

## **ABSTRACT**

*Currently, the publishing business has become a special attraction for business actors, one of which is the RA Planner, which was founded by alumni of Telkom University. RA Planner is a journal book production house, one of which is the pregnancy journal My Baby Journal. This phenomenon is found in My Baby Journal products when compared to other products, this product is one that is difficult to penetrate the target market so that the sales level is not as high as other products. This is related to the statement from the CEO of RA Planner that the first printing for 2 years has not finished yet. This study will reveal the needs and desires of consumers and potential consumers by formulating consumer profiles according to Alexander Osterwalder and Yves Pigneur by identifying customer jobs, customer pains, and customer gains. This research uses descriptive qualitative methods with data collection techniques interviews, non-participant observation, and documentation. The validity test in this study used data triangulation techniques. The result of this research is the consumer profile of RA Planner for My Baby Journal products, where the target is housewives whose daily activities are taking care of children, enjoy capturing moments through cellphone galleries, who have an interest in attractive designs and content about pregnant women that are useful, and happy. updating child development through journal books. Meanwhile, the things that disturbed the informants were the lack of discipline to fill in, so that a lot of content was not filled. Then what consumers want with a pregnancy journal product is to have an attractive design and clear information in it.*

**Keywords:** *Customer Profile, Value Proposition Design, Publishing*