

## **ABSTRACT**

*Indonesia has various types of traditions or customs that apply by the community. Of the many types of traditions, the tradition carried out by the community which is carried out within a year can be known as homecoming. In Indonesia, the phenomenon of going home is done using public transportation or private transportation. In addition to the mode of transportation, travelers also choose the use of travel bags to support the needs that will be carried. However, with a lot of luggage travelers can be a problem when carrying it, especially by using bus transportation modes that have a maximum limit on passenger luggage. From the above problems, a new travel bag is needed that adapts to the conditions of the type of bus used by users. The potential that can be developed is a travel bag whose size is made according to user needs and the bag can be placed at the top of the bus cabin. The research conducted used qualitative research methods that used data collection techniques in the form of observation, interviews, questionnaires and documentation. The design method used by the author is using the User Centered Design (UCD) method. The design process carried out in the form of observation of user needs, analysis of features in bags, visual analysis of the color of the bag, analysis of materials and user needs, ideation and searching for references, making TOR, making alternative sketches, selecting final sketches, making working drawings, making 3D designs, budget planning, mockup, prototyping I, testing prototyping I, prototype II, testing prototype II, COGS, merchandise and product validation. The product resulting from this design is a travel bag with a backpack type, whose visual colors are taken in accordance with user needs, namely black, ash and navy blue, with a capacity of 40 liters, has advantages in materials and compartments tailored to users, is waterproof and also easy to use. This backpack travel bag can be stored in the upper cabin of the bus while traveling.*

**Keywords:** *Tradition, Homecoming, Bag, Travel, Bus.*