

ABSTRACT

An enterprise that moves in product marketing, determining strategy for increasing profit is very necessity. An opinion site that implement “Marketing in Venus” model will be build to fulfill this purpose.

In this final project will build, implement, analyze the effectiveness of opinion site that implement “Marketing in Venus” model. Opinion site is an independent site and has its own system, connecting with e-shops by links. The analysis will be examined from accession traffic, customer opinion and behavior which appropriate with fixed parameter, so it can give recommendation for enterprises for the next development.

Key Words: accession traffic, e-commerce, opinion, “Marketing in Venus” model.