

ABSTRACT

The international tourism industry continues to grow each year, alongside the increasing number of Muslim travelers. However, Muslim tourists often face challenges during their journeys, particularly the lack of prayer facilities in countries where Muslims are a minority. This situation frequently compels them to perform prayers in open or secluded areas under emergency conditions. In response to this issue, this study aims to design a multifunctional prayer backpack that serves as a travel backpack with an additional dedicated compartment for a prayer mat, facilitating the performance of prayers while traveling. This research employs qualitative methods and the SCAMPER design technique. The final result of this study is a design concept intended to assist Muslim travelers in fulfilling their prayer obligations wherever they are, while also contributing to the innovation of religious products with significant global market potential.

Keywords: *Prayer Backpack, Muslim Travelers, Worship Product, Prayer Mat*