

ABSTRACT

Nani souvenir one of the Small and Medium Industries (SMIS) fostered by Regional National Crafts Council (DEKRANAS) in Aceh Besar Regency, produce typical Acehnese souvenirs such as wallets and bags. Their popular product is a women's handbag with the Pinto Aceh motif, a traditional Acehnese icon inspired by the natural beauty and history from the era of Sultan Iskandar Muda. These bags are made form synthetic materials, prada and canvas with a furing lining and and reinforcement form cardboard and foam, which quickly deteriorate when exposed to water. This thesis utilizes the ATUMICS method to integrate traditional and modern elements, replacing the bag materials with water-resistant cowhide, considering the high consumption of beef in Aceh. Based on a survey of 54 female respondents where 39 (72.2%) were aged 20 -30 years, 34 (63%) chose bag model no 2, 45 (83.3%) chose black color, and 29(53.7%) selected the yellow Pinto Aceh motif. Based on these results, the author recommends a woman's handbag made of black cowhide with a yellow Pinto Aceh motif, designed to implement multiple compartments for ample storage space.

Keywords: *Woman's handbag, ATUMICS, Cowhide, Pinto Aceh.*