ABSTRACT

This research aims to find out how consumers' perceptions of new features of the Sekampus Application, named the Sekomunitas feature. Sekomunitas feature is a Social Network feature that provides information on Student Organizations and Laboratories in the campus area. However, in this case the researcher wants to dig deeper into the suitability of the product for the actual needs of consumers, which is knowing consumer perceptions of this product.

The data analysis technique used is Customer Profile Map which is in Value Proposition Canvas with descriptive qualitative research methods. This customer profile serves to identify the customer segment that we are targeting more specifically, based on problems and needs, things that are avoided and things that the customer segment wants to get.

The results of the study concluded that from the user side, they were dominantly dependent on social media as a means of campus information. they often find information that is unclear, incomplete and even difficult to understand. They want an application that is easy to use, easy to understand, with an attractive appearance. While from the partner side, they are also dominant in having the dependence of social media as a means of publicizing their organizations. They are worried that if this application has few users, and for sure they hope that this application will be able to capture the market or large users, so that the organization's market will become wider.

***Keywords**: consumer perceptions, customer profile, application mobile, and social media.*