ABSTRACT

Entertainment is one of the factors that every society needs to fulfill emotional, social and intellectual needs. The entertainment industry from South Korea is currently one of the largest entertainment industries worldwide in recent years. One of the things in the South Korean entertainment industry is K-pop, which stands for korean pop or pop music genre from South Korea. K-pop artists expand almost all over the world by promoting themselves through concert events held in each country. Fans do not hesitate to come to the concert to meet their idol artists. Concert events have strict rules, especially in large concerts. One of them is paying attention to luggage when it will be brought into the venue. K-pop concerts have differences with concerts usually in terms of luggage, one of which is the existence of accessories and attributes supporting K-pop concerts, as a result a bag is needed that can meet the needs of users while watching K-pop concerts. So it is necessary to design a K-pop concert bag by paying attention to aspects of function and design including by adding compartments to the inside of the bag, as well as paying attention to the materials used and paying attention to aspects of user comfort and safety. The research method used is a qualitative method, while the design method used is User Centered Design (UCD). Based on the design process that has been carried out, it is concluded that the design has met the needs of users when watching K-Pop concerts.

Keywords: Concert bag, K-pop, Compartment, UCD