

## **ABSTRACT**

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### **LOCAL BRAND DESIGN "TEJA" INTO BAG PRODUCTS**

*In the midst of the rush of various types of factory-made bags, it turns out that people are still looking for models or types of bags that are unique and different from those used by most people. Starting from the color to the model. This research uses a qualitative method, namely a descriptive approach with a method that describes something being studied so that it is in accordance with what it is, with the aim of systematically describing the facts and characteristics of an object to be examined precisely. For the bag production stage, the researcher describes the designs that have been made and goes through the process from start to use of the finished product, the application of the work is on a 1:1 scale. Respondents rated the quality of the Teja brand bag product as very good, so it can be concluded that the Teja color brand bag has very good product quality. The use of materials that have comfort, strength and durability of goods safely, and is comfortable when using the product. The use of a minimalist design can increase the value of the product.*

**Keywords:** *Bag, Quality, Model, Product*