

ABSTRACT

The city of Bandung is a city known as a creative city, and was selected to be a Creative Cities Network along with 47 cities from 33 countries by UNESCO. Fashion itself is one of the advanced and developing subsectors in the city of Bandung. The number of business actors in the fashion subsector also increases every year in the city of Bandung. With the increasing number of fashion business actors in the city of Bandung, of course product updates and development are needed in order to survive in competition between business actors. The fashion subsector itself is not listed as the three largest subsectors that carry out research and development, even though research and development is important in the establishment of a business.

To carrying out research and development requires an approach to consumers, in order to find out what problems and needs consumers have. Design thinking is an approach that has a concept (Human Centered Design), namely all activities that take place and focus on the user. This is done so that the objectives to be achieved can be achieved by consumer demand and satisfaction. This research aims to measure how much implementation of the design thinking concept has been implemented by fashion business actors in Bandung City, which includes five stages of the Design thinking concept, namely Empathize, Define, Ideate, Prototype, and Test. This research also aims to find out whether there is a difference between the application of the design thinking concept carried out in Ready to Wear and Made to Order fashion types.

The method used in this research is a quantitative descriptive method with primary data in the form of distributing questionnaires. The research sample consisted of 224 business actors, 112 fashion business actors who had Made to Order products and 112 fashion business actors who had Ready to Wear products in Bandung City. This research uses descriptive statistical analysis techniques and independent sample t-tests..

The results of this research show that the creative industry in the fashion subsector in the city of Bandung has implemented design thinking well with an average percentage value of 67.6%, but has not carried out the stages correctly and thoroughly so it still needs to be developed.

It is hoped that this research will provide benefits in the form of a reference for business actors in the fashion subsector in Bandung City in applying the design thinking method correctly by the rules in building and developing their business, so that their business can run effectively.

Keywords: *Creative Industry, Design thinking, Evaluation, Fashion Sector*

Implementation Measurement.