

ABSTRACT

Outdoor photographers often travel to locations lodging. Continuing from the accommodation to the hunting location, there is a lot of equipment that needs to be carried, making it difficult for photographers when they have to carry a lot of equipment in separate bags, especially placing the laptop when in an outdoor space, so the laptop is placed carelessly or in an inappropriate place. This poses a threat to the safety of laptops and other supporting equipment. This research discusses how to develop colors in a multifunctional 6 in 1 modular camera backpack, where each item has its own bag, namely a camera bag, laptop table, laptop bag, power bank, clothes storage and chairs. Then the researchers found suitable color analysis results for users, namely the colors Bistro Green, Nutshell, and Chocolate Brown, researchers used these colors which were sourced from several colors found in the Trend Forecast color and to choose the colors used the Morphological Forced Connection (MFC) method. Morphological Forced Connection is a method that combines color 1 is applied to compartment 1, color 1 is applied to compartment 2, and so on and the researcher chose this color because it suits the ages of teenagers and adults. Teenagers tend to like bright colors and adults like neutral and dark colors. The Bistro green color is a dark green color which symbolizes leaves or nature and is very suitable for adults, nutshell has a bright pastel color which is popular with teenagers and chocolate brown is a dark brown color which sweetens it and looks elegant. Then researchers also use a modular system which is very easy to implement. In making this product, it can make the production process easier, namely by making camera bag and laptop bag modules that are inserted into the main bag. The portable laptop table is made using light aluminum material and can be folded into a small table with a size of 27 cm x 26 cm with a height that can be adjusted by the user. And for the chair, which has a height of 26 cm and a width of 30 cm, a suitable material was found for the chair legs, namely aluminum which can be folded practically and attached to the back of the bag as a seat.

Keywords: Bags, outdoor photographer, modular, multifunctional, Trend forecast color, Morphological Forced connection