

ABSTRACT

The rapid growth of modern business has triggered increasingly fierce competition. Merely relying on low prices and standard products is no longer sufficient to win the market. Particularly in digital commerce, many businesses struggle to attract consumer attention and build loyalty due to weak brand image and lack of creative advertising strategies. Therefore, creative innovation is needed for business actors to remain competitive.

This study was conducted to develop an advertising program using the design thinking method to increase sales and visitor traffic. The design thinking approach, which is human-centered, emphasizes the user's role throughout the process, which consists of five stages: empathize, define, ideate, prototype, and test.

This research uses a qualitative method by collecting primary data through interviews with users, including the internal marketing team, loyal customers, and potential customers, to identify needs in the empathize stage. The problems are then defined, solved by generating ideas during the ideate stage, and translated into prototypes that are evaluated in the test stage.

This study deepens the understanding of advertising strategy development using design thinking and provides a foundation for future research as well as a practical guide for efficient advertising strategies. It also helps minimize risks and improve competitiveness in the market. The findings show that applying design thinking has a positive influence on determining advertising strategies to increase audience engagement and sales.

The results of this study indicate that the application of design thinking has an influence in formulating advertising strategies for Mougins Hijab to increase audience engagement and sales. The strategies developed include the creation of educational content, interactive content, collaborations with influencers, and the implementation of live shopping. These four strategies were translated into prototypes designed gradually, from low fidelity to high fidelity. This study is expected to serve as a practical reference for MSME actors in designing advertisements that are not only attractive but also aligned with consumer needs and behavior on social media. Future research is advised to proceed to the testing phase in order to measure the overall effectiveness of the proposed strategies.

Keywords: *Design thinking, SMEs, Advertising, Fashion Subsector.*