

ABSTRACT

Human needs of information communication service are increase. They need voice service and it can be sufficed by PSTN switching technology. Nowadays, people need picture, data, and voice service at once. The needs can be sufficed by broadband technology. If the increasing number of broadband access users are related with the availability of broadband infrastructure, so WiMAX is a choice.

WiMAX (*Worldwide Interoperability for Microwave Access*) is broadband wireless access technology which uses IEEE 802.16-2004 (802.16d) standard provided for fixed wireless customer and limited mobility customer. The technology could reach high data rate and service area until tens of kilometers.

As WiMAX is already, Telkom Co. Ltd. could deploy it as a solution to solve wireline network limitation to fulfill broadband necessity to customers who are luck of existing broadband network (PSTN, modem cabel, fiber optica, and also ethernet). So, in this research, we will do business study from market, technology, and financial view, to decide whether the business will keep to continue or not.

Market data are collected by survey method using questionnaire to know profile and interest of consumer about WiMAX service. Technology aspect used secondary data from Telkom Co. Ltd. as service provider and retaed reference.

The result of research describes the number potential market of WiMAX service is 71,43%. The available market is about 40% of potential market. And targeting market is 10%. Then, result of financial counting based on feasibility, this business is not feasible with NPV (**Rp. 8.259.939.138**), IRR **13%**, and PBP more than 5 years.

Keyword : Feasibility Analysis, WiMAX, Market, Financial