

ABSTRACT

The rising development of the internet and game online usage among the college students, especially in Jatinangor as one of the boarding house center of the college students in Bandung, has become the attention-grabbing phenomenon. The existence of these two things could fulfill the college students needs of information and entertainment, and also becomes the new gates of entrepreneurship for them.

Based on that condition, in term of pursue it the writer did some experiment to analize the properness level from some aspect such as market, technical and technology, and finance. On market aspect, the analysis started with distributing questionnaires to get potensial market, available market, and target market, and it also supported by demand growth data. On technical and technology aspect collect network configuring data, ware demand and specification, capacity network, network security. On finance aspect, the data got from market aspect, and technical and technology aspect is gathered added by service rate data and MARR are used in earning projection, profit and lost projection, cash flow, balance and finance properness.

From the study then found that, the potential market of The Boarding House Internet Service and The Boarding House Multiplayer Online Game Service are 70,7% and 33,9% from the belonging of the computer or laptop, the interest, and the interest will be its service. The available market are 77,8% and 54,8% found that belonging of the computer or laptop, the interest, the interest of its service, and having to join on its service, and the target market are 23%. From the calculate of finance feasibility found that NPV are Rp 99.475.070, IRR are 63,16%, and PBP are 1,71 year.

Based on data processing on market aspect, technical and technology aspect, and finance aspect can be drawn some conclusions. First, the invest of The Boarding House internet and The Boarding House Multiplayer Online Game Services become properly to be operated based on market aspect, technical and technology aspect, and finance aspect. Second, these services still on some variables with considering : demand sum decrease 16%, tariff decrease 16%, ware invest increase 110,5% and operational cost increase 21%. Last, by adding risk factor fot 10%,Internet and Multiplayer Online Game Boarding House Services still proper to be operated.