

ABSTRACT

Swimming has become an increasingly popular physical activity among people, especially children, as a means of exercise and motor and social development. This activity requires equipment such as a change of clothes, swimming accessories, and bathing equipment, which must be carried in a practical bag. However, the bags available on the market are not optimal in separating wet and dry items. This study aims to design an ergonomic and functional modular swimming bag for children aged 7 to 12 years. The research method used is a qualitative approach with idea exploration techniques through the SCAMPER method, to create a design that is easy to adapt and child-friendly. It is hoped that the results of this study will contribute to the development of innovative bag products for children, as well as improve comfort and efficiency during swimming activities.

Keywords: *Swimming, Child, Modular bag, Wet equipment, Dry equipment, Product design.*