

ABSTRACT

Game industry is one of the industry which has developed very rapidly, the development of the game industry will continue to grow following the development of technology. One effort to reduce the gap between the development of the gaming industry and the availability of human resources which have ability in gaming is to open a formal education. Telkom Polytechnic is one of the college which is interested to do preliminary research in the implementation of Games Technology Program at the Telkom Polytechnic. The results of this study indicate that the potential market for Games Technology Studies Program at the Telkom Polytechnic is 31.5%, which is obtained based on respondents' interest level of service. For available market based on the variable level of ability, in purchasing the Games Technology Program at Telkom Polytechnic, which amounted to 33.33% and for target market is 5.75%. Rhe research results from the technical aspects of the design is made based on demand estimates Games Technology Program at Telkom Polytechnic. Then based on the calculations according to the investment appraisal parameters for seven years, the Games Technology Program at Telkom Polytechnic is feasible to realize with value of NPV Rp 270.101.783, IRR 23,44%, PBP 3,68 years, and PI 2,51.

Keywords: Feasibility Analysis, Market Research, Games Technology