

ABSTRACT

Bandung is one of the cities with high culinary appeal. Culinary is a product centered on human needs. With the potential for high culinary interests, the quality of culinary products in the city of Bandung must continue to develop according to the needs of consumer interests. Design thinking is the rationale in the process of transforming a creative mindset into an innovation.

The purpose of this study is to measure the application of the concept of Design Thinking in the Culinary Subsector Creative Industry in Bandung City which includes the stages of the Design Thinking concept according to The Stanford d.school, namely: Emphasize, Define, Ideation, Prototype, and Test.

The problem behind this research is the discovery of problems in the creative industry in the culinary sub-sector which consists of a decline in sales due to the impact of COVID-19, not conducting market surveys, and the need for innovative breakthroughs to overcome competition in the culinary business market.

From these problems, it is necessary to apply a relevant approach, namely the concept of Design Thinking. This approach is not well known by many business actors although the processes in it may have been carried out naturally by business actors. Thus, it is necessary to measure the implementation of the concept of Design Thinking in the culinary sub-sector.

*The research methodology used is descriptive quantitative method with primary data in the form of distributing questionnaires to 92 culinary business actors with the Dine In concept (providing a place) and 92 culinary entrepreneurs with the Take Away concept (not providing a place) in Bandung City. The analytical technique used is descriptive statistical analysis technique and independent sample *t* test.*

The results of the study indicate that the Culinary Subsector Creative Industry in Bandung City has implemented Design Thinking well, but it is not comprehensive so it still needs to be developed.

From this research, it is hoped that it can be useful as a reference for business actors in the culinary sub-sector in the city of Bandung in applying the Design Thinking Method in the business that is being run and or will be made by them, so as to create effectiveness in the process of designing and running the culinary business.

Keywords: Design Thinking, Implementation Measurement, Evaluation, Creative Industry, Culinary Sector.