

ABSTRACT

Agriculture is one of the most influential sectors in Internasional. One of the startups engaged in the agricultural sector is A-Tani. A-Tani is one of the Startup alumni of the WRAP Entrepreneurship program in 2022. A-Tani itself is a startup engaged in agriculture as a distributor between agricultural stores and factories or main distributors. The services provided by A-Tani include agricultural utility stocks and also agricultural utility delivery. The purpose of this study is to validate the Value Proposition in A-Tani startups using the Value Proposition Design approach with the method used is a concierge.

This type of research is qualitative research. With datacollection techniques using interviews, observations and also from literature studies used as material for deepening theories and information related to research topics. The resource persons from this study came from 5 informants of agricultural shop owners who had and had never made transactions through the startup A-Tani.

This research uses a value proposition canvas that aims to adjust between consumer profiles and value maps from A-Tani customers. The results of this study provide a proposed value proposition to A-Tani which is obtained based on the analysis conducted by the author through validation that has been carried out using the concierge method, with the results that have been analyzed by the author there are adjustments to consumer profiles and value maps that can be used as a reference for A-Tani in the future in the value proposition.

Keywords: *Value Proposition Design, Value Proposition Canvas, Customer Profile, Value Map*