

## ABSTRACT

Growth of Information & Communication Technology and Management (ICTM) grows in high speed these days and will develop in a line with development software and hardware. Development of Information & Communication Technology and Management in Indonesia grow in high speed must be supported with human resource whose have a good skill. Indonesian as a country which have optimum human resource as much as get benefit from development of Information & Communication Technology and Management. One's of efforts to decrease gap between development of technology and availability of human resource who dominate that technology is providing ability education sector so it is needed a program study which specific in Information & Communication Technology and Management. With a great market segment, Yayasan Pendidikan dan Latihan Manajemen dan Teknologi Telekomunikasi (YPT) will develop NTC and Program Profesional will be Politeknik that concern in Information & Communication Technology and Management. So that, the subject of this research is whether Politeknik Telkom Bandung able as a education institution of Information & Communication Technology and Management which international standard and best institution in Indonesian.

Market aspect testing is done through survey by distributing questioner as research instrument in order to find out customers' interest and profile towards Politeknik Telkom. Economy and technique aspect testing use secondary data that get from PT. Telkom as service provider.

The result of this research show that potential market for Politeknik Telkom is 48,5% from SMU graduate and 69,5% from SMK graduate which is obtained based on respondents' grade of interest for Politeknik Telkom. For available market based on access ability variable for Politeknik Telkom is 47,42% from SMU graduate and 44,6% from SMK graduate and for target is 0,27%. Beside that, this research makes the prediction of demand estimation for 20 years later. In technique aspect, this research makes Deployment Plan of Politeknik Telkom, based on of demand estimation right now. Furthermore, the result that based on scoring parameter investment, show that Politeknik Telkom is feasible to realize with NPV Rp. 7.397.577.971, IRR 23% dan PBP 9,24 years.

Keywords : Politeknik Telkom, Market Research, Finance, Feasibility