

ABSTRACT

Footwear industry to continue to monitor in improving domestic competitiveness, both domestically and globally. For this reason, efforts are needed to increase national footwear product innovation through product development that can follow current consumer trends and tastes. However, on the other hand, the use of environmentally friendly materials is a driving factor for the footwear industry in product development. The data is directly proportional to the development of new trends and lifestyles caused by the pandemic. Brodo is one of the national footwear industries that has a fairly large number of product sales, especially for leather shoe products. This is influenced by the existence of digital technology in increasing the efficiency of consumer needs for Brodo products. Therefore, there is potential that can be developed on Brodo products through the exploration method which aims to create a variety of alternative designs by looking at trend developments that will increase the value of the product. One of the efforts in developing a product can be done through the Morphological Forced Connections (MFC) exploration method pioneered by Don Koberg and Jim Bagnall. By using the Morphological Force Connection (MFC) method, in this study an exploration of the Brodo product will be carried out with the aim of obtaining samples in the form of alternative design recommendations. The product to be designed is in the form of the Active Corado article component by adjusting the footwear trend of 2023 which includes a combination of color and material aspects.

Keywords: *footwear, exploration, variety of designs*