



Developing a Low-Sugar Dessert Business Idea with a Design Thinking Approach

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Abstract

This research raises the issue of high sugar consumption which has a negative impact on public health. Data shows that sugar consumption in Indonesia is very high, making it one of the countries with the largest sugar consumption in the world. To overcome this problem, establishing a low-sugar dessert business is a very relevant solution. In this research, researchers used a qualitative descriptive method by adopting the Design Thinking approach as the main approach. Design Thinking is used to understand consumer needs and preferences and develop dessert products that are low in sugar but still delicious and satisfying. This method involves five stages, namely, empathy, defining the problem, ideation, prototyping, and testing. The research results show that the Design Thinking approach is successful in creating low-sugar dessert products that are well received by the market. The products resulting from this process not only meet health criteria but also satisfy consumer tastes, making them an attractive alternative to healthier desserts. This research also provides valuable insight into the market potential for low-sugar desserts and supports efforts to increase awareness of healthy eating among the public.

Introduction

In this modern era, there is a significant trend towards increased consumption of healthy food among consumers (Ilpaj & Nurwati, 2020). Businesses that are able to offer delicious yet healthy products will have a great chance of attracting the attention of consumers who care about their health.

With increased attention to health, many individuals are now more serious about adopting a healthy lifestyle. This is supported by (Asia Pacific Health Priority Survey, 2023) which shows that as many as 77% of consumers in the Asia Pacific region have become increasingly health-conscious due to the impact of the Covid-19 pandemic. According to the survey, nearly 70% of respondents are shifting their health priorities with a focus on healthy and active lifestyles. This sentiment is particularly pronounced in Thailand (93 percent), Indonesia (92 percent), the Philippines (87 percent), and Vietnam (86 percent). With such a high percentage, it is evident that people are increasingly concerned about their health and looking for ways to maintain a healthy lifestyle in the face of the health challenges presented by the pandemic, especially in Indonesia which scored a 92 percent awareness rate.

However, even though many people are starting to live a healthy lifestyle by exercising and eating healthy foods, the challenge of controlling their consumption of sweets remains significant. In fact, many of them still struggle to control their consumption of sweets. Data from (Badan Pusat Statistika, 2022) shows that almost all levels of Indonesian society have a tendency to consume sugar every day. There are as many as 47.9 million Indonesians who are

reported to consume excessive sugar. This is also in line with a report from (United States Department of Agriculture, 2023) which places Indonesia as the sixth country in the world that consumes the most sugar.

Healthy living, also known as a healthy lifestyle, refers to the way a person lives their life by reducing the risk of serious illness or premature death (World Health Organization, 1999). However, health in general is not just the absence of disease or disorder, but includes optimal physical, mental, and social conditions (Fertman & Allensworth, 2010). Research from (Sinaga et al., 2024; Pramesta et al., 2021) explain that people who are unable to control their consumption of sugary foods can contribute to various health problems, such as obesity, diabetes, and other diseases. Ironically, although the number of people with diabetes in Indonesia continues to increase, sugar consumption is actually getting higher, reaching a record high in the last decade. Based on data from the National Sugar Summit (NSS) on 13 December 2023, it shows that sugar consumption at the end of last year reached 3.4 million tons, a sharp increase from 2.61 million tons in 2013. This not only jeopardizes individual health, but can also put a strain on the health system and the economy as a whole.

Given the increasing public awareness of the importance of health and the negative impact of excessive sugar consumption, research focused on establishing a low-sugar dessert business is highly relevant. The definition of "low sugar" in the dessert concept refers to products that contain less added or natural sugar compared to conventional desserts. The concept of this business idea emerged in response to market demand that increasingly prioritizes healthy and quality products (Julitasari & Sahro, 2023). Sniff & Taste is a new culinary business in Batam established in 2024, with the main focus of providing desserts with low sugar options. The establishment of a low-sugar dessert business is not only a solution to meet the growing market demand but also has the potential to have a positive impact on people's overall health. By reducing the sugar content in desserts, consumers can enjoy delicious desserts without having to worry about the negative health impacts of excessive sugar consumption.

Despite the initiative to establish a health-focused low-sugar dessert business, the success of a healthy food business is often uncertain. There is research showing that healthy food products are often perceived as less appealing by consumers (Turnwald et al., 2017). In addition, research from (Aminah & Nugroho, 2020) shows that teenagers often prioritize taste and social aspects over nutritional value when choosing food, even though they are already aware of the concept of healthy eating. This suggests that there is a gap between consumers' desire for healthy living and their experience with healthy food products in the market. Therefore, this research was undertaken involving a Design Thinking approach that is expected to offer a solution in designing low-sugar dessert products that not only meet the health needs but also consumer tastes.

