

## ABSTRACT

A career woman who works as an office worker is someone who always uses a daily bag in her daily work activities. They always carry various types of goods for work in their daily bag. Some of the daily bags they use still have minimal compartments to store various types of luggage. So they need a daily bag that can accommodate various types of luggage so that they are not easily scattered. In addition to doing work activities, they also often do shopping activities at the modern market during their hours after work or during their break at the office. The negative impact of the continuous use of plastic bags has caused some modern markets to now encourage their visitors to bring their own shopping bags. For a female office worker who has a busy daily life with limited time, they often forget to provide their personal shopping bag when shopping at the modern market. As for the daily bag they use, it cannot accommodate the capacity of the groceries they buy. This has resulted in them returning to using plastic bags available on the modern market. So, this design will focus on function theory. Namely, a solution is needed to reduce these problems, by designing a daily bag with compartment features for various types of goods and additional pocket features based on the user's needs in daily activities. The daily bag product design method uses the SWOT, 5W1H, and TOR methods, with data collection techniques through observation, literature study, questionnaires, and interviews to produce daily bag product designs that are in accordance with market needs.

**Keywords :** Woman, Employee, Office, Plastic, Market, Bag