

ABSTRACT

In the rapidly evolving digital era, live streaming has become a popular marketing strategy, particularly in selling skincare products. Platforms like TikTok and Shopee Live facilitate direct interaction between sellers and consumers, making live streaming an effective promotional tool. However, the lack of ergonomic design in work desks for live streaming often leads to fatigue among host streamers, reducing their comfort and productivity. Based on this phenomenon, this study aims to design an ergonomic work desk that maximally supports live streaming activities. This research employs a qualitative method with a case study approach. Data were collected through semi-structured interviews, non-participant observation, documentation, and literature review. Data analysis was conducted using the Domain Analysis method. During the design process, product design elements were evaluated using the SCAMPER approach to generate innovative solutions. The findings indicate that a work desk designed with ergonomic aspects, such as adjustable height, product storage space, and ease of mobility, can enhance the comfort and efficiency of host streamers. This product can reduce user fatigue during extended live streaming sessions while supporting aesthetics and functionality in workspace arrangements.

Keywords: *Ergonomic Work Desk, Live Streaming, Skincare.*