

## ABSTRACT

*MSMEs are businesses that have great economic potential for Indonesia. By 2023, 99% of businesses in Indonesia will be MSMEs, contributing 61.9% of GDP and absorbing 97% of the local workforce. However, during the pandemic and even today, many MSMEs have experienced a decrease in turnover and cannot survive. One of the survivors is Kedai Wayang Windu. This shop has a strategic location but has continued to experience a decrease in turnover in the past year and various other problems. Therefore, it is necessary to find a match between the problems and needs of customers and the value that the business offers.*

*This research uses a design thinking approach to focus on user needs. The strategy used is through surveys, to collect information. This research uses qualitative methodology, data collection techniques through in-depth interviews and observation. Interviews were conducted with customers and owners.*

*The results of this study show that there are problems experienced by customers, namely the absence of information related to menus and prices, long waiting times, and services that are not effective and efficient. After the design thinking stage, the proposed solution provided has been validated, namely the Kedai Wawind E-Menu, so that customers get certainty of menu and price information and waiting times as an answer to the pain and gain expected by customers.*

**Keywords:** *Value Proposition Design, Design Thinking, MSME, Kedai Wayang Windu*