

## **ABSTRACT**

*Indonesia is a country whose people are synonymous with various wedding celebrations. Wedding is an important moment in a lifetime and everyone wants to look their best. In the current era of globalization, decoration plays a big role for an event, especially weddings because decorations have begun to be considered as one of the media that can help lift the prestige of an event and can help create positive effects that will affect the emotions of the invited guests who attend . Based on data obtained by the Central Statistics Agency of Medan City in 2019 that the number of residents with a middle and upper economy is 1,447,385 people, from this data there is a suitable age for marriage, namely 19 to 35 years and above is 6,29,873, this states that there is still a market that is affordable. the incumbents in the middle and upper segment have not been served for wedding reception decorations*

*The purpose of this study was to analyze and determine the understanding of consumer profiles of wedding decoration service users using empathy maps in the luxevior decoration business. This research focuses on consumers who want to know what consumers really need, want, and think. To define the consumer profile itself, there are many tools, but in this study using the tools on the empathy map method consisting of See, Hear, Think & Feel, Say & Do, Pain, and Gain.*

*This study uses a qualitative descriptive approach. As for the data collection technique, namely the interview method using source triangulation. The results of this study can be concluded that the consumer profile of Luxevior Decoration is an interest in appearance that is seen directly or visually through social media in the form of photo and video content, good service and communication, as well as reviews on consumers who have used the service.*

**Keywords: consumer profile, empathy map, wedding decoration**