

ABSTRACT

This study aims to explain in the current era, the culture of drinking coffee has become a lifestyle of people in various regions in Indonesia, especially people in the city of Bandung can even be found more and more coffee shops in various places, signifying the rapid development of previous years . On the side of Bandung city, there is an outdoor coffee shop, one of which is the Masagi coffee shop. Because the place is outdoor, the chairs and tables that are there are poorly maintained because the tables and chairs are left always outside in any weather because the iron table material is less precise so the weight makes it difficult to move. On the other side of the table that does not yet have special features for consumers. Therefore, it is proposed to design features on folding tables in the Masagi coffee shop so that consumers get a good experience when visiting. located on Jl. Gunung Kareumbi, Bandung City, West Java. This design is done based on the method of data collection and observation where in this method the design results will be greatly influenced by the processes carried out previously. This design solution is processed based on industrial and modern concepts, so that the design of this feature is able to present a related and pleasant atmosphere in accordance with the theme at the Masagi coffee shop. The design of this feature is believed to be able to provide insights, atmosphere and new experiences as well as interesting for the consumer community in the Masagi coffee shop.

Keywords: Design, Features, Masagi Coffee Shop, Industrial, Modern, Consumer.