

CHAPTER 1

INTRODUCTION

1.1 Background

The design thinking process is an entrepreneurial approach that focuses on the customer. This approach teaches entrepreneurs how to create goods or services that meet customers' needs. Through this approach, the products produced have the value of innovation and creativity so that they can support the sustainability of the business that will be undertaken.

The design thinking process consists of five stages: empathize, define, ideate, prototype, and test. The design thinking process starts with empathy, which is how we dig deep for information about the needs, desires, and problems felt by consumers for the products to be produced. Then define those needs and problems. It's time to collect the information collected during the empathy stage, analyze the observations, and synthesize them to determine the core problem that the team has identified. This definition is called a problem statement. Next is Ideate, namely generating staged ideas; this is a process that is ready to generate ideas. Following the completion of the previous two stages, entrepreneurs will begin looking for out-of-the-box ideas to solve problems and create products that are creative and innovative. The next phase is the experimental phase, and the goal is to identify the best solution for each problem found. To do this, the team must produce several versions of the product derived from the previous idea discovery and determine which one is more effective and efficient. The final stage is testing; this stage will test the prototype to determine whether it is a product that can be used, despite the fact that it is the final phase. Design thinking is interactive. The test results will be used to further redefine one or more problems so that you can return to the previous literacy stage. further changes and improvements to find or override the active solution.

Design thinking is still a trend in the innovation process in various industrial sectors today, especially in startup that have millennial and Generation Z workers who are full of creativity and fresh ideas. In addition, design thinking is also a subject that should not be missed in learning and development within the company. This method is loved because it focuses on the human center.

The concept of the design thinking process is very much needed by entrepreneurs to carry out their business activities properly. Currently, many entrepreneurs do not understand the concept of design thinking theoretically, but in reality, they have implemented it in real terms for the businesses they run. It is proven that the businesses that have been run by these entrepreneurs can last for years, and the products they produce still get good attention from consumers. This is the ultimate goal that is expected from the application of the design thinking process concept to a business.

At Mandailing Natal, there are several entrepreneurs whose businesses are engaged in various sectors, such as the food and beverage sector, hospitality and tourism, the creative industry, and others. One example is the CV of Lopo Mandheling. The application of the design thinking process concept to a business run by a successful Mandailing Natal entrepreneur who can grow and develop his business has become an interesting object of research so that we can find out how the implementation of the design thinking process is carried out by the entrepreneur in his business activities. From the background of thought above, the author is interested in raising the title of "Design Thinking Process Entrepreneur in Mandailing Natal."

1.2 Formulation of the Problem

Based on the problems that have been determined, the problems discussed in this study can be formulated, namely, "How is the Design Thinking Process affecting the success of Mandailing Natal entrepreneurs?"

1.3 Purpose of the Study

Based on the formulation of the problem, the objectives one of this study is to find out How the application of the design thinking process, How the success, how the difficulties and How the Solutions carried out by Mandailing Natal entrepreneurs in running their businesses.

1.4 Significance of the Study

This research is expected to provide benefits and uses for various parties, including:

1. Benefits for Writers

To increase knowledge and insight into how to apply and benefit from the design thinking process in running a business from successful entrepreneurs, and to increase knowledge about business potential and business activities that already exist in Mandailing Natal Regency, then this research can also increase the author's relationship with entrepreneurs.

2. Benefits for Entrepreneurs

To increase knowledge and insight into the design thinking process as a form of innovation in problem solving and can also be used for consideration and evaluation of business activities, as well as to improve the quality and success of their business by applying the design thinking process.

3. Benefits for Readers

As a means to add insight and knowledge about the benefits of the design thinking process in a business. As a further reference in conducting research or implementing design thinking in entrepreneurship.

1.5 Scope and Limitation of the Problem

Problem Limitation In order for this research to be more effective, efficient, This research needs to be limited in variables to suit the planned objectives, directed and can be studied more deeply, problem restrictions are needed. The problem restrictions studied in this study are: The problem studied is limited to the

application of the design thinking process method carried out by Mandailing Natal entrepreneurs.

1.6 Writing System

Structured, systematic report writing is required. The following is for the writing of this thesis report to be systematic and neat, the systematics of writing this thesis report:

CHAPTER I: INTRODUCTION

This chapter explain the background of the problem, problem formulation, research objectives, research benefits, research scope, and problem boundaries as well as report writing systematics.

CHAPTER II: LITERATURE REVIEW

This chapter describes the literature review and the previous theoretical basis that will be used in completing the research.

CHAPTER III: RESEARCH METHODOLOGY

This chapter will explain the implementation plan, starting from the location, time, and object of research, types and sources of data, data analysis methods, types of research.

CHAPTER IV: RESULTS AND DISCUSSION

This chapter contains the test results, a discussion, and limitations of the research results. The result of the thesis is made in the form of photos and other forms so that it is easier to follow the description of the discussion. The discussion of the result obtained is made in the form of theoretical explanations

CHAPTER V: CONCLUSION AND SUGGESTION

This chapter contains a summary of the writing result in the previous chapter written in a conclusion as well as suggestions and recommendations for improvement of writing.