

ABSTRACT

The tradition of "mudik" has become a religious tradition for the majority of Indonesian society. Mudik congestion has become an annual phenomenon for the people. Those who perform the mudik bring along souvenirs and gifts. Public land transportation is the most commonly used mode of transportation during mudik. Opting for train travel is a suitable choice to reduce traffic jams during this tradition, but passengers are advised to bring only essential items due to limited cabin space. Designing a modular travel backpack can help overcome the storage limitations in public transportation and allow passengers to carry their belongings, such as souvenirs, safely and comfortably. Thus, the design of a backpack with modular features is required. In addition, the brand "Torch" needs a new article that serves as an alternative to the 30-Liter and 45-Liter backpacks. They require a backpack similar to the Kanzaki model, with the capability of expanding to accommodate 3 to 1-week trips. In general, the objective of this design is to create a backpack that can hold the belongings of travelers using public land transportation. For this backpack design, the user-centered design method is employed, utilizing persona-based approaches and qualitative research methods, including case studies or field research. The specific aim of this design is to meet the needs of the Torch brand backpack. Overall, the design aims to create a backpack that can accommodate the belongings of mudik travelers who use public land transportation, particularly trains.

Keywords: Traveling, Backpack, Modular, Torch