

## ***ABSTRACT***

*The growth of the mobile market by 6% (2017-2022) encouraged PT Dayamitra Telekomunikasi (Mitratel) telecommunications tower providers in Indonesia to find the right funding. With increased investment, the cost of funding will be even greater and erode the Company's Net Income. Therefore, the authors focus on the selection of telecommunication tower business investment fund sources by using scenario and sensitivity analysis so that company financial performance will be maintained in the future. Scenario analysis on the composition of 50% debt and 50% equity will produce the highest Net Present Value (NPV) of Rp229,334 million with a WACC of 7.32%. Then by using a sensitivity analysis, the investment is more sensitive to changes in expenses because 1% of the burden has an NPV change of 10.8% compared to a change of 1% in income which has an NPV change of 7.37%. The design of this study uses qualitative methods. The research data were obtained from secondary data (internal and external data of the company). The author limits telecommunication tower products that require investment, namely built to suit, microcell, and colocation.*

*Keywords: Telecommunication Tower Industry, Cost of Debt, Net Present Value (NPV), Internal Rate Return (IRR), Weighted Average Cost of Capital (WACC), Cash Flow, Net Income margin, sensitivity analysis, and scenario analysis*