

ABSTRACT

This research is motivated by the competition in the creative industry, especially the craft sub-sector, which is getting tighter and due to the pandemic which has an impact on creative industry business actors in the craft sub-sector in Bandung. A key for companies to survive in the competition is to continue to innovate. One way to carry out product development and innovation is the design thinking method.

With good design thinking, business actors can look deeper into the problems faced by customers and design more focused ideas. In design thinking, the stages used are empathize, define, ideate, prototype, and test.

The research method used in this study is a quantitative method. Through this research, it is known that the application of concept of Design Thinking in the Creative Industry of the Craft sub-sector in the city of Bandung has been implemented well and has been comprehensive.

Keywords: *Creative Industry, Craft Sub-Sector, Design Thinking.*