

ABSTRACT

The design of this backpack is based from interview, questionnaires and opportunities for pekerja lepas designers. The design taken from what they needs especially for pekerja lepas designers, who usually work from anywhere without contract from the company or office. Therefore designer pekerja lepass need backpack product that can facilitate the productivity of their workers, especially when they outside from home. By making a differentiation from several bag products on the market, the designer got several ideas in the design of this backpack. This product strived to meet the needs of users, especially pekerja lepas designers and does not reduce the appearance of the wearers of these backpack users. To get this design idea, the designer had previously interviewed and made a questionnaire that was shown to several designer pekerja lepass, analyzing what they needed in this backpack. The result achieved visually and function is the main target in this design, the product must be able to provide maximum results and can be used optimally in carrying the equipment of the users later.

Key Words : *Backpack, Pekerja lepas, Designers*