

ABSTRAK

Internet telah dijadikan sebagai media untuk mendapatkan penghasilan baik sebagai penghasilan utama maupun tambahan yang menyebabkan banyaknya *online shop* yang bermunculan. Banyaknya *online shop* tersebut menyebabkan dibutuhkan sarana untuk pengiklanan *website online shop* tersebut, sehingga muncullah *website Paid to Click*.

Website Paid to Click menjadi tempat untuk melakukan *advertising* dan juga sebagai sarana untuk mendapatkan penghasilan. Pengguna *internet* dapat berperan sebagai pemilik *advertisement*, atau menjadi pelihat *advertisement*. Pemilik *advertisement* dapat mendapatkan keuntungan seperti meningkatnya *traffic website*, banyaknya pengunjung *website*, dan semakin banyak yang mengetahui keberadaan *website* tersebut, sebagai pelihat *advertisement* akan mendapat keuntungan mendapatkan komisi.

Kata kunci : *internet, advertising, Paid to Click*

ABSTRACT

Internet has been used as a medium to get a good income as a primary or additional income that causes the number of online shops that sprung up. Number of online shop was caused required a means for advertising the website online shop, so came the Paid to Click websites.

Website Paid to Click a place to do the advertising and also as a means to generate revenue. Internet users can act as the owner of advertisement, or a seer advertisement. Advertisement Owners can get benefits such as increased website traffic, many website visitors, and the more who know the existence of the website, as a seer advertisement will benefit get a commission.

Keywords: internet, advertising, Paid to Click

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