

ABSTRACT

Increasingly, the necessity of the community more and more. Now, shopping has become a habit that led to be a consumptive lifestyle among the people. This is supported by the rapid development of shopping centers such as malls and supermarkets, then the development of modern markets as a form of government efforts to maintain the legacy of traditional market. One of them is Batununggal Indah Modern Market. The rising necessity must be fill with the high interest in shopping. In the modern market, buyers have problems in carrying and organizing the food that has been purchased. The lack of awareness of buyers to bring their own shopping containers, making sellers package the food using plastic bags that are actually harmful to food. Therefore, the designer decided to design a shopping container that would be used when shopping at the modern market. This shopping container can facilitate buyers to carrying and organizing the food. The method used in designing is qualitative method. Data analysis techniques through observation, interviews, literature data, and field data. Designed approach with analysis of activity and analysis of needs. Then analyzed through the needs table, parameter analysis table, SWOT, and TOR.

The design of shopping container products is expected to be the habit of buyers to carry and use shopping containers. The designed of shopping container can separate vegetable and fruit food from meat so that will not worry about mixing.

Keywords: bag, market, vegetables