

ABSTRACT

In Indonesia, the development of the cosmetics industry has shown significant income growth in recent years, resulting in the emergence of business actors in various cosmetic products, including perfume products. Prove launched as one of the local brands with perfume products. As time went by, Prove experienced the problem of declining sales. Prove feels that the products they are currently offering are not in line with the wants and needs of the market segmentation they are targeting. Even though Prove has determined segmentation and targeting. However, in reality the segmentation and targeting that have been determined have no impact on increasing Prove sales. This research aims to identify the problems faced by Prove by analyzing consumer profiles at Prove. So, Prove can know and understand the wants and needs of consumers who are used as market segmentation by Prove. In this research, the Empathy Map tool was used with several indicators, namely see, hear, Think and feel, say and do, customer pain, and customer gain.

The research method used was a descriptive qualitative approach. Data was obtained by conducting field observations and interviews with designated informants. Sampling and informants were taken using the purposive sampling method. The results of this research are that consumers generally see sales and promotions of perfume products online and offline, while Prove products themselves are found in social media posts. Informants prefer the sequoia variant, its aroma spreads far and its design is simple and elegant. However, there have been several complaints from consumers about Prove products, such as the Aoife variant which is still not fresh enough and the perfume aroma does not last long. Before buying a perfume, consumers usually look for information related to perfume first. For risks that consumers fear will occur, such as Prove products that have not been registered with BPOM, products that are defective or broken during delivery, and delivery errors.

Keywords: *cosmetic industry, perfume, customer profile, and Empathy Map*