

## **ABSTRACT**

*Nowdays, Creative industry in indonesia has shown a major growth. It is proven by gross domestic product of creative industry improving 4-6% average annually and it give a big contribution to national's economy on average of 7-8%. Bandung is one of the regions with the largest number of creative industry business in Indonesia. One type of the products that is on the rise is local watches. However, this phenomena cannot be separated from some issues that local watch products are mostly only in demand by international market which is showing that the lack of interest of Indonesian society to some local watches that already exist in the market, these thing causing people prefer to use products that is made by international branded watch. In addition, other issue that arises from the increase of local watch products is a market saturation of a certain type of watch. Majority of Indonesian watchmakers currently only make casual watches. The lack of exploration about another type of watches which is sport watches leads to market vacuum that can be filled by other watchmakers. In designing a concept there are various method that can be used. One of them is Kansei Engineering where the input used in this method is the user perception and feeling poured in kansei word. This method will be combined with kano model in which this model can help to know what product attributes are desired by the local community and boost their satisfaction. Then the selected attributes will be translated into product specifications and will be visualized using CAD software. By combining these two methods can reduce the risk of product failure in the market and increase user satisfaction. The result of the study can provide information about attributes of sport watches wanted by local community and proves that implementating model kano in kansei engineering can be used in designing sport watches that can meet the needs of Indonesian local Community.*

*Keywords : Creative Industry, Sport watches, Kansei Engineering, kansei word, Model kano*