

ABSTRACT

This study aims to analyze the marketing strategies of fashion tenants at Laswee Creative Space to enhance consumer appeal and visitor interaction through the design thinking approach. The design thinking method was utilized to deeply understand user needs and generate innovative solutions through five stages: empathize, define, ideate, prototype, and test. Data were collected through observations, in-depth interviews, and questionnaires involving fashion tenants and visitors as respondents. The results reveal that an optimized social media-based marketing strategy, supported by integrated online and offline promotions, effectively strengthens the branding of fashion tenants and reaches relevant market segments. Furthermore, product designs aligned with the tenants' brand themes significantly impact building a positive image and increasing customer loyalty. Visual merchandising strategies, including innovative window display designs and aesthetically arranged interior product layouts, have proven effective in creating engaging and interactive shopping experiences, thereby boosting tenant visits and potential sales. This study recommends that fashion tenants adopt social media-based marketing strategies, ensure product designs align with their brand themes, and optimize visual merchandising elements. The design thinking approach enables tenants to identify consumer needs and develop relevant and innovative solutions.

Keywords: *design thinking, marketing strategy, fashion tenants, branding, visual merchandising, Laswee Creative Space*