

**FEASIBILITY STUDY ON E-LEARNING SYSTEM:
A CASE STUDY IN TRAINING PROGRAM
AT PT. ARTIFA SUKSES PERSADA**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgment is made in the thesis.

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ABSTRACT

FEASIBILITY STUDY ON E-LEARNING PLATFORM: A CASE STUDY IN TRAINING PROGRAM PT. ARTIFA SUKSES PERSADA

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Feasibility is important to business development to identify potentials, determine whether the business is worth undertaking, and aware of any potential problems that could occur while implementing the business. PT. Artifa Sukses Persada (ASPERIO) is a technology and robotics company in Indonesia that provides educational solutions and currently expanding its business to education or training programs. By expanding the E-learning platform commercially, the company is required to develop a feasibility study. Feasibility study of e-learning to monetize in the market viewed by financial aspect using break-even analysis for PT. Artifa Sukses Persada (ASPERIO). The first step in the preparation of financial feasibility analysis is to identify the costs needed to start the project by developing the business model. Break-even analysis is divided into two pricing models which distribution methods of instructor profit. The result of feasibility is able to determine which pricing model obtains optimum profit and reaches a feasible break-even point unit.

Keywords: Feasibility Study, User Experience, Business Process Model, E-Learning, Break-even Analysis, Sensitivity Analysis.



DEDICATION

I dedicate this work to my amazing dad who is currently fighting to heal, my strong mother, my brother, my whole family, supportive friends, lectures, and for the future development of my country, Indonesia.



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Firstly, I would like to give my gratitude to Jesus Christ for guiding me to become the person I am now who will never cease to be grateful for everything and for guiding me to this point of my life which will be levelled up to another stage. I would never be able to reach this point to finish my bachelor program with His blessings.

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