

ABSTRACT

This research raises the topic of Application of Empathy as the Beginning of Design Thinking at the Girilaya Wayang Golek Gallery, Jelekong Village To Increase Business Opportunity. In facing the current development of Micro, Small and Medium Enterprises (MSMEs), the creative industry, especially wayang golek, must also innovate its products. So the puppet show craftsmen set up a gallery of girilaya wayang golek which sells and accepts orders for various forms and products of wayang golek which is starting to decline in preservation of wayang golek The girilaya wayang golek gallery has a variety of interesting products that can be developed with product innovation through approach design thinking, including describing new products that can increase business opportunities and making the girilaya wayang golek gallery innovate products which describe new products that are well received by consumers. The purpose of this study is to determine the application of empathy as one of the initial stages in the design thinking approach to the girilaya wayang golek gallery in Jelekong Village, Bandung Regency to increase business opportunities. This study discusses several theories, including products, innovation, product innovation, approaches design thinking, and business opportunities. This study uses a qualitative method by describing and describing the empirical reality behind the phenomenon in depth and thoroughly. The data collection technique used in this study was interviews with three competent, observers, and had high concern for the development of wayang golek in West Java, in addition, observations and documentation were also carried out. The results of this study will become suggestions and recommendations for the Girilaya Wayang Golek Gallery, Jelekong Village.

Keyword: Design Thinking, Product Innovation, Business Opportunities, Wayang Golek Girilaya