

ABSTRACT

Micro, Small and Medium Enterprises (MSMEs), are productive businesses owned by individuals or business entities. MSMEs are always associated as a sector that has an important role in national economic development, because most of the population can live from small business activities in both the traditional and modern sectors.

The purpose of this study was to analyze and find out the understanding of consumer profiles of users of makeup artist services using empathy maps in the Elyola Wedding business. This research focuses on consumers to find out what consumers need, want and think about. There are ways to define consumer profiles, but in this study the empathy map method was used which consisted of See, Hear, Think & Feel, Say & Do, Pain, and Gain.

This study used a qualitative descriptive approach with data collection techniques using interviews using source triangulation. The results of this study are that it can be concluded that the consumer profile of Elyola Wedding has an interest in appearance that is seen directly or visually from social media in the form of photo and video content, good service and communication, as well as reviews of consumers who have used services.

Keywords: *Consumer Profile, Empathy Map, Makeup Artist.*