

## **ABSTRACT**

*This final project report will discuss the redesign of shoes for PT. Brodo Ganesha Indonesia, the Corte Jog article which will be redesigned for ages 4-8 years. This redesign was carried out because the Brodo Brand wanted to create a new subcategory, namely Brodo Kids. This redesign uses the reverse engineering method where the existing and sold Corte Jog article shoes are redesigned by adding and reducing things that will adjust to user needs, the data mining method used is observation in industry and manufacturing, and reading journals that are related to the author's report. The expected result is that the product can meet the needs of the brand and the needs of users, namely children aged 4-8 years.*

**Keywords:** *Redesign, shoes, brodo, corte jog.*