

ABSTRACT

Mountaineering has become a recreational activity that is increasingly in demand, driving the need for equipment and accessories that support the comfort and practicality of climbers. In this context, this study aims to design an innovative and functional MRE (Meal, Ready-to-Eat) bag under the Eleven Outdoor brand, as the main support for mountain climbers in carrying out their activities.

Through a user-oriented design approach, this study explores the needs and preferences of mountaineers for the ideal MRE bag. Interview, survey and field observation methods were used to collect data on food preference, size, durability, accessibility and other ergonomic factors that may influence the design of an MRE bag. This data is then analyzed holistically to design a bag that combines aesthetics, functionality and comfort.

The design of the MRE Eleven Outdoor bag includes features such as easily accessible compartments, water resistance, extreme weather resistance, and light yet sturdy. In addition, ergonomic design and proper load distribution are also considered so that the bag can be transported comfortably during the hike. The aesthetic of this bag reflects the adventurous spirit and reliability of the Eleven Outdoor brand. In the context of a competitive market, marketing and brand strategy are also taken into account. This abstract also discusses promotional approaches that can be used to introduce MRE Eleven Outdoor bags to the mountaineering community and other target markets.

By designing an innovative and functional MRE Eleven Outdoor bag, it is hoped that mountain climbers can more easily and comfortably manage their food supplies during the climb. The results of this research contribute to designing products that are relevant and support the development of the world of mountaineering and active lifestyles in the wild.

Keywords: Eleven Outdoor, Meal Ready to Eat, Mountaineer