

## ABSTRACT

Request for lodging house growing because of the increasing number of students IT Telkom. Known from the data that's in the book "IT Telkom DALAM ANGKA." In addition, Telkom Polytechnic campus presence that has been moved to the telecommunication street, Dayeuhkolot Bandung. The increase is not followed by the number of lodging house which also increased. if there is have a lodging house but the price is not rational for students and IT Telkom and Polytechnic Telkom to lower middle class.

Most of lodging house be occupied by the students of IT Telkom and Polytechnic Telkom is in the alley. In the alley on the night, many young men who come together to make sense so that the less secure on the student. In addition to lack of health level, less is known of its air circulation and humidity in the existing lodging house. Therefore, it is necessary to analyzing feasibility of developing IT & P Telkom's students area in sukapura village.

Analysis of aspects market place through the dissemination of the questionnaire on the students and IT Telkom and Polytechnic Telkom to get data for the potential market, available market and target market. To analyze the technical aspects and financial aspects used of data obtained from the building experts, architects, and study the literature and field studies to calculate the cost of development.

Results of research indicate that the market potential for the student complex IT & P Telkom is 72.6%, which is obtained from students who are interested and more interested for students living in the complex. Available to market gained from the students who are willing to live in the complex is available with the price offered is 47.4%. And to target the market gained 13.2%, but not all of the target market is taken because of the ability to consider the location and YPT Telkom plans to build five more units dormitory. However, the development can not be ascertained.

To calculate the value of the investment parameters, the analysis in two ways, first with their own capital (full of investors) and the second 50% of capital in loans from the bank.

Own capital to the NPV is obtained Rp.6.286.422.477. With the payback period is 17.96 years and the IRR is 13% even though MARR is 9%. Capital for the 50% of the total investment loan from the bank, NPV is obtained Rp.4.092.213.930 with the payback period is 17.67 years and the IRR is 14% even though is 11,5%.

Sensitivity analysis on the most effect on the value of NPV, IRR and PBP are changes demand. Although the changes in cost factors of development and changes in operational costs also influential.

Key word: Students area, market, financial, feasibility NPV, IRR, and PBP.