

## ABSTRACT

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*The research was based on the type of cuisine in the city of Bandung which are visited by the many customer namely Korean Restaurant. There are three restaurants the most sought after Korea namely Mujigae, Wonjo, Seorae. Korea food much sought after by consumers because it tastes good also because viral. Viral marketing is a strategy that stimulates people to deliver marketing messages to others, thus creating a huge growth potential in exposure and impact of the message. The research methodology used in this research is qualitative method. The collection of data through observation, and interviews. The results of this study showed that Viral Marketing is effective in marketing online, make it easier for consumers to choose online Korea restaurant in accordance with the recommendations of others, recommend to others, the ease of communicating, the response to consumers faster and ease in finding the desired information. Viral marketing is effective in restaurant Mujigae experience increased 9% in a period of one year, Wonjo experience increased 6.98% for a period of eight months, and increase Seorae 6% in a period one year.*

*Keyword: Viral Marketing, Korean Restaurant, Korean Food*