***ABSTRACT***

Company targets can measure the success and failure of the company. The non-achievement of the Digital Platform Karir.mu revenue target based on partner referrals is a concern for this company. Therefore, research was conducted on determining the appropriate program to increase DP Karier.mu income based on sales of training programs through partner referrals. This research uses qualitative and quantitative research, using Interpretative Structural Modeling (ISM) and Analytic Hierarchy Process (AHP) methods. The results of this study show the relationship between 17 indicators that affect the increase in the use of referral links through partners from the results of using ISM when processing data. After determining the 4 programs formed from the ISM model, then the program priorities are determined based on 4 program determination criteria, including duration, capital, benefits and risks of program implementation. The results of processing using the AHP method were found that the criteria with the highest priority were profit with a weight of 0.564, as well as an income increase program through the distribution of training program referral links based on the location of the training implementation as the program with the highest weight, which was 0.374 and an income increase program through the distribution of training program referral links based on information about the social media of the training provider institution as the program with the second highest weight, which is 0.282. Therefore, 2 proposals for implementing training programs are proposed based on the location of the training implementation, and 5 proposals for implementing training programs based on information regarding to the social media of the provider institution.

Keywords : link referral, ISM, indicator, AHP, program