

ABSTRACT

Increasing video content on social media has led to more and more people doing video blogging or referred to as video bloggers (vloggers). It affects the number of vloggers in Indonesia, reaching half the total number in the world. When vloggers create content outdoors, they need a bag to carry their gears. Camera backpacks on the market are still not effective for the needs of vloggers. Previous research only discussed bags for Youtubers and videographers which are the types of equipment used are different from the vlogger, it will affect the needs of compartment bag. The ZANO camera bag is one of the camera bags on the market is the compartment does not yet effectively meet the needs of vloggers. Seeing this phenomenon, the author develops a bag design by identifying the activities and problems experienced by vloggers. Also, this design project uses a modified approach to the case study product, namely the "ZANO" camera bag. This project expected that it could be a solution to the problems experienced by vloggers with bags that support their work.

Keywords: *vlogger, bag, compartments.*