

Thesis Title

" STRATEGY DESIGN FOR DEVELOPING VARIATIONS OF BATIK GRIYA HARAPAN DIFABEL PRODUCTS THROUGH A COLLABORATION PROGRAM "

ABSTRACT

Griya Harapan Difabel is one of the West Java Social Service management which is committed to being a home for disabled friends by creating many programs, one of which is empowering batik and handicrafts for disabled friends. In an effort to increase their self-confidence so that they can adapt to the environment around them, one of the SDG movements number 10 for equality has been made into a business involving people with disabilities, one of which is Batik Griya Harapan Difabel. Business competition arises because of competitors who have the same services or products. the need for characteristics, quality and variety. Batik GHD produces many products, but the Griya Harapan Difabel program rarely carries out collaboration between their other activity programs to produce much better products. This research intends to combine 2 different programs to discuss and design something new from the creativity of disabled people while at Griya Harapan Difabel. The research method used is the design thinking method supported by other methods such as interviews, observation, literature study, SWOT analysis, participatory design, and collaboration in the writing process.

Keywords: Collaboration, Disability, Product Development