Multi Pocket System for Hybrid Barber Bag Design

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Abstract. With the growing number of barbers in Indonesia, hybrid services can meet the need for on-site haircuts, especially for those with special needs, such as seniors with limited mobility, people with disabilities or special needs, children, and others. Mobile barbers also offer a solution for highly mobile customers, such as busy adult men who cannot travel to a barbershop. Mobile barbers face the challenge of transporting the equipment and materials needed for the shaving process to customers. Specialized bags are needed to transport these tools and materials safely, comfortably, and optimally.
A barber bag should have well-organized compartments to prevent damage to tools from impact and allow for easy access during use and transport. The multi-pocket system used in hybrid barber bags provides storage solutions for a variety of tools and equipment. Multi-pocket bags are now a new necessity for barbers.
A combination of qualitative and quantitative methods was required to complete the bag design research. Qualitative methods were used to collect data directly from mobile barbers and their customers through observation, surveys, case studies, and literature reviews. Quantitative methods were used to analyze data variables and determine the bag's multi-pocket size, tailored to needs, to ensure tool safety and user comfort; and were used during the analysis of alternative designs when determining the final design.

Keywords: Compartement, Hybrid, Multipocket.

1. Introduction

As time goes by, the times have experienced rapid development. Culture has undergone changes accompanied by an increase in population, advances in information technology, and the needs of society, one of which is awareness of self-appearance which is now not only needed by women, but from men. Increased interest from men in their appearance is shown by the use of fashion services used. One of the fashion industries that is often used by men and many have sprung up in the country is the barbershop business. "Barbershop is a salon that specifically serves men's hair care needs." (Refwahajan & Waluyo, 2024). Unlike conventional barbers who usually only provide basic services, barbershops offer more complete facilities and more professional services.
"The main difference between a barbershop and a salon is that a barber is usually trained to cut shorter, traditional haircuts for men, while a salon stylist is trained to cut longer haircuts."(Hanif & Abadi, 2023). This difference helps determine the choice of a suitable place based on the needs and desired hairstyle, but sometimes barbershops can also be used as a haircutting place for some women who want a male hairstyle.

"Hair care centers are no longer outside the home, where consumers come to a place for treatment."(Santoso, 2016). Currently, the work of a barber is required to be changed in terms of place. In general, this work is usually carried out in a certain place that is settled and not moving, where service users will come to the place. barber service users are generally men, but over time, nowadays there are mobile barbershops.
Kusumawati (2023), "said that barbershop is now a business trend in the field of men's hair care, so it is not surprising that barbershop businesses are now continuing to grow in Indonesia. Data shows a significant increase in the number of barbershops in Indonesia, reaching 5,000 to 6,000 brands, which indicates the growing demand for men's hair care services in Indonesia." (Diansyah et al., 2024). With the increase in the number of barbershops in Indonesia, there will also be an increase in competitiveness. For the sake of business sustainability, business owners will certainly prepare strategic initiatives as an effort to increase competitiveness, one of which is by providing hybrid haircut services or barber calls. The lifestyle of urbanites in today's modern era is reflected in increasingly dynamic work activities that require high mobility, changing the concept of working from conventional office spaces to a more flexible environment. "The hybrid work model offers flexibility for employees in determining the location and time of work, so they are not bound by rigid standard rules regarding work places and hours."(Ainurrofiq & Amir, 2022). This is inseparable from changes in people's consumption patterns that increasingly value time efficiency, convenience, and personalized services. Hybrid work models in the use of barber services include: flexibility in working hours, high mobility, use of social media and booking apps to reach customers, and the ability to run a business independently without being tied to a physical location. Many barbers now double as service personnel, marketers, and financial managers for their own businesses.

"Men in fulfilling their hair care needs will look at facilities, skills, time, and place." (Santoso, 2016). As for adult men in today's modern life, many spend time in the office and are tied to meeting schedules and various other responsibilities that make it difficult for them to find time in the middle of their busy schedules to go to a barbershop. This challenge is also experienced by elderly men with haircut needs, who often face mobility constraints due to age and health factors that affect their physical abilities. This makes on-call barbershops a solution for men's hair care services that can be reached by individuals in certain conditions. Mobile barbershops can also be a practical solution for those who prioritize privacy and comfort in getting their hair done. This service allows customers to get hair care directly at home or a location of choice without having to come to

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a public place. With mobile barber, customers can enjoy a quieter and more personalized atmosphere, making it suitable for those who avoid crowds or want to maintain privacy when grooming.

