

ABSTRACT

In Indonesia, even the whole world is currently experiencing a Corona virus pandemic. Around the beginning of March the corona virus cases got worse in Indonesia, even now cases continue to increase. This research aims to determine the profile of H'yunda Collection consumers and to know the perceptions and expectations of customers. The output that will be obtained after conducting this consumer profile research is that H'yunda Collection can apply whatever things consumers want and expect, so that they can be used as solutions and guidelines for this business in the future.

This research will formulate a consumer profile from the customer segment of the H'yunda Collection convection business in the Surakarta area using the Value Proposition Design approach from Alexander Osterwalder. The analysis process is carried out by identifying customer jobs, customer pains, and customer gains. This research used a descriptive qualitative method with semi-structured interview data collection techniques, non-participant observation, and documentation.

The results of research and discussion of research that researchers have done are things that consumers do, namely looking for their own ingredients, looking for good quality. As for things that can disturb consumers, including the unstable price of H'yunda's service during a pandemic, problematic lead times. Then, the things that benefit consumers include prices in accordance with quality, excellent quality.

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