

ABSTRACT

Information technology rapid revolution effect the development of media of information that supported by high technology,where those media has been developed from simple shape became sophisticated one. So that the complex rate of human mobility and activity doesnt became the transfer information problem.Along with the information technology revolution especially the internet that growing rapid and fast, the bussinesman must be able to make the changing of their marketing program,so that they can survive in the thight competition nowadays.This also happen to the gramediacyberstore.com. This final work will design a viral marketing program for the online book store gramediacyberstore.com. to face the thight competition.

The design is needed to ease companies in using this viral marketing program and also give the blueprint for company to integrate this viral program marketing into site gramediacyberstore.com.

With this viral marketing program, every customer who buy the book at gramediacyberstore.com. has a chance to get additional income,if that customer can recommendate the product satisfaction to another customer without a must of selling product.

The viral marketing program design gives shopping alternative to the customer of gramediacyberstore.com. This program also expected to increase quantity of the customer of gramediacyberstore.com. that also directly insrease the quantity of the visitor of gramediacyberstore.com.

Key Words : Internet, Marketing Program, Viral Marketing

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