

## **ABSTRACT**

*This study focuses on the design of portable cardboard acoustic panels to support UMKM live streaming activities for live shopping streaming. The problem raised is the low audio-visual quality in live streaming due to limited facilities and space owned by UMKM. The solution is designed through the design thinking method with the stages of empathize, define, ideate, prototype, and test. Primary data was collected through observation and interviews with live shopping streamers, while secondary data was obtained from questionnaires. The acoustic panels developed have portable specifications, made of cardboard and foam, with a frame made of wood. This product is easy to install and remove, and can be adjusted to various room sizes. The results of the study show that cardboard panels are effective in reducing noise, increasing sound clarity, and supporting the streamer's professional image. In conclusion, this design not only improves the quality of UMKM' live streaming but also contributes to environmental sustainability through the use of recycled materials. This acoustic panel is expected to be an innovative, economical, and sustainable solution in the development of the digital business ecosystem.*

**Keywords:** *acoustic panel, cardboard, live streaming, UMKM.*