

Abstract

Broadband Wireless Access (BWA) is a prominent technology in the future. This technology belongs to Long Term Evolution (LTE) criteria. The attractiveness of BWA rely on coverage, transfer speed and maximum data receive, frequency and application which being used in its implementation. One of the developed BWA technologies is worldwide interoperability for microwave access (WiMAX). Here, PT Telkom gladly welcomes WiMAX incoming because it has potential to maintain them as BWA market leader in Indonesia. Therefore, PT Telkom join Wimax frequency tender which been held by Indonesian Government. From this tender, PT Telkom gain licenses in 12 areas for WiMAX development in Indonesia. These 12 areas divided into 5 areas with 2.3 GHz frequency and 7 areas with 3.3 GHz frequency. Market feasibility study is needed to gain understanding on WiMAX potential market, available market and target market. Feasibility study is done in Bandung city which covered by PT Telkoms STO (Sentral Telepon Otomat).

The study shows Bandung peoples great interest on WiMAX service. WiMAX potential markets reach 79.2% based on respondent level of interest. WiMAX available market reach 75% based on buying power and respondents access to WiMAX service. The target market is 64% which become the policy and will be penetrated by WiMAX service. All the market percentage is taken after calculating number of resident which actively work and have salary morea and equal Rp 1.000.000 per month.

Keywords: WiMAX, Potential Market, Available Market, Target Market.