

ABSTRACT

Students often have to carry a lot of lecture items, both heavy and light according to courses and other activities so they don't always need a large bag like a backpack. When talking about students, we must consider the daily habits and lifestyle of students. One of the current trending lifestyles is hanging out. This activity is carried out by young people and adults in a certain place, where they gather and spend their free time with various activities. Telkom University product design students use a backpack as a tool when carrying a lot of lecture items and use a different small bag when not carrying a lot of items or just hanging out outside the campus. Therefore, there is potential for the development of bags to carry the luggage of Telkom University product design students, so the purpose of this design is to design a backpack that can accommodate the luggage of Telkom University students on and off campus. The method used is qualitative, the design method uses user centered design to focus on the user. The result of this design is a backpack product innovation with a modular system that combines backpacks and sling bags that can be used simultaneously or separately and also pays attention to visual aspects that are suitable for Telkom University product design students.

Keywords: *backpack, slingbag, student, modular*