

## **ABSTRACT**

*The fashion industry has rapid growth and improvement in Indonesia. It is recorded that the number of transactions in the fashion industry has the highest value compared to other products sold in e-commerce, reaching 22% of total shopping in e-commerce throughout 2022. Moreover, this is also a priority for the Making Indonesia 4.0 program. However, along with the growth of the fashion industry resulted in competition from competitors. So many industries have to innovate to win the competition.*

*This research was conducted to determine a marketing strategy using the design thinking method to increase Teepees Collection sales and win the competition from competitors. The design thinking method is used as an approach in this study, consisting of five stages: empathize, define, ideate, prototype, and test. The method used in this study is a qualitative method with primary data through interviews with internal and external Teepees Collection parties conducted at the empathize stage. And then proceed with finding problems at the define stage. This problem will be overcome by finding ideas at the ideate stage. Furthermore, the ideas found are made into prototypes. The prototype will be evaluated at the test stage in the last stage.*

*With the help of design thinking, the results of this research are making new, more attractive packaging designs, promotional strategies such as Upload and Get Discount (UGD), e-card membership, mixed bundling, and discounts on special days. Apart from that, creating content planning on Instagram and attending marketing division employee training. Based on the results of the evaluation, the researcher suggests that the Teepees Collection needs to change the packaging with bright colours, include cleaning instructions and social media accounts, add new employees specifically to the marketing team and include digital marketing training modules for employees, and finally carry out periodic evaluations of marketing strategies. To be implemented by the Teepees Collection.*

*Keywords: Design thinking, Marketing strategy, Fashion sub-sector*