

ABSTRACT

Recently, especially in Indonesia it has been developing one service which has high flexibility level and relative reachable price. The service is called Push To Talk (PTT). Its work method is similar to the walkie-talkie using cellular technology. Push To Talk is a new feature in hand phone enabling changeable two direction voice communication. Push To Talk becomes an interesting business to be concerned recently, especially by telecommunication businessmen. In PT Telkom, Programs in CAPEX invest are only able to be processed and evaluated if it's supported by list of project (Lop) details and invest feasibility analysis. Because of that, before launching Push to Talk service it needs invest analysis to the several aspects connecting each other, especially for market, technical, and financial aspects. In this research there are several aims, they are : Measuring amount of PTT demand from the people existing in Bandung area and knowing feasibility level of PT Telkom Push To Talk business from : market, technical, and financial aspects.

Data used in this research are primer data obtained directly by surveying customers and secondary data obtained from the company or other resources. In this business feasibility study, in determining segmentation at market aspect is using segmentation basis of proclivity and readiness level through a priory approach. Segmentation is used to know the amount of potential and targeted market which will be serviced. Technical characteristic covering network ware, Push To Talk mechanism, TelkomFlexi network and Push To Talk subsystem configurations are needed in order to analyze technical aspect. Total invest, interest level, and capital become consideration in financial analysis that is invest feasibility criteria such as Net Present Value, Internal Rate of Return and Payback Period. Furthermore, from the analysis result above is used to make sensitivity analysis on components which regard as influencing, they are invest cost, operational cost and income aspects.

Market aspect evaluation shows that Push To Talk has big demand, it can be shown by proclivity and readiness level of available market equals to 58.9%, it means that the service is able to make profit and add market share. PT Telkom determine penetration equals to 10% by the consideration on network availability, limited invest, and promotion assumption conducted in introduction stage. In technical aspect evaluation, PTT server is added in TelkomFlexi existing network at PDN in Bandung, and the necessity of E1 for this service can be overcome by existing canal. In financial aspect evaluation, NPV is **Rp26,775,826,232.90**, IRR is **84.53%**, PBP is **2.27 years** and in sensivity analysis of influencing variable is not having a significant sensitivity, but the most sensitive among variables is income equals to 60%.

Having seen research result whether from market, technical or financial aspects, then Push To Talk had a good future and feasible to consider in implementing new feature.

Key words :Feasibility of invest, market, business, technique, financial