

ABSTRACT

PT.TELKOM should be always to care about costumer according to the mission. The option service for fixedline still very low. Sometimes costumer complain about their phone billing that can't to be controlled. Many telephone were not active or we usually call it "sleeping phone", and also many payment that over limited deadline had bad effects for PT.Telkom. On Costumer side, using service of fixedline together sometimes are not effective, for example are user in the kost, big family, etc.These are because some people will get disadvantages for using together, because the phone billing can't to be controlled together. Accordingly, The Research and Information Technology Division of PT.Telkom (PT.RisTi) will launch a new product, that called "prepaid fixedline" with brand name "TelkomPAS", then it must to have more research to analyze that the product's probability to increase the revenue of PT.TELKOM. These research including three aspects, there are marketing, technic, and finance.

To analyze the costumer willingness to product, that would made costumer research first. The output of these research would be the secunder docs. Then from these data, we can get a number of available market for residence segment are 17.96% (potential market 82.5%). And for the room rent segment have potential market 56%, with available market 6.8%. The Last segment, for Coorporate segment have potential market 47% and available market 23%.

*Basic from the research, we get NPV (Net Present Value) **Rp 751.785.474** Payback Period (PBP) **2.22 years**, Benefit Cost Ratio (BCR) **2.31**, Internal Rate of Return (IRR) **55%** The NPV > 0, BCR>1, IRR>MARR (23%) and also short time of PBP, we get one recomendation that the product is suitable to aplicate.*

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Keywords : Fixedline, Market, Finance