

## **ABSTRACT**

*End-of-year holidays are eagerly anticipated moments for people to vacation and visit tourist destinations. However, with the increased use of public transportation during the year-end holidays, such as trains, there are regulations regarding luggage that need to be complied with. Additionally, the needs of Pleasure Tourism travelers who carry more than one bag, such as a large capacity main bag and bags for moving around tourist destinations, often increase the risk of losing items due to being left behind on public transportation like trains. This study aims to design a Travel Bag Duffel that meets the needs of Pleasure Tourism travelers on 3-5 day vacations and can accommodate two types of bags to reduce the risk of losing items due to being left behind on public transportation like trains and comply with baggage rules on public transportation, especially trains. At the same time, an alternative use of the Artch Travel Bag Duffel is added by converting it into a backpack to evenly distribute the load to both sides of the body. Qualitative descriptive research methods are used to understand user needs, with data collected through questionnaires, interviews, and observations. The results of this study are expected to provide practical solutions for travelers in facing challenges in carrying belongings during their journey, as well as contribute to the development of innovative bag designs in the context of modern travel.*

*Keywords: pleasure tourism, travel bag duffel, train, journey, effective, practical, innovative*