

ABSTRACT

The problem was discovered around the dimasyarakat obtained from the observation of the eye at a shopping center in the area of bandung. A great many problems exist, from a mother-mother who often found difficulty or hardship when giving ASI nya to an infant at the time of Working Moms. At the moment the work is also the mother thought the supply of nutrients that it needs the little left at home, but from a case study can make a design that can be useful for mothers and babies in order to continue receiving the baby enough breast milk supply and never interrupted, because BREAST MILK one of the staple food for babies from 0 months – 6 months and if possible until the age of 2 years. BREAST MILK is very useful for the baby in terms of immune body. The bag will be on the design of the already existing standard certainly follow in order not to jeopardise the bearer as well as create later baby. The bag must have enough ice storage place so that the temperature inside is constantly cold and does not change from nutrition BREAST MILK in it. In addition to the need for BREAST MILK while the distribution of Home Office need a courier that can send their goods quickly, because BREAST MILK is needed at home in conditions of shortage of supply of breast milk. But courier online has a limitation that is the absence of a provision of a special place to send BREAST MILK let alone a cooler to breast milk. Therefore required a design that can help these problems.

Keywords: bag, mother, design