

ABSTRACT

Seeing the phenomenon of the large number of people working in the creative economy sector and as digital nomads in Bali, especially in the Canggu area which was named one of the best places for digital nomads in Asia in 2022. With this phenomenon, many Co-Working Spaces have sprung up in Indonesia. Canggu area, Bali because the creative economy actors who are just starting or running their businesses have problems finding a place or spatial space that can facilitate their employees to work. Therefore we need a space that can accommodate and develop the creativity of creative economic actors that is comfortable, according to needs and supports a collaborative atmosphere, Co-Working Space which is currently growing can be an alternative.

This study aims to analyze and identify the consumer profile of PUCO Rooftop Co-Working Space. This research focuses on consumers who want to know what consumers really need, want, and think. The consumer profile is a way to make it easier for companies to determine who the consumer segments to serve, determine how the value created is in accordance with the needs of these potential customers and the company can deliver value effectively to meet the needs of these consumers. The research method used in this study is a qualitative descriptive research method involving three informants or resource persons who are members of PUCO Rooftop.

The sampling technique used purposive sampling, while the data collection technique was the interview method using source triangulation. In this study, resource data were processed using Empathy Map tools consisting of See, Hear, Think & Feel, Say & Do, Pain, and Gain. Empathy maps can be used as a tool in analyzing consumer profiles because empathy maps can analyze consumer profiles based on the consumer's internal approach which is the target of sharing the senses commonly used by consumers to fulfill their desire to get products as expected. The results of this study are that it can be concluded that the PUCO Rooftop consumer profile is interested in low prices with adequate facilities, a place that has an attractive design and also has an atmosphere that can provide peace so that members can do their work more focused.

Keywords: Consumer Profile, Empathy Map, and Co-Working Space