

ABSTRACT

Rapid growth in telecommunication technology motivate people in business industry to dig more potential chance in it. One of potential field in business industry is Value Added Service which use SMS in order to frequent use of SMS increasing. Modification in SMS is use to make the system easier and more practice. In this research writer will explain implementation of new service to print KHS and KSM by SMS as Value Added Service in STT Telkom, as Value Added Service to increase kind of servise based on on-line technology. Later in used this service, studet didn't need order and pay KHS and KSM in bank and BAA. They can order printing KHS or KSM from anywhere. Payment do through customer pulsa which directly cut as appropriate price of ordered.

In this research doing evaluate to market aspect, technical concept and financial aspect. Market evaluate use questionnaire as instrument. Questionnaire consist of 22 question variable to identify the profiles, preferences and response the respondent to this service. Financial aspect evaluate used to know feasibility value if this concept is realized.

From result of research, show that the available market for printing KHS and KSM by SMS in STT Telkom 70 %. From data processing result by parameters of project feasibility, printing of KHS and KSM by SMS feasible to commercialize with NPV value is Rp.4.535.855 , IRR 42.258 % and Payback period is 1.92 years. From the analyzed of sensitivity, the feasibility of this project more sensitive with price of service, volume of selling or demand and change of operational cost.

From the result of research, so implementation of printing KHS and KSM by SMS in STT Telkom concept need to become consideration for STT Telkom, content provider and operator. Considering technology growth which more and more fast and the requirement socialize with amenity getting service increasing hence side service provider (specially STT Telkom) have to listen carefully to this matter.

Keywords : Value Added Service (VAS), KHS, KSM, SMS, Market aspect, technical concept, Finance aspect,