"The current product used in the community to carry equipment is a self-made box with several dividers in it without any special division for the layout of equipment so that it is mixed together and makes it difficult for the captain to take the equipment." (Santoso, 2016). The products that are widely used by barbershop barbers today to carry equipment in carrying out on-call haircut services still do not have special specifications regarding size standards that are in accordance with the various tools needed by barbershops so that the placement of the tools carried is still not well organized and irregular. Barbershop bags that already exist in the market mostly have problems in terms of efficiency and safety for storing tools, namely in the compartment that is still not specifically organized for the kinds of equipment and equipment carried, this can hinder a barber to be able to store and access equipment easily and quickly. While the barbershop bag products that have been made before have obstacles in terms of bag comfort, with rigid materials making the bag heavy and uncomfortable to carry.

In running hair shaving services, of course, there are various kinds of equipment and equipment needed. But of all these needs, there is a classification of needs that are needed in priority and also optional where there is equipment or equipment needed in certain conditions. The main equipment that is prioritized to carry is sharp equipment in the form of a clipper, scissors, and razor. Then there are supporting equipment in the form of combs, hair clips, hair cleaning brushes, clipper cleaning brushes, mirrors, water sprays, and clipper shoes with various size variants. And there are also main equipment that must be carried such as powder, towels, and capes. However, under certain conditions such as when a customer asks for a haircut that requires detail to be realized, then in these conditions a barber needs other supporting equipment and equipment such as a trimmer and shaver for the process of detailing the side of the haircut, as well as the engine oil needed to support the performance of the three machines used. In addition, a barber also needs equipment for hair styling products for the needs of customers with various hair characteristics.

In light of this, in the fast-paced and dynamic modern era, bags are no longer just a tool for carrying goods, but have developed into an important part of lifestyle and daily mobility support. One type of bag that is increasingly popular is the backpack or backpack, which offers practicality and convenience in use. In the ongoing changes in needs and tastes, backpacks innovate into interactive products that fit the demands of the times. The trend of using backpacks is not only limited to students or travelers, but is also increasingly popular among professionals, including workers with flexible work systems including mobile barbers. "With increasing urban mobility, people will look for backpacks that can adapt to various situations, whether for daily activities, work, or even short trips."(Suryaningsih, 2023). In this context, a backpack is the ideal solution to support a barber's mobility, allowing him to carry all his equipment neatly, efficiently, and still look professional. Bags with special compartments and ergonomic designs are very supportive of this activity, especially when high mobility is part of the work routine. The application of the multipocket system in the design of a mobile barber bag can be an interesting choice as a solution to meet these various problems. From a functional point of view, this concept is very supportive of being able to store various tools and equipment that are better organized, safer and easier to access with a large number of storage compartments to separate various types of tools and equipment, especially for sharp equipment, it is important to divide the storage space separately to avoid the risk of collisions between equipment if left in one room which will then have an impact on the quality of the equipment so that it can support the needs of barbers in carrying out more optimal services and provide a better experience for barbers in carrying out their activities.

2. Method

The method used in this research is a mixed method, namely qualitative and quantitative methods. This method is used to provide a more complete picture of design needs. In a qualitative approach, the focus is on collecting data directly from users regarding their needs, experiences, and problems. "Quantitative research is a type of research that produces new findings that can be achieved (obtained) using statistical procedures or other quantification (measurement) methods... The quantitative approach focuses more on several symptoms that have certain characteristics in human life, namely variables. Quantitative research is research that is based on facts or reality and in it uses many numbers." (Ali et al., 2022). Data collection was carried out through qualitative methods, through: field surveys, case studies, and in-depth observations. Quantitative methods through surveys, product experiments, and field observations; surveys collect data using questionnaires distributed to respondents. In experiments, researchers control certain variables to see their effect on other variables. Structured Observation, observations conducted in a clear and structured format. Quantitative methods are used to analyze data variables and determine the size of the multi-pocket bag, which is adjusted to the needs, to ensure the safety of the device and user comfort; and are used during the analysis of alternative designs when determining the final design

The data obtained in the form of Primary data and secondary data. Primary data is obtained directly from the field to find out the problems or needs of the product to be studied. Case study to a barbershop that provides call hair shaving services. This case study was conducted to obtain data directly from product users regarding the needs of the equipment carried, activities in carrying out services, and matters regarding experiences related to problems in using previous products. Case studies were conducted in two places, where each place had a barber.

