

ABSTRACT

Xara Creative is one of the Micro Enterprises in Bandung which is engaged in Digital Agency services. But previously Xara Creative had a failure that required it to shut down in 2021 because of the unclear business model and the difficulty of establishing a value map and customer profile. So that in 2022, Xara Creative wants to rebuild its business by overhauling all the business model strategies that were written at the beginning of the business being built and validating it by creating a value map that matches the customer profile to avoid the risk of failure. This problem is a challenge that encourages them to find out more about the main problems both experienced by Xara Creative and potential customers from Xara Creative.

The purpose of this study is to identify the customer profile of Xara Creative, to find out the Xara Creative value map and to create a fit between the Value Map and the Customer Profile of Xara Creative.

The method used in this study is a qualitative method with the phenomenon of research conducted using the case study method. Data collection techniques in this study were carried out by exploring, observing, and collecting secondary data. While the sources in this study are the owners of Xara Creative and business owners who are potential customers of Xara Creative.

The results showed that the Customer Profile on Xara Creative in Customer Jobs is that consumers use digital agency services to be able to help manage social media and to increase brand awareness and consumers feel happy by using digital agency services. Then the Customer Profile in Pains contains consumer complaints where there is a lack of digital agency competence, the output produced is not achieved, costs and also time. Furthermore, the Customer Profile in gains is that there is quality of service that meets expectations, output achievement, completeness of service and timeliness. Value maps obtained from Xara Creative in Pain Relievers are the Custom Service, service quality that is in accordance with the wishes of consumers, agreements on the output produced and affordable costs. Then the value map obtained from Xara Creative in Gain Creators, which is a

variety of services, can reach specific target audience and affordable costs. Value maps obtained in Product and Services namely Xara Creative provide social media management services and social media ADS (advertising).

The results of the fittings obtained between the Customer Profile and the Value Map from Xara Creative are found a match between the Customer Pains in the Customer Profile where the resulting output is not achieved which is matched with the Pain Reliever in the Value Map, namely an agreement regarding the output to be generated. Then there is another match in Customer Pains where costs are matched with Pain Reliever in the Value Map, namely affordable costs. Furthermore, there is a match in Customer Jobs in the Customer profile where using a digital agency to help manage social media is matched with Social Media Management and Social Media Ads (advertising) services in Products and Services in the Value Map. However, there are gaps in each Customer Profile with a Value Map for this reason, several proposed gaps are proposed for Xara Creative, including the proposed gaps in gains, namely customer review systems, complete services, service delivery timelines, guarantees related to output and service quality. Then the proposed gap for pain relievers is to hold skill development training and create a Dashboard Project that is integrated between HR in the digital agency and customers which can be used as a value proposition for Xara Creative.

Keyword: Value Proposition Design, Micro Enterprises, Value Map, Customer Profile