

## Monetization Data Through the Whaff Reward Application (Case Study on Smartphone Users)

Parlindungan<sup>1</sup>, Hari Supriyadi<sup>2</sup>, Muhammad Rozahi Istambul<sup>3</sup>, Dani Hamdani<sup>4</sup>,  
Endang Amalia<sup>5</sup>, M.Benny Chaniago<sup>6</sup>

parlindungan.mt@widyatama.ac.id<sup>1</sup>, hari.supriyadi@widyatama.ac.id<sup>2</sup>, rozahi.istambul@widyatama.ac.id<sup>3</sup>,  
dani.hamdani@widyatama.ac.id<sup>4</sup>, endang.amalia@widyatama.ac.id<sup>5</sup>, benny.chaniago@widyatama.ac.id<sup>6</sup>

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**Abstract:** In this increasingly rapidly developing era, there are more technological advances, therefore more and more technology users, one of which is smartphones. Many new things have sprung up that make human life easier, one of the results of this smartphone revolution is the increasing number of smart applications, one of which is an amazing money-making application that is widely used by teenagers is the "Whaff Reward" application. In this application you can use it to get money with a dollar amount, just by doing the tasks you are told to do. With the Whaff Reward application, teenagers can easily earn money.

**Key word :** Data Monetization, Monetization.

### 1. Introduction

Along with the development of the world and continues to experience changes, including in terms of economy. The economy that has developed makes business leaders use it as an opportunity to develop their business in the event of a technology invasion. Plus the characteristics ranging from adolescents to adults who like or have a special interest in rewards and cashback. Due to the large number of enthusiasts who refer to this phenomenon, researchers found an application called "Whaff Reward".

The 'Whaff Reward' application makes users feel comfortable and safe in using it as a money-making tool, because in this application the rewards that users get are the result of the users themselves so that there is transparency with the application developer.

### 2. Literature Review

#### Whaff Reward

The money-making application that is most loved by many people and the one that gives the most prizes and also the most prizes is Whaff Reward. In the whaff reward application, there are lots of tasks (work that can be done and will be rewarded) that can be done. The more tasks there are, then it is also directly proportional to the more rewards you will get. The tasks provided by whaff rewards are very diverse. Starting from the rewards of installing applications and so on.

Whaff Reward is an advertising medium as well as a Paid per Download application with the developer and user segments. Among them, the number of attacks on the security of the e-money system will trigger concerns for Whaff Reward application users. (Richie Mahfud Ahmed, 2017).

#### Data Monetization

Monetization can be defined as the process of converting something that initially only has a use value into something that has a selling value. In short, monetization is defined as advertising "cashing". Basically, it's a subtle way of talking about how someone can make something commercialable. Monetization can be said to be a wage system to appreciate the perpetrators. One example for monetization data is YouTube giving rewards to YouTube creators or YouTubers if they have become YouTube partners (Orah, 2010; Ncube & Koloba, 2020; Lgbokwe, 2020; Dr. Kithatu & Dr. phillips, 2020; Gil et al., 2020; Gumus et al., 2020).

### 3. Results and Discussion

Based on the results of observations made by researchers, the Whaff Reward application is quite useful for smartphone users, where using this application is one way to get money easily. And it is useful for smartphone users and this is also included in monetization data. Users can earn money by downloading an application called Whaff Reward on their smartphone. With this application, it can provide an opportunity for anyone and is open freely to be able to participate in this dynamic with the opportunity to get rewarded. The following are ways to get money from the Whaff Reward application:

1. Download the Whaff Reward application on the Playstore or AppStore.
2. Click the login button / login via facebook.

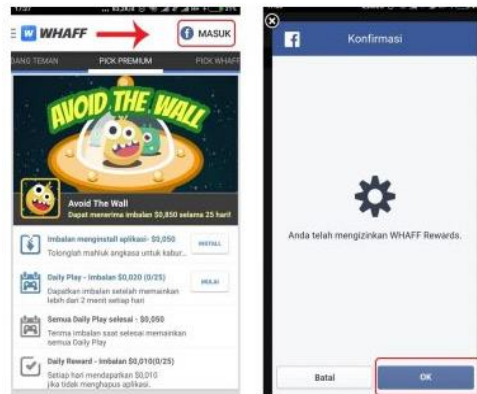


Figure 1. Whaff interface

3. Collect To get money you can do existing tasks such as:
  - a. Installing applications, will be rewarded every time you install the application
  - b. Daily Play or rewards for opening the application at least once a day
  - c. Daily Play Finish is a reward if all daily play missions have been fulfilled
  - d. Daily Rewards are the rewards you get if you don't delete the application within a predetermined period of time.

Money / rewards that will be obtained from doing tasks vary from 0.01 dollars to 1 dollar. The money obtained will be stored as a whaff balance, and can be withdrawn if the balance reaches 10 dollars.

4. To withdraw the Whaff balance, make sure the balance has reached 10 dollars, then in the Whaff Reward application click the Payout Request menu

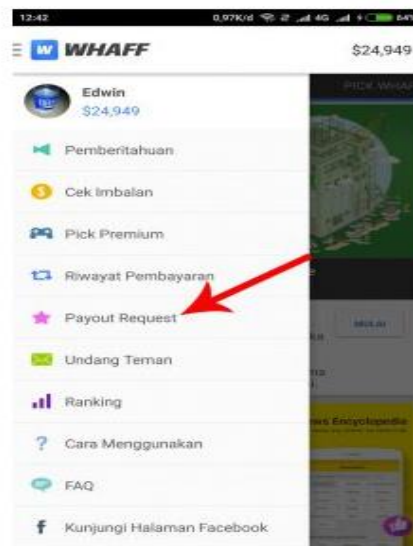


Figure 2. Whaff Reward application

5. Click select the exchange option, to withdraw into money you can choose to exchange via paypal which can later be cashed into a Bank Indonesia account. To exchange it for credit, you can choose the Credit option and enter the phone number directly. To exchange it into Giftcards such as Steam, Google Play, iTunes, etc., you can directly select it and the giftcard code will be sent immediately and checked on the 'Check Gift Code' menu.

6. After completing the exchange, the prize will be sent immediately within 3 working days at the latest.

#### 4. Conclusions

The conclusion that we can take is that the Whaff Reward application is very useful for smartphone users who want to get money, pulses, and vouchers for free by just playing the missions listed on the application so that it allows all those who do have a desire to easily get it. rewards in the Whaff Reward application.

#### Suggestions

Hopefully the shortcomings of this research can be evaluated in further research regarding Whaff Rewards so that it will provide more benefits to the next readers.

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