

## **ABSTRACT**

*D'Cetak is a startup in digital printing that offers a variety of printing products/services needed by college students and Student Organizations in Bandung area, especially Telkom University. To achieve success amid this tight printing industry, a careful research evaluation method is needed to deeply understand how market competition in the field. This can be done through research on consumer behavior and needs. So that the products/services offered are in accordance with the wishes of the market, moreover, helping business create a competitive advantage in facing the intense business competition.*

*This study aims to determine consumer behavior and profiles, supported by the creation of product/service value in accordance with the needs and desires of D'Cetak consumers using the Value Proposition Canvas method. The method used in this research is descriptive qualitative method. The data collection techniques in this study were carried out through interviews and secondary data collection. While the informants in this study are consumers who have made orders and potential customers who have never made an order but have the potential to place an order at D'Cetak.*

*The results in this study show a fit between Value Map and Customer Profile of D'Cetak, including Products and Services fit with Customer Jobs, Pain Relievers fit with Pains, and Gain Creators fit with Gains. Thus, the results of Fit can be used as a reference for D'Cetak in creating products/services that suit consumer needs so that they can compete in the market.*

**Keywords:** *Customer Profile, Value Map, Value Proposition Canvas.*