Thus, this research aims at developing an effective strategy to reduce excessive sugar consumption by establishing a low-sugar dessert business as a healthy and delicious alternative through a Design Thinking approach. The Design Thinking approach helps to deeply understand consumer needs and preferences, so as to design innovative and attractive products. In addition, this research also aims to explore the potential for sustainable business development, ensuring that the business is not only financially successful but also makes a positive contribution to public health in the long run.

Literature Review

Increasing public awareness about the importance of a healthy diet as well as the negative impact of excessive sugar consumption has significant relevance to the establishment of low-

sugar dessert businesses. Excessive sugar consumption has been identified as a major risk factor for the development of various chronic diseases. Research (Johnson et al., 2017) showed that the consumption of excessive amounts of sugar is one of the main causes that increase a person's risk for obesity and type 2 diabetes mellitus. In addition, research conducted by (Indira Prameswari & Zuraida, 2023) revealed a significant relationship between dietary intake and type 2 diabetes mellitus (T2DM), with high consumption of sugary foods contributing to an increased risk of insulin resistance.

There is an increasing positive trend that shows greater consumer interest in healthy food, which is triggered by the increasing prevalence of dangerous diseases in Indonesia (Elva Syavita & Hanif, 2023). However, this does not guarantee that the success of a healthy food business can be ensured. Research shows that labeling food as "healthy" often causes consumers to perceive the food as not tasting good enough (Raghunathan et al., 2006). Consumers generally have the perception that good food and healthy food are contradictory (Luomala et al., 2004). This belief indicates that consumers tend to think that unhealthy foods are more palatable than healthy foods. This suggests a stronger correlation between the perception that unhealthy food tastes better than healthy food (Ha et al., 2019).

However, there is still great potential for low-sugar dessert businesses to succeed if they can overcome this negative perception and deliver products that are not only healthy but also delicious. This became an important focal point in the research to explore how the application of Design Thinking methods can help better understand user needs and come up with more innovative solutions to overcome the challenges (Fuchs et al., 2019). With this approach, it is hoped to strengthen the success of this business in an increasingly health-conscious market, by creating low-sugar dessert products that not only reduce sugar intake but also fulfill consumer wants and preferences.

Methods

In this study, researchers used a descriptive qualitative research method by adopting the Design Thinking approach as the main approach in establishing and developing a dessert business with low sugar options. Descriptive Qualitative is intended to explain and describe natural or man-made phenomena, focusing on the characteristics, qualities, and relationships between activities (Sukmadinata, 2011). This method offers a problem-oriented approach to finding solutions (Aripardono & Lim, 2023). Data collection is carried out through observation and interviews, where observation allows researchers to see and record subject behavior and interactions, while interviews allow researchers to dig deeper information about the views, opinions, and experiences of research subjects. Through these two methods, researchers can obtain accurate and in-depth data, which reflects the actual conditions without any intervention or changes to the observed phenomena.

In addition, the Design Thinking approach chosen by the researcher as the main approach in this research makes it possible to obtain a thorough understanding of the problem to be studied. Broadly speaking, Design Thinking is part of the innovation process used to generate specific solutions to complex problems (Eradatifam et al., 2020). The Design Thinking approach consists of five main stages, namely empathy, define, ideate, prototype, and test (Rosyda & Sukoco, 2020). Empathize is the ability to understand the feelings and needs of users to further explore the characteristics and how the product can meet their needs. This stage is very important for entrepreneurs to address product issues related to user needs, through observation, interviews, and direct interaction. The second stage is Define, which is the process of formulating a clear and specific problem, which is based on a deep understanding of the user and the problems he faces obtained from the Empathy stage. The third stage is Ideate, which is

the stage of creating as many creative ideas as possible to solve the problems identified in the previous stage. All ideas that arise in the ideate stage will be accepted without preliminary judgment to encourage creativity without restrictions. Then the fourth stage is Prototype, where ideas generated from the ideate stage are further explored by creating a prototype design or a simple model that can be tested. The goal of this stage is to bring the ideas to life. And the last stage is Test, which involves testing the solution or prototype that has been created in the previous stage directly to users.

These stages will help developers understand user needs and produce better solutions (Hardinata et al., 2023). Thus, combining the descriptive qualitative method and the Design Thinking approach in this study enabled the researcher to gain a deep understanding of the problem at hand and the user context.

