

ABSTRACT

This study discusses the new product development strategy of the local fashion brand SALASA using the Design Thinking approach. The background of the study is based on the need for innovation in the increasingly competitive and dynamic fashion industry. SALASA, as a local brand that prioritizes sustainability and personalization values, needs to design new products that not only meet consumer needs but are also able to create relevant and memorable experiences.

The Design Thinking approach is used in this study because of its ability to map user needs in depth through the stages of empathy, problem definition, ideation, prototyping, and testing. The study was conducted by involving users directly to explore authentic insights, so that the resulting solutions are truly relevant to the user's context. Data were collected through in-depth interviews, observations, and product trials on target groups.

The results of the study show that users have a high need for fashion products that are personal, quality, and sustainable. They also appreciate features such as limited editions, material transparency, and preference-based recommendations. Fashion products developed through prototypes have been shown to increase user interest, provide positive emotional experiences, and strengthen brand loyalty.

The product development strategy implemented by SALASA in this study emphasizes the importance of integration between brand values and consumer emotional needs. Innovations such as the use of smart fabric, sustainable design, and AI-based recommendation systems are significant added values. In addition, the concept of co-creation with consumers is an effective approach in increasing engagement and trust in the brand.

Overall, this study concludes that the Design Thinking approach is an effective method for creating innovative and user-oriented fashion products. The recommendations in this study can be a strategic foundation for SALASA and other local brands in designing products that are not only aesthetically appealing, but also meaningful and sustainable in the long term.

Keyword: *Design Thinking, Local Fashion, Product Development, Innovation*