

ABSTRACT

Nowadays in globalization era, the technology and communication is not only an important need, but now it start to shift up to life style needs. Emulation which progressively tightens in the field of telecommunications makes every business perpetrator have to be brooding to see the gap and market opportunity to draw the customer. Much kind of products were launched by businessmen to be able to maintain the company consistency in face of heavy competition. This matter also test the existence of PT. Excelcomindo Pratama as one of competent telecommunications provider in Indonesia reckoned by other competitor

The last two year was represent the change with telecommunications in Indonesia by significant. Third generation technology (3G), technology that many people talk it and try to developed and adapted to its predecessor telecommunications system. This media has enough profit to perform a service, because it has high access ability. PT. Excelcomindo Pratama try to release a service which has 3G bases, and capable to accommodate the organizational and individual group in its use. It is a Video Conference base on 3G. This service has an ability to perform a conversation by looking the face each other at the same time and maximally four consumers at once. Before these services were launched, it has to be known the feasibility first.

The test of market aspect was done through survey, by a questionnaire research instrument. A questionnaires use to know how many potential market, available market and target market from Video Conference base on 3G services. The technical and financial aspects were test using secondary data from PT. Excelcomindo Pratama and other sources for the accuracy.

This research yield some point, among other things potential market of Video Conference base on 3G service is 68, 75 % got from responder interest to the service. Available market is got by filtering of the ability level, access, and purchasing power of responder to this service, that is 50, 35% from potential market. Target market was obtained equal to 10% from available market. Financial calculation brought several result related to investment feasibility. The result is, NPV value is Rp. 3.741.906.846, with the interest rate, IRR is 28%, larger than MARR (MARR=20%), and capital return is during 4, 19 year. This make the Video Conference base on 3G service was competent to be achieved.

Key word: 3G, feasibility analysis, Video Conference, financial