Result and Discussion

Every business establishment requires careful planning to ensure the success and sustainability of the business. In this context, the researcher chose to use the Design Thinking approach in business planning, supported by a descriptive qualitative research method. This approach was chosen because it provides a systematic and creative way to solve problems and develop innovative solutions. The results of applying the descriptive qualitative method with the Design Thinking approach in this research show some important findings related to the needs and problems faced by the community. The following are the results and discussion of the research method that refers to the five stages in Design Thinking.

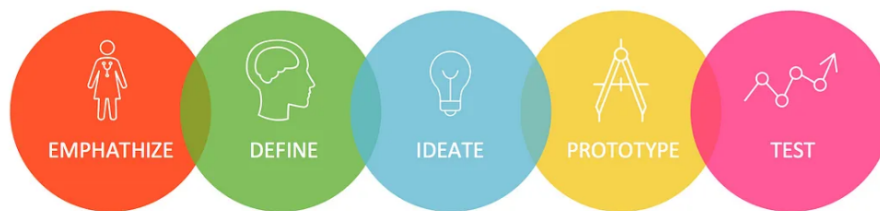


Figure 1. Design Thinking Flow

Source: Medium.com (2019)

Empathize

The Empathize stage is the core of the Design Thinking approach (Verganti et al., 2021). This stage is used to learn more about the characteristics of product users and helps in understanding the needs and feelings of users. This empathetic stage is the starting point for producing innovative user-focused solutions (Micheli et al., 2018). At this stage, researchers will understand more deeply the needs, desires, and problems faced by users. This stage starts from the personal experience of the researcher who has a fondness for sweet foods but also cares about health. Researchers realize that many people also have the same tendency towards sweets. So, to understand the needs, wants, and problems faced by people who have similar tendencies, researchers must involve a direct approach by conducting research, observations, and interviews with target users.

The Empathize stage in the Design Thinking approach is carried out by using Empathy Map as a tool in conducting interviews with target users (Delfitriani, 2019). By using Empathy Map, researchers can organize and analyze information about what users say, think, feel, and do. This allows researchers to identify the needs, wants, and challenges faced by users (Osterwalder & Pigneur, 2010), which can then be used to develop more relevant and appropriate products or services.

In this context, we focus our attention on target users who are productive age group between 20-24 years old, who have a love for sweets but also care about their health, and live in Batam. The reason for selecting this age group as the target users is because although individuals in this age range are health conscious, they still face difficulties in controlling their consumption of sweets, which often exceeds the recommended limit of sugar consumption (Kementerian Kesehatan RI, 2019). In addition, this age group actively uses social media platforms such as Instagram (Nasution, 2020), which is relevant considering the business to be run online. This suggests that by targeting this age group, the business can capitalize on their engagement on social media to increase marketing reach and promotional campaign effectiveness, as well as meet their needs for healthier dessert solutions with lower sugar content. The following is an Empathy Map of a dessert with a low-sugar option known as "Sniff & Taste".

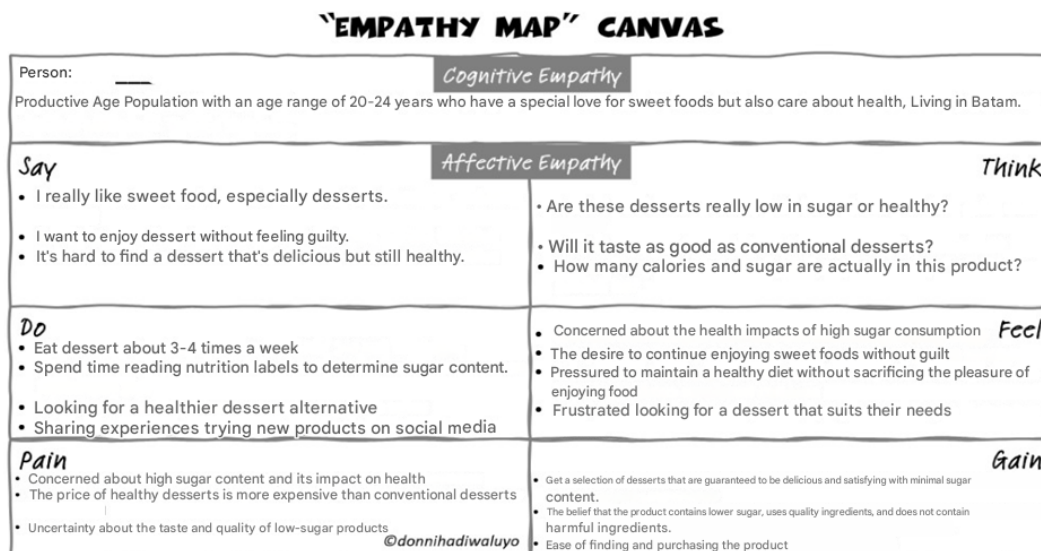


Figure 2. Empathy Map

Source: Author (2024)

