

## ***Abstract***

*This research aims to increase Twenty One Autos' revenue by meeting consumer needs through a design thinking approach. By applying qualitative methods and a design thinking approach, this study explores in-depth understanding, develops theoretical foundations, and describes the research reality. The findings indicate that while Twenty One Autos' services receive positive ratings, there is potential to enhance unit variety, credit efficiency, and online/offline marketing strategies. Recommendations include creating an efficient credit process website, car customization, and optimizing offline promotions to boost sales, with an emphasis on stakeholder engagement and effective resource allocation. Periodic evaluation of marketing strategies is also considered crucial to ensure sustained innovation and alignment with customer needs.*

*Keywords: Consumer needs, Design Thinking, Twenty One Autos*