

ABSTRACT

Nowadays telecommunication facilities can not be separated from human living, because from days to days need to telecommunication more increase, both quality and quantity. Besides that with growth of information technology which very fast make various product appear in market. One of them is SMS until now still the most customer favourite. Because that PT Global Infokom 3 is developing a product similiar with SMS but with tarif cheaper than SMS, this product called Pesanku Messenger. This product is an additional application similiar with SMS in handphone which have JAVA dan data service (GPRS). Because this product is additional application, so can used without disturb SMS feature which common in handphone. User can send message to handphone or e-mail with tarif cheaper than SMS normal tarif. This is happen because in SMS message sent via signaling canal, while in this product message sent via data canal, so tarif per KiloByte (KB) according to each tarif from operator. Once send message is 1024 characters with tarif 1 KB according to each tarif from operator. From interview with customer service each operator at official place in December 21st, 2006 we can conclude that data tarif each KB is cheaper than SMS tarif in all operator.

Based on it, in this research will be analyzed the feasibility of Pesanku Messenger which a new product from PT Global Infokom 3 as bussines chance to get profit and revenue for company.

Data collection for market aspect has done with survey method by spreading out the questionnaire to know consumer interest toward this product. Methods used in sampling is the Convinience Sampling. For the test technical and financial aspect used secondary data which obtained from PT Global Infokom 3 as a produsen.

Based on output of data process and analyze, got that Pesanku Messenger potential market 69,8%, which obtained from interest level of respondent toward product. Then, based on capability level, SIM Card, and having JAVA and data service (GPRS) in handphone obtained available market 72,34% from potential market. Whereas for target market, PT Global Infokom 3 will enter 9% from available market. Research output from technical aspect prove that PT Global Infokom 3's technology nowadays can serve well the target market, even 5 years more.

Then for calculate output based on feasibility criteria with MARR 20%, Pesanku Messenger feasibel to implemented with NPV Rp2.771.641.701, IRR 57%, and PBP 2,24 years.

Keywords : Pesanku Messenger, Market, Feasibility Criteria.