

ABSTRACT

Along with increasing awareness of the environment, public awareness of the importance of sustainable actions is also increasing. One of them is the effort to use reusable shopping bags. However, behind its advantages in reducing the use of single-use plastic, there is potential to develop existing reusable shopping bags. In general, reusable shopping bags on the market do not have special compartments that can separate groceries according to their characteristics, especially vegetables, fruit and meat. Reusable shopping bags without compartments still require disposable plastic bags in addition to separating these groceries. The purpose of this separation is to avoid cross-contamination between vegetables and fruit and meat. In addition, these two types of food have different characteristics, so different handling is required to maintain their quality and freshness. Given the above problems, a reusable shopping bag will be designed that does not require disposable plastic bags to separate groceries, especially vegetables, fruit and meat, with a fairly large size and easy-to-clean material. This design considers several factors, including shopping habits and needs, layout, shape, material, mechanisms, features, to visual aspects. The research method used is a qualitative method and the design method is UCD (User Centered Design).

Keywords: *Shopping bag, Reusable, Compartment, Supermarket*