**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 wether 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 investation will have its return in 4 years and 8 months. This means that

the project is feasible.

Keyword: Feasible, PW, BCR, PBP, UseeTV

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