

## **ABSTRACT**

*The condition of tourism in Indonesia has decreased after the pandemic, especially UMKM located around tourist areas. With the lockdown, the economic condition of the tourism sector has decreased due to the absence of tourists, which also affects the income of UMKM. One of the efforts to recover UMKM is an exhibition aimed at increasing product sales, a place to seek additional capital, expand networks, improve product quality and market surveys. Display facilities (storefronts) play an important role in an exhibition, displays are the main attraction for consumers to enter and shop in stores, For this reason, in this design, we will make displays for exhibitions that are concise to be carried for exhibitions at gift shops so that they can be of value to become the main attraction for consumers to enter and shop in stores. The design of this shelf uses a qualitative method by conducting observations and interviews for data collection, and is combined with the SWOT method, because this design is carried out for someone who often does outdoor activities such as exhibitions that require a concise display to carry. This product will be placed in a gift shop around Garut, this design is expected to meet the needs of the community to support a compact display that is carried.*

**Keywords:** *UMKM, displays, exhibitions*