

ABSTRACTION

Needs for information had pushed the development in multimedia technology, especially data communication. Today, services such as voice, data, and images could be used through broadband technology by using Cable, DSL (Digital Subscriber Line), and wireless. Approximately, the amount of users who use wireless data communication services are bigger than those which use Cable and DSL. PT IndosatM2 as Infocom service provider takes the result as a chance for a new business. Then PT IndosatM2 tries to implement new broadband technology using wireless media, called as Fixed Broadband Wireless Access (FBWA), using IEEE 802.16-2004/ IEEE 802.16d, which also called as standard for Fixed WiMAX.

Based on its advantages, this FBWA technology could be potential. But the advantages would not give the optimal result if there are no superior company's strategy and policy. To reduce mistakes in decision making of FBWA investment, business feasibility analysis is needed as suggestions before an investment decision is taken to avoid sunk cost caused by an unfeasible investment. Therefore, in the research, the author analyzes the feasibility of Fixed Broadband Wireless Access (FBWA) WiMAX standard PT IndosatM2 to increase the amount of customers, which could generates higher income for the company.

Market test were performed by conducting a survey with instruments such as questionnaire to determine customers's interests to FBWA WiMAX standard service. For technical and financial test, secondary data taken from PT IndosatM2 as service provider and other external data are used.

The result shows that potential market for FBWA WiMAX standard service is 74,51%, taken from respondent's interests level for the service given. Available market, which based on the level of ability, access, and purchasing power for the service, is 23,03% from potential market. Whereas for target market, PT IndosatM2 will enter 15% from available market. Research output from technical aspect proves that PT IndosatM2's technology nowadays can reach the target market, even 5years more. The result of calculations based on investment feasibility perimeters, this FBWA WiMAX standard service is feasible with NPV **Rp1,513,558,684**, IRR **26%** and PBP **4.17** years.

Keywords : WiMAX, FBWA, Financial, Feasibility