

ABSTRACT

The instant coffee industry in Indonesia is experiencing rapid growth in line with the rise of fast-paced lifestyles and the need for practical coffee solutions. Data shows that instant coffee consumption has increased since 2015, especially among the younger generation such as Gen Z and Millennials. Evaluation of the financial aspects showed positive results with a net profit of Rp14,699,631 in one year of sales, ROI of 242% and payback period of approximately 5 months 16 days. In the midst of this opportunity, Pocket Coffee plans to launch a new flavor variant, namely, lemon espresso. However, before the launch, it is necessary to validate the value of the product according to customer needs. For this reason, the Value Proposition Canvas (VPC) tool is used as an analytical approach to help map the suitability between the value map and customer profile.

This research aims to find out what consumers need when buying instant coffee, the problems they face, and the expected benefits. In addition, it wants to know how Pocket Coffee products can meet these needs and provide benefits to customers.

The research method used is qualitative, with data collection techniques using a structured interview approach to internal Pocket Coffee and five customers.

The results showed that Pocket Coffee fulfills the functional and emotional tasks of consumers, but there are still aspects of social tasks that have not been fulfilled, namely physical place and product variety.

This research helps Pocket Coffee design a better value proposition and understand consumer preferences. Pocket Coffee is expected to find solutions to fulfill customers' wants such as developing product variations by providing more choices of coffee beans.

Keywords: *Value Proposition Canvas (VPC), Value Map, Customer Profile, Coffee Industry.*