

ABSTRACT

Customer profile is a way to make it easier for companies to determine the focus of customer segment who are the target, determine how to create value created in accordance with the needs of prospective customers and the company can convey the value that is owned effectively to meet the needs of these consumers. Empathy map can be used as a tool in analyzing consumer profiles because empathy maps can analyze consumer profiles based on the consumer's internal approach which is the target of the sensory division commonly used by consumers to fulfill their desires to get products in line with expectations. In analyzing consumer profiles using empathy maps, there are six elements used as reference points, namely think and feel, say and do, see, hear, pain, and gain. Where all these elements are useful for digging deeper into the state of consumers, habits, activities, fears, and their hopes. Research conducted by the author to determine the profile of customers Manen.ID is a type of qualitative research by observing, documenting, and interviewing key informants. From the research analysis that has been obtained by the author, the most potential segment of Manen.ID customers is a type of Business to Business (B2B) customer and it was later found that the Startup Manen.ID customer profile is their supplier who often makes mistakes such as being late until the product arrives not as expected, with the lack of products reaching the consumer's place causing the consumer to feel annoyed, disappointed, dissatisfied, and always wanted compensation for this error. Respondents think that the product they ordered has a cheap price compared to other places, good quality, and also still fresh. Respondents expect their raw material suppliers to work more professionally, have a payment system, often provide promotions and discounts, have more affordable product prices, and products sent by good quality suppliers. This is because of the consumers' pain towards the suppliers they use and the process of getting the product for so long that it makes the customer's time inefficient.

Keywords: Business Model, Customer Profile, Empathy Map.