
ABSTRACT

Internet users are increase rapidly in every year. Most of them are university's students, junior high school students, senior high school students and also teachers. They use the internet facilities for many purposes such as school activities, browsing, marketing etc. Their ability of using the internet has motivate PT Telkom to create some services that can help internet users especially for all school members. One of activity which need a hard work and efficiency, in manual and technical, is the New Student Admission (PSB) Program.

PSB online service will help parents in registering their child at the first or second choose. They can see all register data directly and selection results processed by real time. Besides, this program can be a connector that used by students, teachers, parents and all people for helping the process of PSB. So, for reducing mistakes, PT Telkom in taking the decision of invest, need a test of business feasibility evaluation, especially in financial.

The test of market aspect was done through survey, research instrument is a questioner to know how many market target will be served by PT Telkom. Customers sample were third class students of Junior High School in Bandung that would join the Senior High School PSB. For testing in technical and financial aspect we were using secondary data by PT Telkom as network equipment suppliers.

Result of this research show that the potential market percentage of New Students Acceptance Program is 85,78% got from level of customer's interest to this program. Available market is got from level of using ability, access ability and buying ability to this program is 47,59% from potential market and then, the target market is 30% from available market. Result of technical aspect show that PT Telkom just increase the equipment of network before. Result of financial aspect from New Students Acceptance is feasible to be run, because in this aspect got result of feasibility criterion with NPV value is Rp.8.341.188, IRR value is 26%, and PBP value is 2,2 years.

Keywords: Online PSB Program