

ABSTRACT

At globalization era like now, fast and accurate information are the most needed thing of society generally and the student especially. From so much existing information source, internet represent most complete information source and up to date. With all limitation owned by a student, alternative to get the internet access is small. Existing alternative is accessing internet in lab or by going to warnet. That two alternative have some weaknes from access speed and freshness. To overcome the weaknes, at the end of 2005 CV INTERMEDIA SOLUSINDO offer a services solution named Bluevast which enabling student to access internet from its dormitory with access speed and the expense equal to warnet.

But about the end of 2006 STTTELKOM release a policy that made VPN STTTELKOM could be accessed from dormitories around the campus through wireless media without any expenses. This policy of course have an effect to Bluevast which have same market with VPN STTTELKOM. Therefore need some feasibility evaluation from this services to know still be competent or not this business.

The test of market aspect was done through survey, research instrument is a questioner to know how many potensial market, available market and target market from this services. For testing in technical and financial aspect we were using secondary data from CV Intermedia Solusindo and other sources.

Result of this research show that the potential market percentage of Bluevast services is 50,98% got from level of customer's interest to this services. Available market is got from level of using ability, access ability and buying ability to this services is 39,74% from potential market and then, the target market is 14,51% from available market. Result of financial aspect from Bluevast services is not feasible to be run, because in this aspect got result of feasibility criterion with NPV value is **minus Rp. 343.643.765**

Keywords : Bluevast, feasibility evaluation, dormitories internet, market, finansial

STTTELKOM