

DAFTAR PUSTAKA

- Alamsyah, A., Arya Saputra, M. A., & Masrury, R. A. (2019). Object detection using convolutional neural network to identify popular fashion product. *Journal of Physics: Conference Series*, 1192(1), 012040. <https://doi.org/10.1088/1742-6596/1192/1/012040>
- Aryata, M. A., Baskoro, L., & Haq, N. (2023). *Design thinking in sustainable fashion innovation*. Bandung: Universitas Padjadjaran.
- Astuti, Y., Anggadwita, G., & Wahyuningtyas, R. (2017). Analysis of intellectual capital based on quantity, quality, and systematic assessment: *A case study of seven industrial centres in Bandung, Indonesia*. *International Journal of Learning and Change*, 9(4), 319-333.
- Bastos dos Reis, J., Silva, L., & Oliveira, J. (2022). The impacts of Industry 4.0 enabling technologies on operational strategy. *Future Studies Research Journal: Trends and Strategies*, 15(1), 1-25. <https://doi.org/10.24023/FutureJournal/2175-5825/2023.v15i1.694>
- Berry, G., Mobley, R., & Turk, D. (1994). Rapid prototyping methodology in action: *A developmental study*. *Educational Technology Research and Development*, 48(2),
- Braun, V., & Clarke, V. (2021). *Thematic Analysis: A Practical Guide*. SAGE Publications.
- Brown, T. (2023). *Design Thinking: Integrating Innovation, Customer Experience, and Brand Strategy*. Harvard Business Review Press.
- CNBC Indonesia TV. (2019). Kontribusi Industri Kreatif terhadap PDB Nasional. [Video]. Diakses dari <https://cnbcindonesia.com>
- Creswell, J. W., & Creswell, J. D. (2023). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (6th ed.)*. SAGE Publications.

- Dam, R., & Teo, Y. S. (2022). *Design Thinking: A Beginner's Guide*. Interaction Design Foundation.
- Dinas KUMKM dan Perindag Kota Bandung. (2023). *Data Pelaku Usaha Industri Fashion di Kota Bandung*. Bandung: Dinas KUMKM dan Perindag.
- Gray, D. (2017). *Doing Research in the Real World*. Sage Publications.
- Gray, D. (2017). *The Empathy Map: A Guide to Building Deeper Customer Understanding*. XPLANE Press.
- Gray, D. (2017). Update to the *Empathy Map*.
- Fuxman, L., Mohr, I., Mahmoud, A. B., & Grigoriou, N. (2022). The Fast Fashion Brands: Sustainable Marketing Practices and Consumer Purchase Behavior. *Journal of Global Fashion Marketing*, 13(3), 187–202. <https://doi.org/10.1080/20932685.2022.2062733>
- Indonesia Fashion Week. (2022). *Laporan Investasi dalam Penelitian dan Pengembangan di Sektor Fashion*. Jakarta: Indonesia Fashion Week.
- Indonesian Fashion Chamber. (2023). *Laporan Tren Fashion di Indonesia*. Jakarta: Indonesian Fashion Chamber.
- Hamel, G., & Prahalad, C. K. (2020). *Competing for the Future*. Harvard Business School Press.
- Hatammimi, J., & Andini, S. (2022). *Measuring the implementation of the design thinking concept in the creative industry*. *International Journal of Business Ecosystem & Strategy* (2687-2293), 4(2), 20–27. <https://doi.org/10.36096/ijbes.v4i2.326>
- Kiswardani, W. E., & Ghina, A. (2024). Tantangan UMKM Fashion dan Solusi Berbasis Design Thinking. *Jurnal Inovasi dan Desain*, 9(2), 90–105.
- Han, J. (2022). The competitive advantage of prioritizing human-centered design: *A case study of design thinking in business innovation (Honors thesis, University of Tennessee at Chattanooga)*. University of Tennessee at Chattanooga Scholar.

