

ABSTRACT

PT Telekomunikasi Indonesia (Persero) Tbk, is an information and communication company and a complete telecommunication network and service provider in Indonesia. Telkom claims to be the largest telecommunications company in Indonesia, with 15 million fixed telephone subscribers and 104 million cellular telephone customers. Telkom is one of the BUMN (Badan Usaha Milik Negara) whose 52.09% shares are currently owned by the Government of Indonesia, and 47.91% are owned by the public. Telkom also becomes the majority shareholder in 13 subsidiaries, such as PT Telekomunikasi Seluler (Telkomsel), Telkom Akses, Telkom Metra. Telkom provides fixed cable services (fixed wireline), fixed wireless services (fixed wireless), mobile telephone services (mobile services), data / internet and other multimedia services. One of the services provided by PT Telkom is UseeTV. The number of UseeTV new customer is increasing but the percentage of new customer growth is mostly decreasing. To increase the new customer growth can be done by adding new channel. Based on Kementrian Komunikasi dan Informatika, people in Indonesia like to watch news channel.

After that the Incremental analysis are conducted to determine whether the business are feasible to conduct. The result from the Incremental analysis are based on PW and BCR, this business are feasible because the result of PW are Rp 37,644,096,969,417,- and the BCR (1.06) value are more than 1. And then based on PBP the investment will have its return in 4 years and 8 months. This means that the project is feasible.

Keyword: Feasible, PW, BCR, PBP, UseeTV