

## ABSTRACT

Indibiz is a digital service aimed at micro, small, and medium enterprises (MSMEs) in Indonesia. This service aims to provide internet connectivity that has network consistency and good quality in terms of supporting various MSME businesses in Indonesia. In addition, Indibiz services are designed to provide internet services at affordable costs, so that operational costs can be minimized properly. Of course, this can help MSMEs in increasing productivity and optimizing business potential in a digital era like this. There is a problem with the target order for Indibiz services that has not reached the target in the past year. The root of the problem from the lack of achievement of the target in the past year is that Indibiz has not met the desired customer profile. Therefore, the author designed a value proposition canvas to overcome this. The data needed is data about Indibiz's current services obtained from observations and literature studies, Indibiz customer profile data, and Indibiz competitor product data. The data will then be used in designing the value proposition and customer segment in the value proposition canvas. Data collection was carried out by interview method with 10 MSMEs. Then, the design of the customer profile and value map of Indibiz products was carried out. Then, a strategy canvas analysis and ERRC were carried out to design a Value Proposition Canvas for Indibiz service proposals. The results of the design of the proposed Value Proposition Canvas that can be considered and implemented for Indibiz, include the addition of an all-in-one-based MSME digitalization package and bundling package services for the digital marketing system and have a sales guarantee for every purchase of digitalization services.

**Kata kunci** – UMKM, Indibiz, *value map*, *value proposition canvas*, *customer profile*, *value map*