

## **ABSTRACT**

*Since the beginning of 2020, precisely in March, Indonesia has been shocked by the phenomenon of the entry of a virus known as Covid-19. COVID-19 has been declared a pandemic by WHO. The spread and increase in the number of Covid-19 cases occurred very quickly. The Covid-19 pandemic has changed many aspects of human life, this also has a direct impact on various fields of life, especially in terms of the smooth running of the economy.*

*The economic impact of the pandemic was felt directly by Dinda Furniture, which is one of the businesses in the furniture/furniture industry. This is evidenced by the drastic decline in sales when compared to some time before the Covid-19 attack.*

*This study aims to reveal the needs and desires of Dinda Furniture customers by reformulating consumer profiles through the Value Proposition Design approach from Alexander Ostewalder. This research will identify customer jobs, pains, and gains.*

*The research method used is descriptive qualitative. The data collection technique in this research is by conducting semi-structured interviews with 30 informants who are customers and prospective customers who have and want to buy furniture items who are domiciled in the Barru Regency area.*

*The expected results are to identify a customer profile which includes customer jobs, pains, and gains and to form a value map which includes products and services, pain releivers, and gain creators of Dinda Furniture so that it can be used as reference material in the product development process according to customer needs so that it refers to increase in product sales during the Covid-19 pandemic. The final result of this research is from the consumer profile of Dinda Furniture, namely in terms of activities, namely buying furniture according to the needs of household furniture, things that annoy consumers are low-quality goods and excessive promotions, the thing that consumers expect is to get friendly service and professional, fast delivery of goods, as well as diverse and quality goods*

**Keywords:** covid19, product development, customer profile, value map, furniture