

ABSTRACT

Micro, Small, and Medium Enterprises (MSME) is one of the main supporting factors for the economic growth in the Republic of Indonesia. The growth of MSME is very fast. A record shows that the growth of MSME from 2016 to 2020 has reached more than 65 million of MSMEs that spread out around Indonesia, and the number keeps growing every year. In the culinary field, it is found that many MSME actors sell their products by moving around. It is also often seen that brewed beverage traders sell their products by riding their bicycles. Most mobile street traders only sell hot drinks, not cold drinks. Even if selling cold drinks, the preparation for the cold drinks is slight. From the things mentioned, the design of cargo bike comes up and it is specifically made for the mobile street traders. However, there has been no special facility for cold drinks. Therefore, in this design, the writer tries to specifically design a cold drink facility in the form of cooler box on a cargo bike that is used for mobile brewed beverage traders. The design will go through several processes so that the later designed product will be a new innovation from the previous design. It will also be a solution to the actors of MSME, especially for mobile street traders.

Keywords : *MSME, Mobile brewed beverage traders, Cooler Box*