

***Multifunctional totebag Design for Workers
WFO (Work From Office)
Case Study: PT. Rusa Kreatif Indonesia***

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ABSTRACT

Workers have many items to carry and vary greatly so that bags are needed that are able to support and accommodate the activities of workers, Most of the existing market totebags have not been able to accommodate the needs of workers indoors and outdoors. So that it causes workers when doing activities to carry more bags for their luggage, High bag flexibility is needed by workers to support workers' activities. Research using mixed methods combines elements of quantitative and qualitative research. Methods that combine both quantitative and qualitative methods so as to obtain a more complete picture than quantitative or qualitative research conducted separately. Information from users about their wishes for the totebag to be designed results in a multifunctional totebag product that can accommodate WFO (work from office) activities, so that in one product it can be 3 bags at once into a totebag, slingbag, and backpack. So that it can facilitate WFO (work from office) employees in carrying all their needs and increase the mobility of employees in activities both indoors and outdoors. By increasing the value of functions, adding features, and good material quality, the design of a multifunctional totebag can facilitate WFO (work from office) workers in their daily activities, by having high mobility totebag. By collaborating with the Artch brand from the city of Bandung, a provider of various types of bags to meet the needs of existing users.

Keywords: totebag, multifunction, functionality, WFO