

ABSTRACT

Endurance training is a sport that functions to train the body's resistance. One of the sports included in endurance training is cross-country running. Cross-country running can train endurance because the intensity of the sport is high and the terrain is quite challenging and dynamic so it really trains endurance. With a qualitative method with a case study approach, it shows that cross-country running requires a bag that can answer the needs, in terms of function and also the effectiveness of the bag used, with the product differentiation design method, the resulting product will be better. Bags used for outdoor sports activities are usually simple, functional and hassle-free to carry. In addition, the service life of the bag must also be considered in order to reduce environmental pollution. To support cross-country running, which requires a lot of dynamic movement, a bag that is flexible, stable, functional and durable is needed.

Keywords: *Endurance Training, Cross Country Running, Outdoor, Functional, Effective*