The results of interviews conducted with the help of the Empathy Map tool with productive-age residents in Batam aged 20-24 years showed that they face various challenges in enjoying desserts. They face difficulties in finding delicious, low-sugar, and affordable desserts. Concerns about high sugar content and health impacts drive them to look for healthier options. They hope to find desserts that are not only delicious but also have minimal sugar content and use quality ingredients. This hope arises from their desire to continue enjoying sweet foods without feeling guilty or worrying about negative impacts on health. In addition, they also want transparency in the nutritional information and ingredients used in the product, so they can make more informed decisions and feel confident that they are consuming safe and healthy products.

Define

The Define stage is a process of analyzing and understanding the results obtained through the empathy stage with the aim of determining the problem statement as the main point of view or focus of research (Sari et al., 2020). This stage focuses on identifying and compiling the data that has been collected in the previous stage, namely the Empathize stage. This process involves an in-depth analysis of the results of the interviews and observations that have been conducted to understand user perspectives and needs. The goal is to identify the core problems or challenges faced by users, based on the information that has been obtained.

The identification results from this stage showed that the most common problem identified was the need for low-sugar yet delicious desserts. Many of the respondents expressed a desire to enjoy desserts without having to worry about the impact of excessive sugar on their health. In addition to identifying the main problem, in this stage, researchers also identified users' preferences and expectations of the desired low-sugar dessert product. Some of the factors of primary concern were taste, texture, price, and product quality. Identifying these preferences is important to ensure that the solution developed can meet users' expectations well.

Ideate

The Ideate stage is the third stage in the Design Thinking process, which serves to generate creative ideas for designing designs that can solve the problems identified at the Empathize stage, by collecting opinions, suggestions, ideas, and input from various sources, which will then be used in the design process (Madawara et al., 2022). At this stage, researchers are required to think as broadly as possible to generate many concepts and solutions. The purpose of this stage is to explore various ways to solve the problem that has been identified previously, then distill these ideas into one or two ideas for prototyping (Boisvenue-Fox & Meyer, 2019).

One method that is often used in the Ideate stage is brainstorming. Brainstorming is a technique for generating creative ideas spontaneously in a group, where participants are free to express their ideas without fear of being criticized or evaluated directly (Yusuf & Trisiana, 2019). The method can be applied orally or in writing to maximize engagement. The aim is to encourage active participation and broad exploration of ideas, which can help find innovative solutions that may not have been thought of before. Referring to the Define stage in the Design Thinking process, the main problem identified was the need for low-sugar desserts that are still delicious and affordable. This is based on the results of empathy mapping which showed that consumers, especially the 20-24 year old age group in Batam, really want desserts that can be enjoyed without worrying about the negative impacts of excessive sugar consumption. These concerns include potential health risks, such as diabetes and obesity, as well as the desire to continue enjoying satisfying sweet foods. In addition, the higher price of healthier dessert products compared to conventional products is also a barrier for consumers. Uncertainty about the taste and quality of low-sugar products adds to the challenge for consumers in choosing products that suit their needs and preferences.

In this context, the idea chosen to address the solution is to focus on providing low-sugar, delicious, quality, and affordable desserts. This idea aims to create products that not only satisfy consumers' tastes, but also support them in maintaining their health. By reducing sugar content, this product will reduce the health risks associated with excessive sugar consumption, while still offering a good taste so that consumers do not feel deprived of the pleasure of sweet foods. Researchers will ensure that every ingredient used is of high quality, so that the resulting product is safe and has the expected taste. By offering an affordable price, it is hoped that this product can be accessed by more people, so that they can enjoy healthy desserts without feeling financially burdened. With this approach, researchers want to answer the needs of consumers who crave better dessert alternatives without sacrificing taste and quality.

To support the specified idea, it is necessary to prepare a Value Proposition Canvas as a framework used to design, understand, and structure the value of the product or service offered to customers (Che Apandi, 2020). By compiling the Value Proposition Canvas, researchers can evaluate important aspects of the product that include consumer needs and wants, and how the product can meet consumer expectations. This includes identifying the problems consumers face with conventional desserts that are high in sugar and finding solutions through product

innovations that are still delicious but healthier. The following is the Value Proposition Canvas compiled by the researcher to understand the product that suits consumer needs.

