

ABSTRACT

The close competition in business made the whole part of it to be more smart to take every single opportunity in the market to get their consumer. A lot of products and goods has been launched to regain the company's existency in facing the hard competition. Include the PT Global Infokom3 as one company which is countable by the competitors. With the existing technology optimization, PT Global Infokom3 is now trying to launch a *Mediasi* (facilities of advertising in Information technology and communication) which is an special advertising facilities about content information technology off-line distributed through printed publication which is useful to help publicing information to the society freely, which includes the company inside it UKMT (small and medium business technology), personal as the owner of the product which needs advertising as their consumer. There are a lot of advertising media which is developing recently, but few of them is focusing in business Information. PT Global Infokom3 took the special information technology segment due to the number of information technology university in Bandung, the number of society, and the number of local visitors in Bandung, so we can conclude that the chance to start a business in fullfiling the needs of information technolgy is necessary.

Based on it, in this research the writer is studying the proper of this new service launched by the PT Global Infokom3 as a business chance which could gain a profit and revenue to the company.

The market aspect test is used through a survey using quisioner as the instrument of research to know the profile and interest of the coming consumer with the product offered. Methods used in sampling is the Convinience sampling. For the test purpose from the financial aspect we use the secondary data from the PT Global Infokom3 as the media service. From the final process and data analyzing, we conclude that the potential market for the Mediasi Advertiser Service is at 74,3%, which we get from the market interest for the service. For the market is used from the variable access degree of the service which is 70.5% from the potential market and target of 10 %. Then the result from the invest parameter with MARR 20 %, we get the NPV of **Rp. 101.069.933,-**, IRR of **33 %** and Payback Period for **3,65** years. The additional risk of 5 % still shows that the business is fine to be realized.

Finally, we get a conclusion from the result of the counting that the Investation is fine to be realized.

Key words : Mediasi, feasibility, market, financial