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a. First case study at Mogens Barbershop

Mogens barbershop is a barbershop that is well known by men from both urban and rural areas, as it is located in a rural environment but is also very close to an urban environment. It also has more affordable rates than most other barbershops, so it is favored by all ages and is popular with children.

b. Second case study at FL Legend Barbershop

This barbershop is located in a dense urban environment and the majority of customers are students, because the strategic place is close to several campuses. The rates for shaving services in this place are still affordable, especially for the lower middle class, so it is also relevant for people from various circles both for students and the surrounding community.

Several methods were used to collect primary data, namely through observation (in-depth observation), interviews and documentation to the two case study sites, the activities of shaving service users and the activities of barbers. The following provides an explanation of some of these methods, namely:

a. Observation

The first observation was to Mogens Barbershop and the second observation was to FL Legend Barbershop. From these two places, data related to the activities of a barber in running a haircut service call and tools and their sizes that are often used and rarely used are obtained. The size of the equipment in length x width x height is needed for data on the size requirements of the multi pocket that will be designed on the bag.

b. Interviews

Interviews with two resource persons from the case study site, namely brother Dimas Audri Yanuar from Mogens Barbershop and brother Muhammad Bagus Nugroho from FL Legend Barbershop, where both are experienced barbers in running hybird haircut services. The first interview was conducted at Mogens Barbershop and the second interview was conducted at FL Legend Barbershop. This method is carried out to obtain data related to bag design needs based on the experience of the informant or other problems when shaving activities are carried out.

c. Documentation

Documentation is needed to clarify the data and capture it that has been obtained from the two case study sites, the first at Mogens Barbershop and the second at FL Legend Barbershop. Documentation includes design needs study data and barber activity studies.

Secondary data is obtained indirectly but from various sources that have been collected and published by other parties, these sources include: from journals, articles or websites. Data from journals is used from previous journals which are similar studies to retrieve data related to problems, needs, and innovations that are relevant to the research theme as a reference for the research being conducted. Data from articles, used to retrieve data related to design needs, equipment, and existing competitor products as a reference and literature review of the research to be made. The website is used to access articles, journals, or institutional reports that have been published as research literature studies. The following is given the flow of research from determining the problem to the design concept.

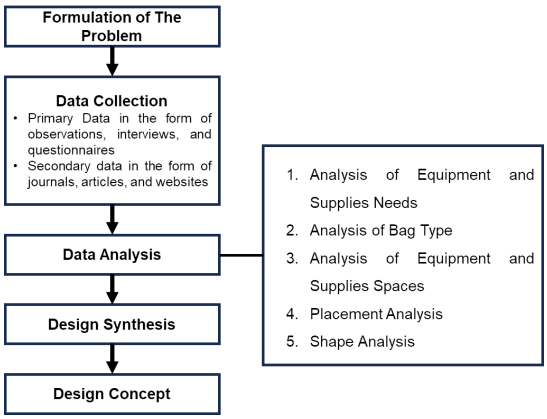


Figure 1 Flow of research

3. Results

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Several analyses were conducted to realize the multipocket system in the barber bag design. These analyses include: equipment and supplies needs analysis, bag type analysis, pocket size analysis, pocket placement analysis and pocket shape analysis. The following is a detailed explanation of these analyses.

3.1. Analysis of Equipment and Supplies Needs

Based on data obtained from case studies and literature, there are several needs for equipment and supplies carried by a barber when going to do his shaving activities. Some of the equipment and supplies are divided into two, namely priority needs and optional needs. Priority needs are equipment or equipment that must be brought when doing shaving activities. Optional needs are equipment and supplies that are not always carried when shaving, because they depend on the needs of service users or barber needs. In one type of equipment or equipment there are often several models, such as guard clipper which has 8 models of shapes, which are used to make different hair models; hair clippers also have 2 models with different shapes and uses, and so on.

Table.1 below is sorted based on the type of equipment or equipment needs that are priority, optional, and by size. Equipment or equipment data is written based on the most important needs and placed at the top. And optional equipment or supplies will be written at the bottom.