Value Proposition Canvas

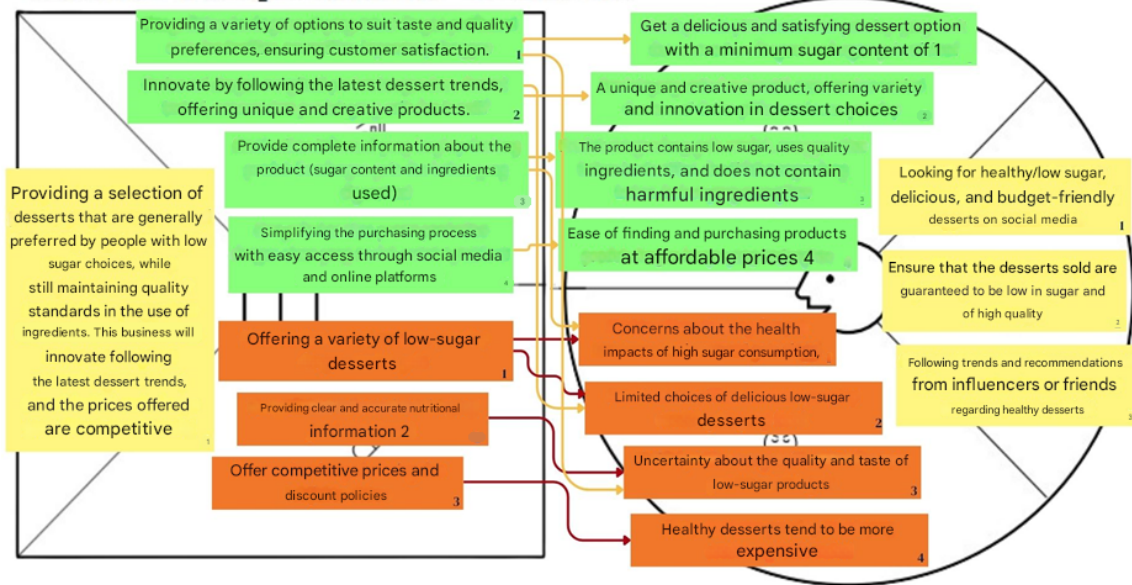


Figure 3. Value Proposition

Source: Author (2024)

From the results of the Value Proposition Canvas analysis, it can be concluded that a deep understanding of consumer needs and wants, as well as the solutions offered in the form of products or services, has a major impact on user satisfaction. By recognizing various consumer pains and gains, and designing the right pain relievers and gain creators, researchers can develop products or services that not only meet expectations but also increase consumer satisfaction and loyalty. The ideas generated from this understanding will be linked to the Business Model Canvas to develop a more robust business strategy that meets market needs. The following is the Business Model Canvas that has been designed by researchers.

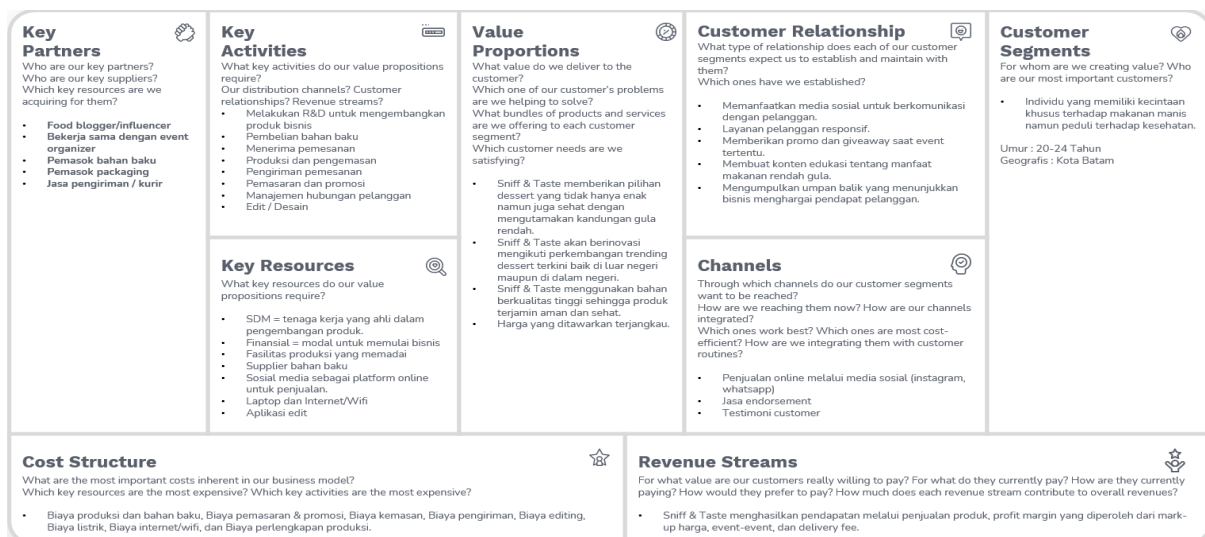


Figure 4. Business Model Canvas

Source: Author (2024)

