

ABSTRACT

The pindang fish processing industry in Sukabumi District is an important sector in the local economy that contributes significantly to food security and job creation. However, the industry faces various challenges, including limited market access that affects business continuity and regional economic growth. This study aims to develop a market access improvement program for the pindang fish processing industry in Sukabumi District using a Design Thinking approach. This approach was chosen for its ability to identify end-user needs and integrate innovative solutions that fit the local context. The research methodology involved five stages of Design Thinking, namely empathy, definition, ideation, prototyping and testing. The empathy stage was conducted through in-depth interviews and participatory observation. The results of this stage were used to clearly define the problems faced in market access. Next, the ideation session generated a range of potential creative solutions, which were then developed into prototypes. These prototypes were tested in a real environment to assess their feasibility and effectiveness.

Keywords: *Market access, pindang fish industry, Sukabumi district, Design Thinking, Product innovation*