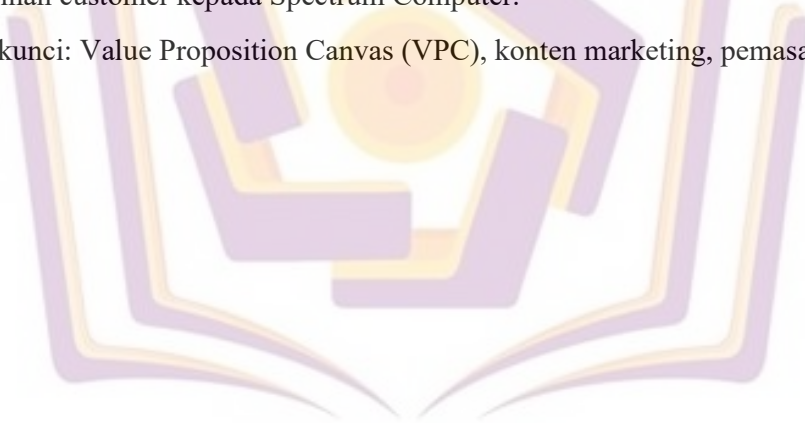# INTISARI

Spectrum Computer merupakan UMKM yang bergerak dibidang barang dan jasa. Spectrum Computer menjual berbagai macam perlengkapan komputer/laptop dan melayani service komputer/laptop dan printer. Spectrum Computer sudah melakukan pemasaran secara online melalui Facebook dan Whatsapp. Sehingga diperlukan perancangan bisnis yang dapat menunjang kebutuhan dan target dari Spectrum Computer. Value propositions Canvas adalah bagian dari Business Model Canvas yang berfokus pada dua blok yaitu blok Customer Segments dibagi menjadi tiga blok lagi yaitu customer jobs, gain, dan pain, sedangkan untuk Value propositions dipecah menjadi tiga bagian yang terdiri dari products and services, pain relievers, dan gain creators. Hasil dari penelitian ini yaitu telah dilakukan optimasi media sosial Facebook sebagai media promosi jasa Spectrum Computer dalam meningkatkan pemasaran dan menghasilkan konten marketing dengan dasar metode Value Proposition Canvas untuk mengetahui keinginan customer kepada Spectrum Computer.

Kata kunci: Value Proposition Canvas (VPC), konten marketing, pemasaran

ABSTRACT

Spectrum Computer is an UMKM engaged in goods and services. Spectrum Computer sells various kinds of computer/laptop equipment and provides computer/laptop and printer services. Spectrum Computer has been doing online marketing through Facebook and Whatsapp. So we need a business design that can support the needs and targets of Spectrum Computer. The Value propositions Canvas is part of the Business Model Canvas which focuses on two blocks, namely the Customer Segments block which is divided into three more blocks, namely customer jobs, gains, and pain, while the Value propositions are divided into three parts consisting of products and services, pain relievers, and gain creators. The result of this research is that Facebook's social media optimization has been carried out as a promotional medium for Spectrum Computer services in increasing marketing and producing marketing content based on the Value Proposition Canvas method to determine customer desires for Spectrum Computer.

Keywords: Value Proposition Canvas (VPC), marketing content, marketing