Business Model Canvas is a visual tool consisting of nine main elements or blocks that cover important aspects that explain how an organization delivers benefits to its customers and profits from them (Osterwalder & Pigneur, 2014). This tool helps organizations in designing, analyzing, and developing business models effectively. In addition, the Business Model Canvas also serves as a medium to identify the strengths and weaknesses of the business model, seek new ideas, and develop the business for the long term.

The Business Model Canvas designed by the researcher confirms a strong commitment to the establishment of a low-sugar dessert business. The main target market is individuals aged 20-24 years old in Batam City who have a sweet tooth but are concerned about their health. The business offers a value proposition of low-sugar desserts that are healthy and still delicious, with a wide selection of high-quality flavors and affordable prices. Sales are made through social media such as Instagram and WhatsApp, as well as at events and fairs. Relationships with customers are built through active communication on social media, responsive customer service, and promos and giveaways. Education on the benefits of low-sugar foods is also conducted, as well as utilization of customer feedback for product improvement. Revenue is derived from product sales through direct sales, profit margins from set prices, and shipping costs. Thus, this approach is designed to create strong value for customers while ensuring business sustainability and profitability.

Propotype

Prototyping is an important step in the design testing and exploration stage, which aims to develop, refine, and test designs before full implementation (Dharmawan & Saputri, 2023). In project development, prototypes serve as trial versions that allow users to see, feel, and test how the idea works in real situations. In making a prototyping the "Sniff & Taste" business product focusing on low-sugar desserts, the first step was to design the business identity, including the selection of an attractive product name and logo design. The selection of the name "Sniff & Taste" as a brand was based on several important considerations. The name depicts the two main senses in enjoying food, namely smell and taste, which creates an immediate association with a rich sensorial experience and is important in attracting consumer attention. In addition, the name emphasizes the user experience in enjoying the dessert, suggesting that the product is not only low in sugar, but also offers maximum enjoyment of taste and aroma. Finally, "Sniff & Taste" is memorable and catchy, which is important for branding, as consumers tend to remember and be attracted to names that are simple yet reflect the essence of the product. Then, the Logo is also designed in a minimalist style to create a simple yet elegant and memorable impression. Here is how the logo created by the researcher looks like.



Figure 5. Sniff & Taste logo

Source: Author (2024)

After establishing the business identity, including the product name and logo design, the next step was to develop recipes, given that the business is food-focused. This process includes in-depth research on various low-sugar recipes to ensure the resulting products match the needs and preferences of the target market. In addition, recipe development should take into account the quality of taste and texture, so that the desserts are not only healthy but also satisfying and appealing to consumers.

The initial product in the "Sniff & Taste" business is the low-sugar brownie, which was chosen due to its popularity as a dessert and its ability to be adapted with healthy ingredients. These brownies are designed to offer a delicious taste without a high sugar content, making them an ideal choice for health-conscious consumers who still want to enjoy dessert. In addition to focusing on brownies as an initial product, the business also has plans to expand its menu in the future.



Figure 6. Sniff & Taste Initial Product

Source: Author (2024)

After the recipe was tested, the next step was to create an attractive packaging prototype, which consisted of Large (20x20 cm) for 4-5 people and Medium (20x10 cm) for 3-4 people. The choice of this size is based on the consideration that the product can be enjoyed together with many people, such as the family of consumers or their friends. The following is a prototype of the "Sniff & Taste" packaging.

