

ABSTRACT

Tight competition on telecommunication area make every business doers should have sharp intelligence to see change and market opportunity for attract their customer. Many new product have been produce by all business doers to hold on company consistency for facing hard competition. Included PT. Telekomunikasi, Tbk as one of the telecommunication company that has a big name in telecommunication area.

PT. Telekomunikasi, Tbk on it's annual report, 2003, have reported that income enhancement from SMS (Short Message Service) are 121,1%. Because of that TELKOM try to optimize existing SMS network to get maximal revenue. TELKOM see a chance on advertising area, that can be a target to optimize SMS network. Any kind of advertising media that already have been developed nowadays make TELKOM try to have a new service and become new entrance which make an SMS become one of the advertising media. The name of the service is Flexi Advertiser, i.e. service which provide SMS broadcast, in this case is SMS Advertising from a company to all Flexi consumer.

So that, the subject of this research is whether this new service, that have predicted by TELKOM as an opportunity for increasing customer, will increase the TELKOM revenue.

Market aspect testing is done through survey by distributing quisioner as research instrument in order to find out customers' interest and profile towards the offered service. Sampling technique that use is Simple Random Sampling. Economy aspect testing use secondary data that get from TELKOM as service provider.

The result of this research show that potential market for FLEXI advertiser service is 61,9% which is obtained based on respondents' grade of interest for that service. For available market based on access ability variable for that service is 78,46% and for target market is 25%. Furthermore, the result that based on scoring parameter investment, show that Flexi Advertiser is feasible with NPV Rp.61.127.391, IRR 29 % and PBP 3,76 years.

Keywords : Flexi Advertiser, feasible, finance.