

## **ABSTRACT**

*Indonesia is one of the countries in the world that uses and relies on the internet in everyday life. It can be said that the internet has become a primary need for some people in Indonesia. This is because the Internet is not only used to search for information but now also used to communicate. One of the most needed by most internet users is fast and large-capacity connection. The use of fiber optic can be used as a solution to speed internet connection because fiber optic has gigabyte transmission speed reach and able to carry big data. The establishment of fiber optic business line is also aimed to support the network from Telkom to be better. Due to fiber optic cable maintenance business is a new business for the company, the authors perform feasibility analysis. Based on the analysis results obtained NPV value of Rp.424.660.381, IRR 23%, Payback Period for 3.65 years, and BEP 5706 times the services and based on the sensitivity calculation obtained parameters that produce negative NPV value when the number of services increases and when the selling price of the product decreases.*

*Key Words: Feasibility Analysis, NPV, IRR, PBP, BEP, Sensitivity Analysis*