

ABSTRACT

This research is motivated by the development of the fashion industry sub-sector, intense business competition, and covid 19 that affects businesspeople in the fashion industry, where business people need to make human-centered products and use the right business strategy. A key for companies to be able to survive in a lot of competition is to continue to innovate. One way to carry out product development and innovation is the design thinking method.

With good design thinking, business actors can see more deeply about the problems faced by consumers and design more focused ideas. In design thinking, the stages used are empathize, define, ideate, prototype, and test.

The research method used in this study is a quantitative method. Through this research, it will be analyzed how the understanding of creative industry players in the fashion sub-sector in Bandung City regarding design thinking in product development.

Keywords: *Creative Industry, Fashion Subsector, Design Thinking.*