

ABSTRACT

The function of a rain cover bag is to protect the bag from rainwater and keep items dry. Even though there are various brands and designs circulating, in fact rain cover bags designed specifically for handbag type bags are difficult to find in the Indonesian market. In Indonesia, which is one of the countries with high rainfall, bag damage caused by rainwater is a common case. Extra protection is needed to prevent damage during bad weather and design developments in rain bag covers for handbag type bags are needed to help Indonesians take better care of their handbags.

The mixed method of data mining to understand rain cover bag products involves several stages. The first stage is extracting information via the internet, articles and journals to understand the products already circulating on the market, including their history, materials, designs, sizes and types. In the next stage, the author conducted observations and interviews with consumers of handbags and rain cover bag products to understand market needs in terms of dimensions, concept and design, as well as validate the results of the product design. After observation and interviews.

Keywords: *Cover Bag, Rain, Handbag*