

## **ABSTRACT**

*Shopping is an activity that meets the daily needs that take place at this time carried out by the community, especially for housewives. Shopping activities are still carried out in general, such as coming to traditional markets modernized by the government, namely Modern Batununggal Market. In the purchasing activities carried out in the Batununggal modern market, it was found several problems that became the background of this design that is, making it less efficient in making purchases of many items. This is done unorganized with food, vegetable, and fruit food ingredients can be mixed with meat and fish food ingredients. Trust buyers who care about groceries and fish purchases increase other purchases. With the discovery of the discussion, the design of special food and fish expenditure negotiations that are expected to organize groceries for groceries also use black plastic bags, the buyer does not need to buy other groceries for groceries. This design uses qualitative methods. Then the data collection techniques by observation, interviews, literature. Furthermore, it is done using the activity table, the requirements table, the parameter analysis table produces a hypothesis, the design consists of SWOT, 5W + 1H, and also the Terms of Reference.*

*Keywords: Market, Bag, Meat*