

ABSTRACT

The creative economy in Indonesia is one of the industrial sectors that has good potential and strength for Indonesia's sustainable economic growth. This is evidenced by the contribution made by Indonesia's creative economy sector to the Gross Domestic Product (GDP) of Rp1,211 trillion. The creative industri is a subsystem of the creative economy, the creative industri has 17 sub-sectors, one of which is the craft sub-sector. Rajapolah District is famous for being a center for the craft industri. Because most of the people are craft craftsmen. Not only production, the community also sells their products along the Rajapolah District roads. However, the heyday of the craft industri in Rajapolah District gradually declined, where in 2017, the entry of Thai and Chinese products that imitated and resembled the craft products of Rajapolah District. Their products are sold at lower prices, this has resulted in a 30% decline in the craft industri. The biggest impact of the decline has occurred since the beginning of the COVID-19 pandemic, where the decline in the craft industri in Rajapolah District was 90. Lack of knowledge was one of the factors in the decline in the craft industri in Rajapolah District.

Therefore, this study aims to find out how to implement the concept of design thinking in the craft sub-sector of Micro, Small and Medium Enterprises in Rajapolah District, Tasikmalaya. Design thinking is a method that will help business people to solve problems with five stages, namely empathize, define, ideate, prototype and test.

This study uses a quantitative descriptive method, to determine the implementation of design thinking in the craft industri, Rajapolah District. The main data source is primary data from the results of filling out the questionnaire.

The results of this study conclude that the micro and small business actors in the craft sub-sector in Rajapolah Tasikmalaya District in the application of the concept of design thinking are good, but not comprehensive. This is because at the empathize stage it is still categorized as "not good".

Because the empathy stage in this study being categorized as "not good", it is recommended for further researchers to find out why this stage is still categorized as "not good". To find out, the next researcher can conduct interviews with every player in the craft industri in Rajapolah District, or interviews with other competent sources related to this stage.

Keyword: *Design thinking, Creative Economy, Creative Industri, Craft*