

ABSTRACT

The traditional market has now been transformed by the Government into a neater, cleaner, more organized market (modern market) in such a way that the Indonesian economy is more advanced and can improve the welfare of small traders. However, the facilities provided by the modern market are not equivalent to supermarkets, supermarkets such as the availability of trolleys as a means of transportation. Because of that, modern market visitors experience obstacles in carrying and organizing their shopping goods. The design this time aims to organize and facilitate the target user in carrying their groceries when shopping at Batununggal Indah Modern Market. Therefore, the designer formulated to design an independent shopping trolley (brought from home) to be used at Batununggal Modern Market. The method used is a qualitative method. Data analysis techniques by collecting observation data, interviews, empirical data and literature as a reference in the design. Designed based on the study of activities and needs. Then the data that has been collected is analyzed through the activity table, needs table, parameter analysis table, 5W1H, SWOT, and TOR. The results obtained from this design is a shopping cart product with weekly capacity that is used to accommodate and organize shopping and can be used independently by users.

Keywords: trolley, organization, modern market