

ABSTRACT

The development of tourism in the digital era is experiencing a very large surge. At present the economic capability of the Indonesian people who continues to experience growth also drives the need for tourism. Therefore, it is not surprising that a number of startups have emerged in the tourism sector in Indonesia or better known as E-Tourism, which provide various forms of travel packages or travel packages making it easier for consumers to travel and provide an overview of existing tourist attractions.

This research focuses on consumers who want to know what is really needed, wanted, and thought by consumers. To define a consumer's own profile there are many tools, but in this study the Empathy Map tool consists of See, Hear, Think & Feel, Say & Do, Pain, and Gain.

The method used by this research is descriptive qualitative approach. As for the data collection technique, the interview method uses source triangulation.

The results of this study are that it can be concluded that the consumer profile of KITA (Keliling Wisata Indonesia), namely the interest in low prices and promos, can produce points where these points can be exchanged for vouchers, good service and quality, and complete facilities also, want everything completely practical and not complicated, and also features that are complete in only one application which is a combination of all applications in the field of tourism that already exists.

Keywords: *Consumer Profile, Empathy Map, Application in Tourism.*