

ABSTRACT

The development of technology provides a lot of convenience to humans. The emergence of online markets in Indonesia is one of the examples, which provide convenience for traders and buyers. Bandung as one of the cities that has many trade industries, such as the bag industry, shoe industry, household appliances industry, food industry, even the fashion industry, requires good shipping services to support these trading activities. Because there are large number of shipping service providers, case studies are conducted at one of the shipping service provider, to be the a sample of the case study. One of the shipping service provider used as a sample is JNE, located on Jalan Kiaracandong, Bandung. This study focuses on motorcycle bag as a means of transporting goods. Motorcycle bags are one of many transportation aid products that generally use canvas fabric material and aim to carry goods using a motorbike and are commonly known as torch bags. The problems discussed in this paper are; the width of the bag that is too wide so that it is difficult for the courier to enter the narrow road and slip through the traffic jam while the main purpose of using the motorcycle is to reach a location that cannot be reached by the car, also the capacity of the bag that is unable to meet the average shipping needs. Based on those problems, it is necessary to redesign the motorcycle bag that is adjusted to the width of the motorcycle so as to facilitate the delivery process and the size that fits the average shipping requirements.

Keywords: Motorcycle bag, courier, product dimension