

ABSTRACT

Pandemic Covid-19 has spread globally to all parts of the world to Indonesia and continues until now in 2021. The economic impact due to the pandemic has been felt significantly by the sector of providing accommodation and food and drink whose condition has decreased drastically, such as Ferry Catering which is one of the culinary businesses in Bogor which is included in the Covid-19 red zone. This is shown by the drastic decline in turnover when compared to the previous three years, where the largest contribution to Ferry Catering was wedding catering. However, currently there are building policies in place and people prefer to reduce outdoor activities such as weddings. So that Ferry Catering plans to focus on daily catering. The focus of this research is to find out whether consumers in this daily segment do exist so that it can be used as one of the segments that can be served by Ferry Catering during this pandemic to replace the income from wedding catering.

This research will reveal the needs and desires of Ferry Catering customers by formulating customer profiles with the Value Proposition Design approach from Alexander Osterwalder through the identification of customer jobs, pains, and gains. This research used a descriptive qualitative method with semi-structured interview data collection techniques, non-participant observation, and documentation.

The final result of this research is the customer profile of Ferry Catering in the daily segment, based on what consumers do in buying food during the pandemic, things that disturb consumers when buying for catering food outside, and things that consumers expect when buying daily catering during a pandemic.

Keywords: Customer Profile, Value Proposition Design