

ABSTRACT

Seeing that the government is intensively conducting infrastructure development in both construction and property and currently the business not only sell goods or services but provide a good value to create a good reputation so that business activity can be easy.

The aims of this research is to find out how is the value proposition to create value for Sumber Rizqie Abadi's (SRA) customers, to find out the customer's perceptions and expectations, to find out the result of value adjustment with customer's perceptions, and to find out the value proposition's role for SRA.

This research is descriptive with qualitative approach. The technique of collecting data is interview, observation, and documentation. This study using design canvas value proposition by Alexander Osterwalder and Yves Pigneur to determine value proposition. The result of this resources is to showing the adjustment between value map from SRA and customer profile from SRA's segment so, result of the adjustment is able to reduce the gap from SRA's value and customer perceptions.

Value map as SRA's area have three parts namely products and services, gain creator, and pain relievers. Meanwhile, the customer profile as the customer's area also have three parts, specifically jobs, gains, and pains. From the result, there are some gaps between the customer's perceptions and SRA's value. The gaps among other, the product quality same as the specification, the completeness of goods, and supply the industry needs, deliver the products to customers, the products just available in SRA.

Keywords : *Canvas Value Proposition Design, Value Proposition*