

ABSTRACT

This study aims to examine the suitability of Zeta Digital Creative's value offerings with customer needs. The identification process begins with knowing the customer profile and value map offered by Zeta Digital Creative. Next, identify the fit or suitability of the value offered by Zeta Digital Creative to customer needs.

This study uses a qualitative method. Primary data collection was carried out through interviews with users of social media development & management services from Zeta Digital Creative, non-service users and owners of Zeta Digital Creative. Then secondary data collection comes from articles, previous research, books and related reference journals.

The results of the study show that there are quite a number of variables that become pains and gains that are felt or experienced by the two categories of resource persons while using social media development & management services. From the findings, it can also be concluded that Zeta Digital Creative has not yet reached fit. This is because the value offered by Zeta is less than the pain or problems experienced by users of social media development & management services.

On this basis, it is an important concern for Zeta Digital Creative to be able to carry out an in-depth evaluation. The goal is to relieve pain and also provide values that can meet customer needs while using social media development & management services. The goal is to attract the attention of potential customers and create good loyalty related to the use of social media development & management services offered by Zeta Digital Creative.

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