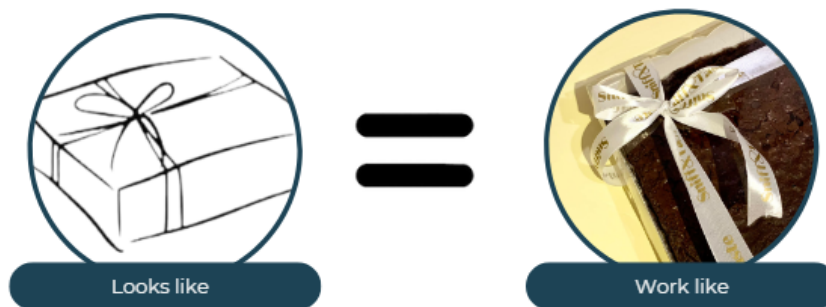


Figure 7. Packaging Sniff & Taste

Source: Author (2024)

In making a packaging prototype, researchers start by sketching first which serves to illustrate the initial design of the packaging, including shape, size, and other design elements. Sketches allow researchers to explore various ideas and concepts before moving on to the next stage. Once the sketch is complete, the researcher will proceed with creating a prototype of the packaging in its original form. At this stage, the design depicted in the sketch is converted into a physical model using actual packaging materials. Packaging prototypes made in original form allow researchers to evaluate various practical aspects of the design, such as strength,

durability, and ease of use. With physical packaging prototypes, researchers can make the necessary trials and adjustments before entering the mass production stage. This helps ensure that the final packaging not only meets functional and aesthetic standards but also suits market needs and preferences.

In addition to the packaging, researchers also designed thank you cards with barcodes that direct consumers to the business' Instagram account. These barcodes provide important information about the product, such as ingredients, shelf life, and storage suggestions, to increase transparency and make it easier for consumers. By providing direct access to important information through barcodes, consumers can easily get information about the products they purchase without having to search separately. This helps create a more informative and transparent shopping experience for consumers. Here is the design of the thank you card designed by the researcher.

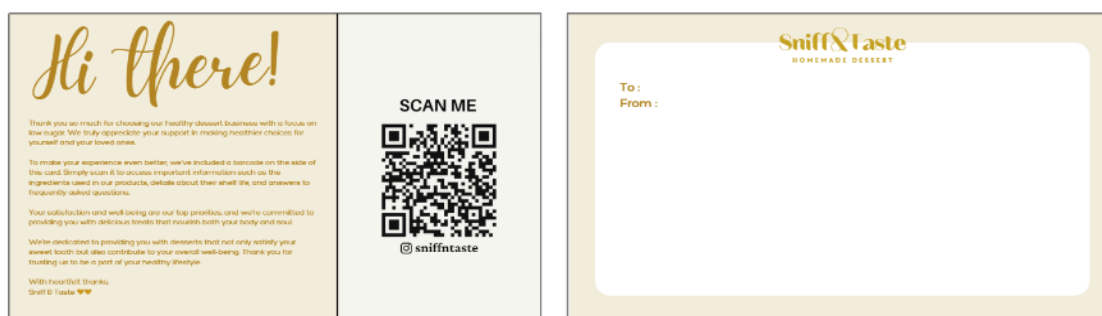


Figure 8. Thank you card

Source: Author (2024)

In this prototype, researchers will also actively create content through Instagram accounts related to the products being sold. These contents are in the form of product forms, health education, nutritional information, testimonials, healthy living tips, and so on. Through the creation of this content, researchers can utilize social media as a tool for branding, because consistent and interesting content on Instagram can help start-ups build a strong brand image and increase consumer awareness of the product (Aripradono & Nursudiono, 2023). Here are some contents that have been created by researchers through business Instagram accounts.

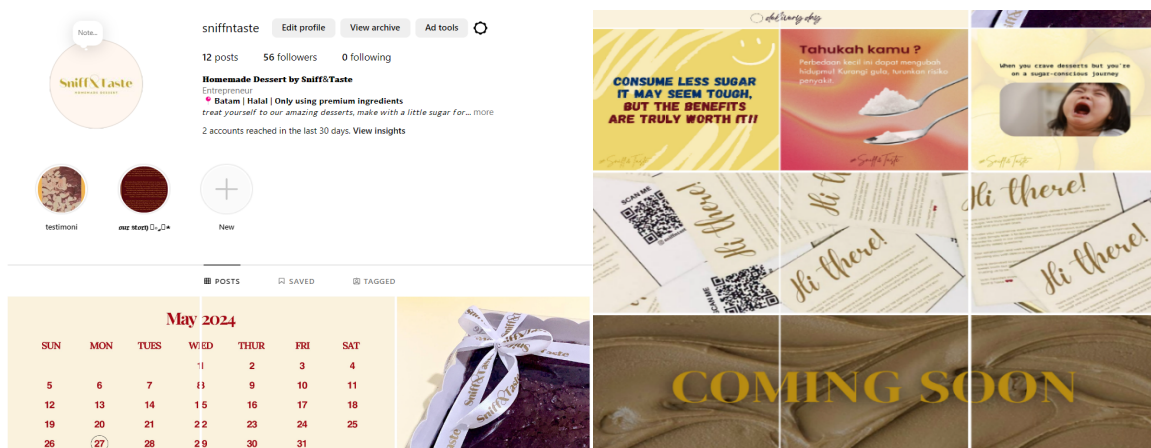


Figure 9. Instagram Sniff & Taste

Source: Author (2024)

