applied to the context of affiliate income, where the amount of commission received fluctuates due to company policy. This instability not only affects the personal finances of affiliates, but also has the potential to reduce their motivation in implementing marketing strategies. Affiliates who are accustomed to receiving a certain amount of commission may feel aggrieved when the company suddenly reduces the commission percentage without clear notification (Nur'aini dkk., 2025). This situation shows that policy consistency is very important in maintaining the sustainability of the affiliate system and the trust of the partners involved in it.

In addition to affecting individual affiliates, fluctuations in income due to changes in commission policies can also have an impact on the broader economy. Rapli explains that income fluctuations have direct implications for people's purchasing power, which in turn can affect consumption levels and sales of goods and services (Rapli, T. M. (2024). This means that when affiliates experience a decline in income, their ability to consume products or



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services also declines. This impact then has the potential to create a domino effect on companies that rely on the affiliate system as one of their distribution channels. Thus, inconsistent changes in commission policies not only harm affiliates, but can also disrupt market balance on a broader scale (Mutiani dkk., 2024).

**Laziness**

Affiliate marketing requires continuous content creation, product research, and promotion (Khalid, 2024). Laziness can cause affiliates to be inconsistent in carrying out these tasks. Laziness causes affiliates to procrastinate on important tasks, such as optimizing marketing strategies or evaluating promotion results, making it difficult to achieve long-term goals. This is in line with an interview conducted by the researcher with Nada Rafila Budianto, a 2021 Geography student at the Faculty of Teacher Training and Education, Lambung Mangkurat University, who explained that;

> "In my opinion, one of the biggest challenges during my time in the affiliate marketing program is fighting laziness. Sometimes I'm in a good mood, but other times I'm not. Meanwhile, this affiliate program requires us to be consistent in order to maintain stable traffic. If I am lazy about creating content, it can reduce traffic. Therefore, when I am too lazy to create new content, I choose to repost old content" (Interview on November 8, 2024).

Laziness is a psychological condition that individuals often experience in their daily activities. This phenomenon is generally characterized by a tendency to avoid productive activities, either for unclear reasons or for no reason at all. Laziness can be understood as a state in which the mind and body prefer activities that have no significant function or that require little energy, so that individuals tend to be passive. From a psychological perspective, laziness is closely related to the mechanism of avoidance of cognitive and physical burdens, so that a person prefers short-term comfort rather than involvement in activities that require effort. In line with this, Monica (Saragih dkk., 2025).

Argues that laziness is an activity where we prefer to do nothing rather than do something. This definition shows that laziness is not merely a behavior of procrastination, but also a passive choice that reduces productivity and hinders an individual's potential to achieve their goals. Therefore, it can be concluded that laziness is a significant obstacle to personal development and performance, especially when this behavior has developed into a permanent habit.

Laziness often arises and occurs due to various factors, such as a lack of motivation to do certain activities, physical or mental fatigue, and unclear goals or priorities (Bramanto dkk., 2025). In addition, an unfavorable environment or distractions can also exacerbate



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laziness, as can people around us who do not care about each other. Furthermore, Kautsar argues that laziness can arise either intentionally or unintentionally. Unintentional laziness occurs when we think about resting our bodies and minds for longer than we should, dependence, and the habit of procrastinating, as well as unintentional factors such as fear of failure, depression, doubt, fatigue, distractions , and a lack of vitamins in the body that make us feel lethargic (Farikah dkk., 2023).

**The Difficulty of Time Management**

In today's digital age, some FKIP Lambung Mangkurat University students are trying to find additional sources of income outside of their academic activities. One increasingly popular alternative is affiliate marketing, which involves earning income by promoting products or services through affiliate links. However, despite its potential for financial gain, balancing affiliate marketing with academic responsibilities at university is no easy feat (Sari & Ingtias, 2024).

The busy college schedule, coupled with the responsibilities of working as an affiliate marketer, often poses a major challenge in terms of time management. Students must be able to divide their attention between attending lectures, completing academic assignments, and implementing marketing strategies for the products they promote. The inability to manage time effectively can lead to stress, decreased academic performance, and even negative impacts on their marketing results. This is in line with an interview conducted by researchers with Safaatin, a student at the Faculty of Teacher Training and Education, Lambung Mangkurat University, majoring in Civic Education, class of 2021, who explained that;

> “Lately, I haven't been creating much content because I have a lot of assignments to complete, especially since I'm currently busy with my studies, so my work is a little out of control. My main goal here is to finish my studies, so I have to complete my mandatory assignments first. I also signed up for affiliate marketing as a side job because I feel that affiliate marketing provides me with passive income. so if possible, I will try to fulfill my obligations first.” (Interview on November 6, 2024)

An analysis of the obstacles faced by FKIP Lambung Mangkurat University students in running affiliate marketing has revealed various significant challenges that affect the effectiveness and results of this program (Fadila dkk., 2024). These obstacles, which include changes in affiliate platform policies, difficulties in time management, and psychological factors such as motivation and discipline, all contribute to a complex and often challenging experience for students. By understanding these various aspects, we can see that success in affiliate marketing depends not only on technical skills or product knowledge, but also on the individual's ability to adapt to the existing dynamics.



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## Conclusion

Based on an analysis of the obstacles faced by FKIP Lambung Mangkurat University students in optimizing affiliate marketing, it can be concluded that there are various challenges that affect their effectiveness and income potential. These obstacles include external factors such as frequent and unpredictable changes in commission policies from affiliate platforms, as well as internal factors including difficulties in time management and low motivation. Students are often caught up in busy academic routines, making it difficult to remain consistent in creating content and implementing effective marketing strategies. In addition, uncertainty regarding income from affiliate marketing can cause anxiety and frustration, which in turn can reduce enthusiasm for participating in this program. By understanding these various obstacles, it is important for students to develop more effective strategies for managing time and improving self-discipline. This research also provides insights for relevant parties, including affiliate program managers, to design programs that are more supportive and responsive to students' needs. Thus, it is hoped that students can maximize the potential of affiliate marketing as a significant source of additional income, while still fulfilling their academic obligations optimally.

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