

ABSTRACT

The growing number of music festivals in Indonesia in recent years presents both opportunities and challenges for photographers documenting key moments at these events. Various photography equipment, such as cameras, lenses, spare batteries, and other accessories, often pose obstacle in terms of mobility and equipment organization amidst crowded audiences. This study aims to design a vest that enhances work efficiency and mobility for photographers in the dynamic environment of music festivals. This research adopts a qualitative approach, collecting data through observation, interviews, questionnaires, and documentation within active photographer communities. The design process applies the SCAMPER method, which includes Substitute, Combine, Adapt, Modify, Put to Another Use, Eliminate, and Reverse, to ensure the vest meets the needs of photographers. The finding indicate that a vest with specialized compartments can help photographers organize their equipment, facilitate easy access while working, and protect their tools from damage during mobility in crowded settings. This product is expected to serve as practical solution, supporting the comfort and safety of photographers at music festivals. Furthermore, this research can serve as a reference for developing similar products in the future.

Keywords: Vest, Photographer, Music Festival, SCAMPER, Mobility Efficiency.