ABSTRACT

In the coffee shop in Taman Suropati area, there is a problem where there is a storage capacity gap in the coffee box that had been used with the target capacity set by the coffee shop. In addition, this coffee shop was in cooperation with one of the branch of internet provider in Indonesia, Telkom Witel Central of Jakarta where in this cooperation Telkom WITEL request a coffee shop in Taman Suropati area to sell voucher wifi.id. However, stakeholder parties from Telkom Witel also see that the coffee box does not provide any information related to wifi.id products so this becomes a necessity of the Telkom WITEL.

These problems can be seen as end-user and stakeholder needs which can be solved by redesigning the coffee box used by reverse engineering and anthropometry approaches.

The draft of the coffee box concept can be determined by searching for the initial concept of the product from the coffee box to get informations such as features or dimensions and data needs of the coffee shop and stakeholders Telkom WITEL can served as the basis in the design of coffee boxes to be proposed to the coffee shop and stakeholders from Telkom WITEL. The result of this research is a concept of coffee box's design that could increase storage capacity and has wifi.id's branding in the appearance so this concept can fulfill Suropati's coffee seller needs and stakeholder of Telkom WITEL Central of Jakarta .

Keyword: Necessity of coffee box's storage capacity, Coffee Box's Design needs, Reverse Engineering, Antrophometry Approximation