

## ABSTRACT

*Human have primer, sekunder, and tersier need. Some years ago, telecommunication especially internet still be tersier need, but with accrue time and technology development, internet become need that difficult to be separated from daily live. In other that, wireless broadband technology mobile WiMAX service is guessed become alternative in broadband alive.*

*Mobile WiMAX (Worldwide Interoperability for Microwave Access) is broadband wireless access technology which has IEEE 802.16e standard. This technology is available to customers who have high mobility, because this technology can do hand off or hand over.*

*PT Telkom is as supplier of telecommunication service, with this technology can serve customer at corner area where can not be reached by other wireless or wireline technology. In other that, writer did research to examine business to decide project worthiness this service to do base of market aspect, technical aspect, and finance aspect.*

*Market aspect was tested used survey with kuesioner as research instrument. This kuesioner was made to know profile and interest customer toward this service. In technical aspect, data was gotten from secondary data is base from PT Telkom and other media.*

*This research produce percentage potential market to wireless broadband technology mobile WiMAX service is 70,1% which has base on interest level of respondent. Available market was gotten base on financial capability level, access, and buying potency toward service is 21,7% and targeting market is 20%. According to finance, so this wireless broadband technology mobile WiMAX service is worthy to be actual. Each NPV, IRR, PBP, and BCR value are Rp 2.517.005.734,00, 22,93%, 4,72 years, and 1,07.*

*Keyword : Worthiness Analysis, Mobile WiMAX, Market, Finance*