

ABSTRACT

The study aims to design a concert bag that is ideal for a sustainable K-Popers community by considering design aspects, needs, and activities of K-popers fans. The study identifies some of the shortcomings of today's concert bags, such as inappropriate size, and lack of compartments. Based on these findings, the study proposes a specialized concert bag design with the following features: dimensions 20x25x8 cm, PVC material (outer), synthetic (strap), and nylon, transparency to facilitate security checks, special slot for lightstick, adequate compartments, and customizable ropes. This design is expected to overcome the current shortage of concert bags and provide a more comfortable and enjoyable experience for concert viewers. This research method applies mixed methods, which is a combination of quantitative and qualitative methods. The design process for this research uses a User Centered Design (UCD) approach to understand user needs and preferences. Data analysis involves descriptive, and qualitative analysis to understand user needs and preferences. Initial design is done taking into account data analysis findings and sustainable design criteria. This research is expected to contribute to the development of innovative and sustainable products that meet the needs of the K-Popers community.

Keywords: Concert bag, K-Popers Sustainable Community, Sustainable Design, K-Pop, K-Popers fan