

ABSTRACT

Current telecommunication development in Indonesia is rapidly increasing, especially in mobile telecommunication. Mobile telecommunication device nowadays is not just the belonging of those in the city, rural citizen also enjoy this telecommunication gadget. Not just as a necessity but also because of its simplicity and the affordable price. Along with the development of mobile telecommunication, gaming industry is also arising. Game arises in society with variety of types and facilities, such as computer game, Play Station, or network gaming. These two symptoms emerges PT. Telkom in this case Research and Development Center Business Unit to develop product/service called Mobile Interactive Game. This product enables mobile telecommunication user which is Telkom Flexi customers to play interactive and real time game with other customers through their mobile terminal. Considering that this is a new product and combining mobile telecommunication and gaming that had never been available in the market, thus PT. Telkom need to observe the feasibility that concern with product implementation that mainly focus in 3 aspects: technical or technology, market, and financial. These are the reasons that encourages writer to make a research on market and financial aspects of the product, considering technical aspect had already been done by PT. Telkom themselves.

There are two ways of data collection in this research, which are through questioners filled by Telkom Flexi customers and direct interview with PT. Telkom. The questioners are intended for market research, while interview is for understanding the financial data. The research begins with market segmenting and targeting followed by calculating potential market and available market of the product, so that PT. Telkom could approximate the service capacity demanded by the market and calculate the technical investment. Next research is for the financial aspects by forecasting total customers in certain period so that approximation of product revenue could be calculated. Then the investment feasibility analysis using Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period (PBP) is being done.

*The research result shows that potential market for the product is 50.1% and available market is 6.4% with market targeting on 3rd segment (rather like cellular game) and 4th segment (fond of cellular game). From the calculation according to investment value parameters, this product is stated very feasible to implement with NPV value of **Rp 3.694.390.864**, IRR value of **84,005 %** and Payback period in **2,06** year.*

From the research result of this product, it can be concluded that the product is feasible to implement. Yet, continuous evaluation in short range of time must be conducted considering the product market is very fluctuating.

Keywords: Mobile Interactive Game, market, financial, investment feasibility.

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