The increasingly rapid development of the internet has changed consumer shopping behavior in Indonesia, from previously being done more traditionally or offline, now shifting to online (Aripradono & Ardiansyah, 2023). Therefore, the purpose of creating this content is not only to promote the product, but also to build brand awareness, encourage audience interaction, and understand market preferences. The content created aims to increase brand credibility, identify market opportunities, and strengthen relationships with consumers. Thus, marketing strategies can be optimized and more engaging content can be developed to reach consumers more effectively on online platforms.

Test

Testing is the final stage in design thinking, where product prototypes are tested and evaluated directly by target users or the public. At this stage, the product prototype that has been made will be given randomly to target users who have the same interest in sweet foods. Then, researchers will ask for opinions from these individuals about the products that have been given. Feedback from users will be collected to evaluate and analyze their reactions to the taste, texture, presentation, and other aspects of the product. This assessment aims to identify the strengths and weaknesses of the product based on real user experiences.

Based on the analysis results from the target users of the business idea, it can be concluded that this business idea is well-received and considered capable of addressing the existing problems. The five target users interviewed by the researcher indicated that the value proposed by this business idea is acceptable to consumers. They also expressed their willingness to utilize this innovative idea in the future. One of the participants even expressed confidence that anyone would be interested in switching to this product after tasting it.

However, there are some suggestions put forward by the five target users to improve or develop this business idea further. First, they suggest reducing the level of sweetness in the product again, because there is still a feeling that the current level of sweetness is not fully in accordance with their expectations. Furthermore, there is a suggestion to provide dessert ordering options that can be adjusted to birthday themes or other special events, so that consumers have the flexibility to order products according to their needs. Finally, the target users recommend that other variants of the original brownies or other dessert menus be added immediately, to provide variety to consumers and increase product choices.

The results of this testing will serve as a foundation for making adjustments, improvements, or further developments to ensure that the product effectively meets the needs and preferences of the target market before a full-scale launch. Feedback obtained from the target users is crucial in this process, as it provides direct insights into their real experiences with the product. Based on the testing results and suggestions from the target users, several changes have been made to the prototype. The researcher has added two levels of sweetness variants to the initial product, namely brownies, to cater to the different tastes among consumers. This adjustment is expected to attract more customers with varying taste preferences, making the product more acceptable to a wider audience. Additionally, the researcher has included a personalization option for special occasions, such as birthdays. By offering this service, the business product becomes more relevant and appealing to various customer segments. Customers can order brownies with custom designs or themes that align with their celebrations, thereby adding emotional value to the product.

After adjusting the changes, the researchers decided to continue testing by utilizing the social media platform Instagram as a further promotional and marketing tool. By utilizing Instagram, researchers will share business product content and make initial sales with the pre-order

method. Through the posted product content, researchers can introduce the product to potential consumers and build interest in it. Meanwhile, the pre-order method is used to measure the actual market interest in the product and obtain valuable data for production and inventory planning. Feedback obtained from consumers during this stage is very important to understand the strengths and weaknesses of the product, as well as identify areas that need to be fixed or improved before being launched to the wider market.

Currently, there are already 56 people following the business Instagram account, which previously had no followers at all. After the product was launched using a pre-order system, the market response to the business continued to increase. Many customers participated in the pre-order, showing significant interest in the "Sniff & Taste" product. This shows real interest from the market in the low-sugar dessert products offered.

Conclusion

Based on the results of the research and the previous discussion, it can be concluded that the application of the Design Thinking method to address the need for healthier sweets yielded positive results. In addition to helping improve product quality, this approach also provides a number of important benefits. Through this method, businesses can better understand consumer needs, generate creative ideas, and reduce the risk of product failure. As such, Design Thinking is an effective strategy for new businesses to face market challenges and better meet consumer needs.

As a suggestion for future research with the same approach, namely Design Thinking, it is recommended to involve more respondents in the trial of low-sugar dessert products. This will provide more representative data on consumer preferences and needs. Segmentation of respondents based on demographic characteristics also needs to be done to understand the differences in consumer preferences across different groups. Thus, the research will be more in-depth and relevant in understanding the market and improving the products offered.

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