

APPLICATION OF DESIGN THINKING APPROACH TO IMPROVE TEXT WRITING SKILLS IN CREATIVE AND COMMUNICATIVE PROJECT IN ECRITURE INTERMEDIARE

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ABSTRACT

This research aims to apply 21st century learning and education approaches to develop twenty-first century and writing skills. The approach in question is *design thinking*, which is applied in the *Ecriture Intermediaire* course to develop the ability to write French texts in creative projects.

In this study, the "*Design Thinking*" (DT) approach will be applied in the *Ecriture Intermediaire* class to improve students' ability to write creative and communicative descriptive texts. DT's approach can deepen students' understanding of creativity and facilitate the use of twenty-first-century skills in improving their proficiency in writing French. In DT, learning starts from studying problems and alternative solutions based on empathetic understanding. Therefore, in principle, DT facilitates students with work processes that contain creative communication and collaboration. In this study, we will examine how the application of DT in the *Intermediate Ecriture* writing class, analysis of the learning environment and student engagement, and improvement of learning outcomes. The implications of this study are findings for the development of PE courses in the future.

The results of the application of *Design Thinking* (DT) show an increase in some aspects of learning to write creative texts, including being a reliable method to develop 21st century skills, especially in developing creativity and critical thinking and collaborative work. The impact is quite positive on the writing skills and motivation of students to carry out such projects in the long run. It is known that the increase in creative writing ability is shown from obtaining a higher writing score than before this approach was applied. The DT approach is able to encourage student creativity, facilitate metacognition through the search for new vocabulary, carry out activities that go beyond the classroom context. The students interviewed also showed an increased role of students in the use of technology, and sources of information outside of textbooks.

Kata Kunci: *Design thinking, Intermediate Ecriture, writing skills, creative texts*