

ABSTRACT

SIDS (Sudden Infant Death Syndrome) or Sudden Infant Death lurks at the age of 0-12 months. It has no definite symptoms or causes, but what is most closely related is bed sharing (sleeping in one place between babies and adults) which unknowingly becomes the main trigger for SIDS (Sudden Infant Death Syndrome) or Sudden Infant Death in the world. Therefore, the importance of safe and comfortable baby bedding facilities so that SIDS (Sudden Infant Death Syndrome) can be prevented by making beds with a pocket shape design (recommended by a doctor) on the safety of preventing SIDS caused by bed sharing by the baby's parents . The pouch model is the result of a modification of the PMK (Kangaroo Model Nursing) carrier. Using the Quality Function Deployment method makes it easy to create designs that are tailored to the wishes of the target user so that product results can be accurate about the target market. The validation results from this product design research were that seven out of ten parents agreed with the use of beds on the aspects of safety assessment (SIDS prevention) and comfort (materials and shapes).

Keywords : Baby, SIDS (*Sudden Infant Death Syndrome*), companions parents, PMK (Kangaroo Model Nursing)