

ABSTRACT

Individuals who often make short trips, such as on business trips, on holiday or out of town, need equipment that is practical and attractive. Intercity travel includes both the journey itself and the final destination. With increasing awareness of the importance of experience and exploration, modern society is choosing to plan trips that allow them to explore a wide variety of sights, cultures and foods. Bags are an important component of travel. In the era of globalization, bags have become a trend, and this type of tote bag has become one of the most popular because of its practicality, which is liked by many people all over the world. with the aim of creating a new experience using travel bags. The focus of this research is tote bag designs that are made specifically for travelers and focus on their function. They are built to meet travelers' needs, such as enough capacity to carry essentials for short trips, organized compartments for easy access and storage, and strong, durable materials to withstand a variety of travel conditions. To create totebags that not only meet practical needs but also suit the lifestyle and visual preferences of visitors, this research uses methods such as scampers and good mixed methods and combines the opinions of potential users through questionnaires, prototype trials, and market trend analysis by conducting observations, questionnaires and open interviews.

Keywords : *Traveler, Totebag, Travel.*