<https://scholar.utc.edu/cgi/viewcontent.cgi?article=1495&context=honors-theses>

- Kementerian Perindustrian. (2022). Laporan UMKM di Sektor *Fashion*. Jakarta: Kemenperin. Diakses dari <https://kemenperin.go.id>
- Kotler, P., & Armstrong, G. (2008). *Principles of marketing* (12th ed.). Pearson Education.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. Wiley.
- Kumar, K., & Kurni, M. (2020). *Design Thinking: A Forefront Insight*. Routledge.
- Kurek, J., Kowalski, R., & Zielinska, M. (2023). Design Thinking for Sustainable Business Innovation. *Journal of Sustainable Innovation*, 12(3), 141–157.
- Mahdi, E., Moslehpour, M., & Nguyen, N. P. (2020). The Impact of Design Thinking on Innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(3), 89–102.
- McLeod, S. (2023). *Operational Definitions in Research*. Simply Psychology. <https://www.simplypsychology.org/operational-definition.html>
- Merriam, S. B., & Tisdell, E. J. (2020). *Qualitative Research: A Guide to Design and Implementation* (4th ed.). Jossey-Bass.
- Miles, M. B., & Huberman, A. M. (1994). *Qualitative Data Analysis: An Expanded Sourcebook*. Sage Publications.
- Mutmainah, S., Agitha, N., & Kurniawan, R. (2022). *Design thinking: Pendekatan inovatif untuk memenuhi kebutuhan pengguna menggunakan teknologi*. Prosiding *The 13th Industrial Research Workshop and National Seminar*. Bandung, Indonesia.
- Nielsen Consumer Indonesia. (2022). *The Sustainability Imperative: New Insights on Consumer Expectation*.
- Rahmad, R., & Ghina, A. (2025). Evaluasi Penerapan Design Thinking dalam Industri Properti. *Jurnal Teknik dan Inovasi*, 10(1), 112–130.

- Riadi, M. (2020). Strategi Pengembangan Produk: Teori dan Aplikasi. *Manajemen Strategis Online*. <https://www.kajianmanajemen.com>
- Rosyda, I. (2023). Dampak Ekonomi Kreatif terhadap Pertumbuhan Sosial di Indonesia. Surabaya: Pustaka Jaya.
- Smith, R., & Lee, J. (2023). *Creative Prototyping in Design Thinking*. Routledge.
- Stanford d.school. (2020). *An Introduction to Design Thinking: Process Guide*.
- Statista. (2023). Global *Fashion* Market Forecast. Diakses dari <https://statista.com>
- Sugiat, M., & Sudirman, A. (2024). *Model analysis of the mediation effect of customer satisfaction on customer loyalty in Mitratel companies: The role of CRM and company reputation as predictors*. *Jurnal Manajemen Indonesia*, 24(1), 105–120. <https://doi.org/10.25124/jmi.v24i1.7353>
- Sugiyanta, H. (2019). *Industri Fashion* di Bandung: Peluang dan Tantangan. Bandung: Universitas Pendidikan Indonesia.
- Sugiyono. (2021). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sulung, U., & Muspawi, M. (2024). Jenis-Jenis Sumber Data dalam Penelitian Sosial. *Jurnal Ilmu Sosial dan Humaniora*, 11(1), 33–42.
- Swasty, W., Soedewi, S., & Mustikawan, A. (2025). Design Thinking untuk UMKM Kreatif di Indonesia. *Jurnal Ekonomi Kreatif dan Inovasi*, 7(1), 55–72.
- Teece, D. J. (2020). *Dynamic Capabilities and Strategic Management: Organizing for Innovation and Growth*. Oxford University Press.
- Triono, S. P. H., Rahayu, A., Wibowo, L. A., & Alamsyah, A. (2024). The impact of entrepreneurial strategy on the firm performance of Indonesian technology startups. *Jurnal Manajemen Indonesia*, 24(1), 84–104. <https://doi.org/10.25124/jmi.v24i1.7303>

- Uffandi, F. (2023). *Analisis indikator inovasi produk terhadap kepuasan pelanggan. Jurnal Riset Ekonomi dan Manajemen*, 10(2), 123-135.
- Uebornickel, F., Brenner, W., Naef, T., & Schneider, J. (2020). *Design thinking methods and applications*. Springer.
- Wentzel, A., Han, J., & Lopez, P. (2024). Brainstorming Techniques for Innovation. *Journal of Creative Process*, 8(2), 99–115.
- Yin, R. K. (2021). *Case Study Research and Applications: Design and Methods* (6th ed.). SAGE Publications.
- Zuo, S., Feng, L., & Tao, Y. (2022). The Impact of Bi-Directional Design Method in Sustainable Fashion Design Thinking and Development. *Journal of Sustainable Fashion*, 9(4), 201–214.