

ABSTRACT

Backpacking seems to be a symbol of the nomadic culture of today's youth. Backpackers arrange their own trips with more flexible itineraries and identity constructions that often conflict with tourist identities. Many backpackers, especially in Indonesia, like carrier bags with the Consina brand, especially the Consina Tarebbi type, because with low prices and good quality, Consina has become one of the outdoor brands in Indonesia which has quite a lot of fans. However, the carrier bag from Consina with the Consina Tarebbi type is still not perfect to support backpacker comfort, especially on the back system and waist belt. The redesign with the redefining method on the back system and waist belt on the Consina Tarebbi carrier further increases the comfort of long-term use. The result obtained from this redesign is a carrier bag that is more ergonomic and functional. By optimizing the ergonomic design, the use of the carrier bag will be more comfortable and efficient, thereby enhancing the user experience.

Keywords: Backpacker, Consina, Carrier bag, Redifining