



**TUGAS AKHIR THESIS BY COURSES PSYCHOLOGY AND DESIGN
THINKING**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Ilmu Komunikasi (S.I.Kom.)**

By:

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FACULTY OF HUMANITIES

COMMUNICATION STUDY PROGRAM

CIKARANG

JUNE, 2023

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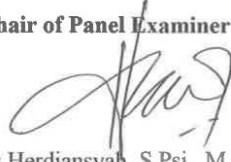
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Tugas Akhir Psychology and Design Thinking

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ABSTRAK

Menyelesaikan masalah bagi sebagian manusia bisa jadi sangat susah, dikarenakan tidak mengetahui apa yang harus di lakukan untuk menyelesaikan masalah tersebut, namun sebenarnya dalam ilmu komunikasi dan psychology, hal tersebut bisa di atasi dengan konsep Design Thinking, Proses dilakukan dengan tahapan-tahapan yang dikerjakan secara berulang-ulang untuk improvisasi dan menghasilkan solusi terbaik. Terlebih lagi jika ingin memecahkan suatu masalah dengan klien, metode dan tahapan-tahapan yang ada pada Design Thinking akan sangat membantu dalam mengurai dan menyelesaikan masalah yang ada.

Pada tugas akhir ini akan dibahas project nyata bersama klien, dalam menyelesaikan masalah menggunakan Psychology dan Design Thinking

Kata Kunci : Masalah, Tahapan, Design Thinking.

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Cikarang, Juni 2023

Dhea Ananda Yuswanti

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