

ABSTRACT

Tote bag is one of the bag products used by students to bring college needs items to campus. The items brought include laptops, sketchbooks, A3 cutting mat, stationery, drawing tools, and others and some are brought at once some are also brought according to the lecture schedule. In addition, there are those who carry one bag, there are also other bags, especially for laptops because tote bags currently still have little space or compartment to be able to accommodate all items in one bag. Student items that are carried in tote bags or other bags cause less comfort and unnoticed complaints and pain disorders in the body (Musculoskeletal Disorder) users include Telkom University product design students. For that, a tote bag is necessary that is comfortable and accommodates things in one bag. Based on this, it is necessary to research the design of ergonomic tote bags with regard to the understanding of the provisions of the maximum weight of the goods carried does not exceed 10% of the user's body weight and can accommodate items in one bag as an effort to minimize the occurrence of complaints of pain disorders in certain parts of the body and also design how to carry tote bags that are variety or flexible not monotonous in one way. Research methods are qualitative methods through literature studies, existing studies, online shop observations, interviews and questionnaire techniques to obtain valid understanding and data so that they can be interpreted as a conclusion. The results of the research realize a large tote bag that is 32 cm x 15 cm x 47 cm, multifunctional carrying it can be stepped and carried in the function of a backpack, material is good so that the tote bag is comfortable, safe, and flexible according to the needs of users, namely Telkom Unuversity product design students.

Keywords: *Design, Tote bag, Product Design student, Ergonomics*