

ABSTRACT

WAIST BAG DESIGN WITH WOVEN MATERIAL APPLICATION

SUNDA MOTIF

By:

FARID AKBAR SURYAATMAJA

NIM: 1602194075

Product Design, School of Creative Industries,

Telkom University, Bandung, 40257, Indonesia

E-mail: faridsuryaatmaja@student.telkomuniversity.ac.id

The bag industry is an industry that continues to grow every year. Bag is a type of goods with high market potential. With concept and the right design, a bag can become a product that has high prestige in local and international markets. Locally made products are of acceptable quality competen the international market and have the potential to continue to grow. Matting as a material that can be found almost throughout Indonesia the potential to be developed into a bag component, as well as the main attraction. It is hoped that the design of a bag with processed bamboo materials will be able to compete in today's market, prioritizing user needs also does not forget to produce bags backs with original designs packaged according to current market demands, so that it can lift the local bag industry. Studies conducted by researchers including deep interviews, user analysis, market analysis, material experiments bamboo, bag connection details, bamboo accessories design, material analysis, branding, business plan. From this report the researchers concluded that the bag back with processed woven material can compete in the market because it has its own enthusiasts and at least competitors who play in this field.

Keywords: Bag, Woven, Design, Experiments Bamboo