

ABSTRACT

Nowadays, Indonesia has a situation that there are less deployment of Information and Communication(ICT) infrastructure so there are still rural areas that no telecommunication facilities. The government strives to give communication services in rural areas. They built up telecenter (a place for accessing internet) in several rural in Indonesia. WiMAX technology can be used to support the government program to build the telecommunication facilities in rural areas. In 2015, all of rural areas, schools and colleges, hospitals, government offices are finished to connect in communication and information network. This statements must be done by the government as result agreement of World Summit on Information Society (WSIS), December 2003, in Geneva.

WiMAX is one technology of Broadband Wireless Access that is used to provides internet access in the wireline limited area. Business model WiMAX is to be hoped can give a blue print to government to implement WiMAX in rural areas.

*Based on the valuation of investation planning shows that the project is not feasible to implement, because it has NPV value of **Rp (13.945.169.515,06)**, IRR value of **1.65%**, and Payback Period in **more than 5 years**. So if the government want to realize implementation of WiMAX in rural areas so they have to subsidize for **Rp 29.781.046.732,72**.*

The result of observation can be used as a blue print for the government on telecommunication operators to implement WiMAX in rural areas.

Keywords : WiMAX, Business Model, Rural