**ABSTRACT**

*Research on Kansei Engineering has been done by many researchers. It was meant to create a product concept by considering the feelings and desires of the user. This study uses Kansei Engineering as a method to make a concept of supermarket trolley product. The existing supermarket trolley is still make grievances from users, hence necessary action in improving the current design is required. Firstly, research was performed by searching for Kansei Words that match with user needs and there were 20 kansei words identified. The word of Kansei was questioned to the user through a questionnaire to test the suitability of Kansei Word with the wishes of the user. Validity and reliability tests were performed on the questionnaire to test the consistency of questions on the questionnaire.Semantic differential was conducted, to know the impression given by the user when using the trolley. It was executed by searching the opposite word from every Kansei Word. The concept of a factor was conducted to create the concepts grouping into several parts. Finally, specificaton such as size, features, material, structures and mechanism were formulated from the words. The vissualization of the procut was performed by 3D CAD After using factors such as those done on Kansei Engineering Type 1 to find out specifications such as size, features, materials, structures and mechanisms. Once the specifications are make, the concept design results are make using CAD. It is prove by Kansei Engineering can be used for design of supermarket trolley design.*
*Keyword* : *Kansei Engineering, Kansei Word, Supermarket Trolley*