Table 1. Interviewee Needs

Nama Barber	Types of need	Equipment or Supplies	Amount	Dimension (cm)
Dimas Audri Yanuar (Mogens Barbershop)	Prioritas	Guard Clipper	8	5,2 x 5 x 1 – 5,2 x 6,3 x 1
		Scissor Set	2	14 x 5,5 x 0,7
				17 x 5,5 x 0,7
		Cleaning Brush	1	26,8 x 3,7 x 4
		Powder Brush	1	16,5 x 5 x 5
		Non-wired Clipper	1	18,5 x 5,7 x 4,5
		Hair Curler	5	8 x 1 x 2,4
		Towel	1	12 x 11 x 3
		Comb	2	20,3 x 3,8 x 0,4
				21,4 x 4 x 0,4
		Razor	1	8,7 x 3 x 0,6
		Water Spray Bottle	1	20,5 x 7,5 x 7,5
		Cape	1	14 x 10,5 x 2
		Mirror	1	26 x 26 x 1
	Opsional	Towel	1	12 x 11 x 3
		Trimmer	1	16,4 x 4,3 x 3,8
		Hairdryer	1	20 x 19 x 7,5
		Engine Oil	1	13,5 x 6 x 6
		Cape	1	14 x 10,5 x 2
		Power Outlet Cable	1	12 x 12 x 6
Muhammad Bagus Nugroho (FL Legend Barbershop)	Prioritas	Guard Clipper	5	4,5 x 4 x 0,8 – 4,5 x 5,5 x 1
		Scissor Set	2	16,8 x 6 x 0,7
		Cleaning Brush	1	26,8 x 3,7 x 4
		Powder Brush	1	10 x 4 x 4
		Non-wired Clipper	1	19 x 4,5 x 4
		Trimmer	1	14 x 4 x 3,8
		Comb	1	20,3 x 3,8 x 0,4
		Mirror	1	38 x 26 x 1
		Cape	1	14 x 12 x 2
		Water Spray Bottle	1	19,5 x 6 x 5
		Hair Curler	5	8 x 1 x 3
	Opsional	Shaver	2	11,7 x 6 x 3,5
				9,5 x 5,5 x 3,5
		Hairdryer	1	20 x 20 x 6,5
		Set Gunting	1	14 x 5,5 x 0,7
		Razor	1	7 x 2,5 x 0,5
		Hair Powder	1	10 x 3 x 3
		Cleaning Brush	2	14 x 2,5 x 3
				18,8 x 5,7 x 3,6
		Hairtonic Spray	2	12 x 2,5 x 2,5
		Haistyling Cream	1	5,5 x 5,5 x 2,8
		Engine Oil	1	10,5 x 4,5 x 4,5
		Powder	1	8 x 8 x 3
		Power Outlet Cable	1	10 x 5,5 x 7

3.2. Analysis of Bag Type

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Various types of bags that can be used to carry the equipment and supplies of a barber include toteback, backpag, sling and backpack types. Of the various types of bags, a bag that is suitable for hybrid barber bag products is a type of backpack, where its characteristics are very supportive for easy user mobility. The type of backpack is also very possible to support functional hybrid barbershop bag products as better storage of equipment and supplies. The backpack type also supports realizing a modern and trendy design appearance with the application of more varied design elements, such as the provision of buttons, many resliting and many forms of pockets.

3.3. Analysis of Equipment and Supplies Spaces

Equipment and supplies space analysis was conducted to identify each space required according to the size of the equipment and supplies carried. The dimensions of the equipment and supplies room were determined based on the equipment and supplies with the largest number and the largest size of the two barbershop sources.
Table.2 below describes the amount of space for equipment or supplies that will be included in the bag.

Table 2 Equipment and Supplies Space Analysis

No	Equipments / Tools	Total	Dimension (cm)
1	Guard Clipper	8	18 x 8 x 2
2	Scissor Set	3	20 x 20 x 1
3	Cleaning Brush	3	28 x 10 x 5
4	Powder Brush	1	27 x 5 x 5
5	Non-wired Clipper	1	20 x 7 x 5
6	Trimmer	1	18 x 6 x 4,5
7	Comb	2	22 x 5 x 1
8	Razor	1	10 x 5 x 1
9	Hairdryer	1	30 x 20 x 10
10	Towel	2	12 x 12 x 4
11	Mirror	1	40 x 30 x 3
12	Cape	2	14 x 12 x 4
13	Hair Curler	8	10 x 10 x 4
14	Water Spray Bottle	1	16 x 8 x 8
15	Engine Oil	1	13 x 8 x 8
16	Shaver	2	14 x 14 x 4
17	Hair Powder	1	10 x 5 x 4
18	Hairtonic Spray	2	12 x 8 x 4
19	Hairstyling Cream	1	6 x 6 x 4
20	Powder	1	10 x 10 x 4
21	Power Outlet Cable	1	13 x 13 x 7

