

ABSTRACT

The high interest of Z-Generation against futsal sports is a potential for business players of futsal field rental, especially those in areas that are populated by Z-Generation. One of the areas populated by Z-generation Is the area around the campus of Telkom University. Based on revenue documentation from one of the futsal field rental providers that operate around the area of Telkom University that is not reaching the maximum revenue that can be obtained. Based on the observation results conducted by researchers, there are problems that prevent customers in renting futsal field, including customers difficult to access the field schedule information, the process of ordering field that requires customers to come to the location to make an advance payment, the customer has no free time to rent futsal field and some other problems. Based on the problem, researchers see the opportunity to develop a start-up business by creating an application-based product to facilitate customers in renting the futsal field and generate profit for the start-up business owner. This research will formulate a consumer profile of the selected segment of the product for futsal application using the approach of Value Proposition Design by Alexander Osterwalder and Yves Pigneur. The results of this study will be used as a basis in the creation of value in the futsal application product. This research uses qualitative methods with triangulation data collection techniques, there are documentation, participatory observation, and semi-structured interviews. The final result of this research is the consumer profile of the futsal customer segment of the application, based on what customers do when they will rent futsal courts, which interfere with customers when renting the futsal field, and the things that customers are expected to rent futsal field.

Keywords: *Customer Profile, Value Proposition Design, Futsal Application*