

ABSTRACT

In the current era of globalization, the information quickly and accurately is a primary need of the community. Among the many sources of information available, the Internet is the most complete source of information and up to date. From the data AJPII (Association of Indonesian Internet Services Organizer), can be seen increasing number of Internet users from year to year, while the number of Internet increase not balance in the number of internet subscribers.

Based on the information above PT. Alpha Multimedia Technology NetCyber offers a service to the community by using wireless technology, but to use wireless technology to the initial cost of the device which is charged the cost of registration, while the Internet service provider that uses technology such as ADSL and 3G does not require the cost of the device that, so that the cost of the service other registration is lighter, therefore, to compete in the market. PT. Alpha Multimedia Technology must cover the cost of these devices. For the PT. Alpha Multimedia Technology requires research on the feasibility of this business NetCyber.

Testing aspects of the market place through the survey, a research tool questionnaire to know how the market potential, market and target the market of services NetCyber .. For testing of the technical and financial aspects is using secondary data that were obtained from the PT. Alpha Multimedia Technology and other sources.

Results of research indicate that the potential market NetCyber service 64.29% of the respondents prefer based on the level of service. Available to the market based on the variable level of ability, access, purchasing power of the service is 45.24% of the market potential and target market is 2.21% of market is available. For the calculation according to the assessment of investment parameters, the service NetCyber is feasible with the NPV value of Rp. 227.989.058., IRR 79.56% and PBP is 2,34 years

Keywords : NetCyber, feasibility evaluation, internet, market, financial