

## **ABSTRACT**

*The entry of the 4.0 Industrial Revolution in fact Indonesia is still facing the problems in human resource management. When the development of global competition requires people to have good skills and education, the face of Indonesian education still has a high level of students dropping out of school. Therefore, it is not surprising that there are some startups that use crowdfunding to move on social missions, one of which aims to overcome high dropout rates, and provide skills for children who are less capable in taking normal education.*

*This research will reveal the needs and desires of customers or donors by formulating the consumer profile of Alexander Osterwalder and Yves Pigneur through identification of customer jobs, science, and gains. The method used in this research is to use a qualitative descriptive approach. Data collection method that is using semi-structured interview techniques.*

*The results of this research can be concluded that the consumer profile of CrowdEduSocial is to make donations using an online donation application and always make themselves anonymous when donating. The things that can interfere the consumers include complicated payment of funds, availability of money, and time availability. Then, the things that consumers want include trust in donation applications, ease of payment, and completeness of donation information.*

*Keywords : Customer Profiles, Value Proposition Design, Donation*