

## ABSTRACT

*PT Yas Trans Sarelindo is a company engaged in expeditions more precisely in trucking. businesses that provide services to deliver goods using a fleet of trucks and cars, which cooperate with direct companies, not directly to customers or unit goods such as JNE businesses. The results of interviews from the President Director of PT Yas Trans Sarelindo, this company already has several collaborations from the company. Value Proposition Canvas is one of the strategies to analyze consumer needs and see the value of the company which in the end the analysis is expected to meet the needs of customers.*

*This research aims to see the things needed and wanted by customers of PT Yas Trans Sarelindo and the value map offered and owned by PT Yas Trans Sarelindo through Osterwalder's Value Proposition Design approach.*

*In this study using qualitative methods. With data collection techniques, namely by conducting interviews with customers of PT Yas Trans Sarelindo who are still working together or using the services of the company PT Yas Trans Sarelindo.*

*This research uses the value proposition canvas method which aims to show the alignment between the value map and consumer profile from the customer side of PT Yas Trans Sarelindo. The value map consists of three parts consisting of products and services, pain releivers, and gain creators. Meanwhile, the consumer profile consists of three parts as well, namely customer jobs, customer pains, and customer gains. The results obtained from the value map and consumer profile can be seen from the alignment between the value map and consumer profile that can be seen by the company PT Yas Trans Sarelindo in the future to meet the needs and desires of customers.*

**Keywords :** *Value Proposition Design, Value Proposition Canvas, Customer Profile, Value Map, Customer jobs, Customer Pains, Customer gains, Pain Releivers, Gain creators*