

ABSTRACT

Competition that occurs in the fashion sub-sector causes a company to make customer satisfaction the main fokus, one way that can be done is by creating a product that meets consumer needs. Therefore, product development is needed as an effort to meet consumer needs. The value co-creation strategy can be used as a new product development strategy because the company involves consumers as co-creators to take part in the process of creating value for a product with the aim of developing products according to needs and will create customer satisfaction.

The purpose of this study is to determine the process of developing new products by implementing Value co-creation using The DART (Dialogue, Access, Risk Assessment, Transparency) model in Dogged Materials.

The method used in this research is to use The DART model (Dialogue, Access, Risk Assessment, Transparency) as an operational variable to determine the application of value co-creation in the new product development process. The selection of resource persons in the study used purposive sampling based on the criteria required by the researcher.

The results of this study indicate that the application of value co-creation in Dogged Materials is still not good and some developments in tools are needed to facilitate access and flow of information, so that it can accommodate more suggestions from the wider market.

Keywords: Creative Economy, The DART, Value Co-creation, Co-creation Product