3.4. Placement Analysis

Placement analysis is carried out to determine the layout of various compartments to be able to optimize a more ergonomic storage function according to user needs. In this analysis, a grouping of needs related to equipment and supplies is carried out to produce a structured storage space or compartment (pocket) with dimensions tailored to the various needs in it. The table below describes the types of compartments and equipment or supplies in each compartment (pocket) and the number of equipment or supplies in a compartment/pocket. The colors in the table below indicate that the equipment is contained in one compartment.

Table.3 Placement Analysis

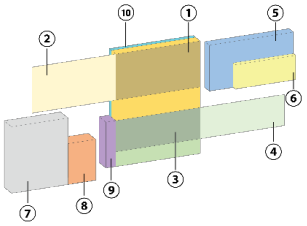
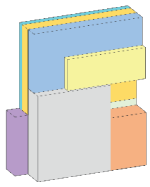
No	Compartments	Equipments / Tools	Total	Dimension (cm)
1	Machinery Equipment and Supplies	Non-wired Clipper	1	30 x 25 x 6
		Trimmer	1	
		Shaver	2	
		Engine Oil	1	
2	Fabric Supplies	Towel	2	30 x 20 x 4
		Cape	2	
3	Sharp Equipment	Scissor Set	3	30 x 25 x 4
		Razor	1	
4	Technical Equipment	Guard Clipper	8	30 x 10 x 4
		Hair Curler	5	
5	Cleaning Equipment	Comb	2	30 x 20 x 4
		Powder Brush	1	
		Cleaning Brush	3	
6	Supporting Equipment	Powder	1	10 x 10 x 4
7	Hairstyling Supplies	Hairstyling Cream	1	20 x 10 x 4
		Hairtonic Spray	2	

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No	Compartments	Equipments / Tools	Total	Dimension (cm)
		Hair Powder	1	
8	Large Equipment	Hairdryer	1	30 x 20 x 10
9	Large Equipment	Mirror	1	40 x 30 x 3
10	Large Equipment	Water Spray Bottle	1	16 x 8 x 8
11	Large Equipment	Power Outlet Cable	1	13 x 13 x 7

Based on the results of the grouping of barbershop needs, the dimensions of each space are obtained based on the calculation of the dimensions of equipment and equipment that have been grouped. After obtaining the dimensions of each compartment, the next step is to make a lay out for the product. The following is the resulting lay out according to the analysis of the size of the compartment (table.3).

Table 4 Lay Out Design

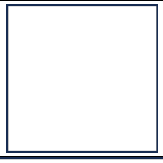
Placement Structure	3 Dimension	Right Side	Left Side
			
1. Clipper, Scissor, Razor, Comb 2. Towel, Cape 3. Powder Brush, Powder, Cleaning Brush, Non-wired Clipper 4. Guard Clipper, Hair Curler 5. Engine Oil, Trimmer, Shaver		6. Hairstyling Cream, Hairtonic Spray, Hair Powder 7. Hairdryer 8. Mirror 9. Water Spray Bottle 10.Power Outlet Cable	
Description: The compartment for the main equipment is located at the top and for the equipment compartment as well as supporting equipment is located at the bottom. The hairdryer storage compartment as well as the cable outlet is placed at the bottom front behind the equipment compartment and supporting equipment and for the optional needs compartment is placed in front of the main equipment compartment, both of which can be used modularly because they are optional.			
Analysis : In addition to making it easier for users to reach the main equipment, the arrangement in this lay out is also appropriate to maintain the safety of the main equipment by placing the compartment at the top. The placement of the optional compartments is also appropriate by placing the hairdryer compartment which is also the cable outlet compartment at the bottom because it is the heaviest point among all the compartments, and it can also produce an arrangement that looks more balanced.			

The colors in the layouts in Table.4 indicate that the color is one compartment, for example, the brown color in compartment number 1 contains clipper, scissors, razor and comb equipment.

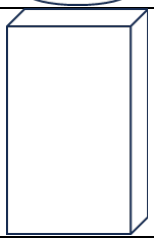
3.5. Shape Analysis

Shape analysis is carried out to determine the use of shapes as design needs which are then applied to the shape of each compartment/pocket in the bag design. Table.5 below gives the shape of the pocket or compartment that will be used. Almost all the shapes in table.5 are used as the shape of the pocket in the compartment.

