

DESIGN THINKING PROCESS OF ENTREPRENEURS IN MANDAILING NATAL

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ABSTRACT

The success of an entrepreneur is inseparable from his success in innovating in his business activities. Design thinking is one form of innovation. In the business world, design thinking can be used for product development, work process services, and also business models. This research aims to determine how Mandailing Natal entrepreneurs apply the design thinking method. This research method uses the concept of the design thinking process, which consists of five stages: empathize, define, ideate, prototype, and test. Information collected in this thesis was obtained through primary data, namely interviews and observations, and secondary data, namely by using books, scientific journal, websites, etc. This research focuses on entrepreneurs in Mandailing Natal who own and operate businesses such as coffee shop, hotel, restaurant, and transportation service provider. The application of the design thinking process can describe the thinking process and innovation of Mandailing Natal entrepreneurs. The results of this study indicate that the design thinking method can be used as a form of innovation capable of being a solution in developing products, services, and also the work processes of entrepreneurs. The innovations presented can be a solution to existing problems. The limitations of this research are limited to the objects studied. This research can be further developed by increasing the number of research objects and making comparisons between research objects.

Keywords : Design Thinking Process, Entrepreneur, entrepreneurship, Problem solving