Table 5 Shape Analysis

No	Shape	Image	Analysis
1	Square		In the application of barbershop bag design, the square shape is used as the shape of one of the pockets or compartments inside the bag. The application of the square shape makes it possible to optimally utilize space to store various equipment needs which have a smaller shape than most equipment.
2	Rectangle		The rectangle is applied as the main shape of the pocket as well as the inside of the compartment, back pad and sling of the bag. With two longer lines, this shape is more flexible to fit various sizes of barbershop equipment so that the use of compartments will be optimized without wasting space.

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No	Shape	Image	Analysis
3	Trapezoid		The trapezoidal shape is applied as a shape to the pocket part of the bag in the middle to give a balanced impression as well as being used as a form of pocket cover. With a more open top width, this shape allows for ease of taking and storing items.
4	Half Circle		The semicircular shape is applied as a combined shape that is adapted to the shape of the barbershop equipment. The curvature of this shape gives the impression of a more elegant design and reflects practicality.
6	Tube		The application of the tube shape to the design needs of the barbershop bag is located on the side of the bag which is a place to accommodate a water spray bottle. The use of the tube shape on the side of the bag can be combined with additional design elements such as a drawstring with a stopper mechanism to make items safer when carried.
7	Beams		The block shape is applied to the barbershop bag design as the basic shape of the bag. The use of this shape gives the impression of a practical and functional bag design, with symmetrical dimensions allowing for maximum utilization of storage space, as well as the addition of flexible compartments or pockets on both the inside and outside to organize various categories of equipment or supplies.

3.6 Design Concept

The design concept used in hybrid barbershop bag products is Contemporary and Multipocket.

a. Contemporary

"Contemporary is something that refers to current events. In design itself, contemporary describes something that is flexible and ever-changing. Therefore, the contemporary concept can be considered a bold concept because it is synonymous with the combination of several concepts into one. This will indirectly make it look dynamic and unbound." (*Kenali Lebih Jauh Tentang Konsep Kontemporer Dalam Desain Interior*, 2025). The contemporary shape concept was chosen to facilitate the change of shape from the bag shape to the shape of the equipment storage during cutting activities.

"The use of the contemporary design concept was chosen to create an innovative and attractive design in accordance with the needs and preferences of today's consumers. In addition, this concept can also be used in adapting personal style which can reflect its own identity." (*Mengikuti Arus Tren Mode Kontemporer Dalam Fashion Design*, 2022)
In the use of design colors, neutral color compositions such as black, grey, brown and white are selected; or barrel color compositions. The composition of barrel colors, such as gradations of light blue to dark blue, or gradations of black to gray. "Totebackpack users are aimed at male teenagers, so students at ITATS can be used as users. Neutral and barrel color compositions are much preferred by these male teenagers."(Adiani et al., 2019).

b. Multipocket

Multipocket comes from the composition of two words, namely multi which according to kbbi means a lot or more than one while the word pocket in English translation means pocket which according to kbbi means pocket, so that multipocket can be interpreted with the concept of using many pockets or compartments.

The application of the multipocket concept in barbershop bag design is used because it can support the needs of users who have to carry various equipment and supplies. The application of multipockets in barbershop bags can make it easier for barbers to access various needs that can be well organized, as well as for the security of equipment that is protected by organized placement in various existing pockets.

3.7. Design Sketch

Based on the data obtained, as follows: the final design was determined based on the majority vote from a questionnaire for selecting alternative hybrid barbershop bag designs distributed online with a total of 35 male respondents, both users and

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barbers and customers. In this questionnaire, respondents could choose one of 5 alternative designs with various operational styles and were expected to provide input according to their respective preferences.

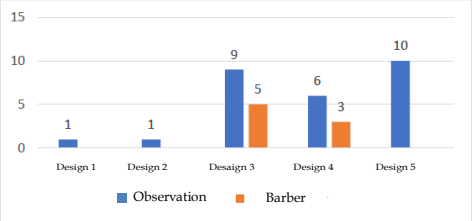


Figure 2. Questionnaire Results

The questionnaire results showed that design 3 received the most votes, with 14 respondents, consisting of 9 customers and 5 barbers. Here is a final overview of the designs to be presented:

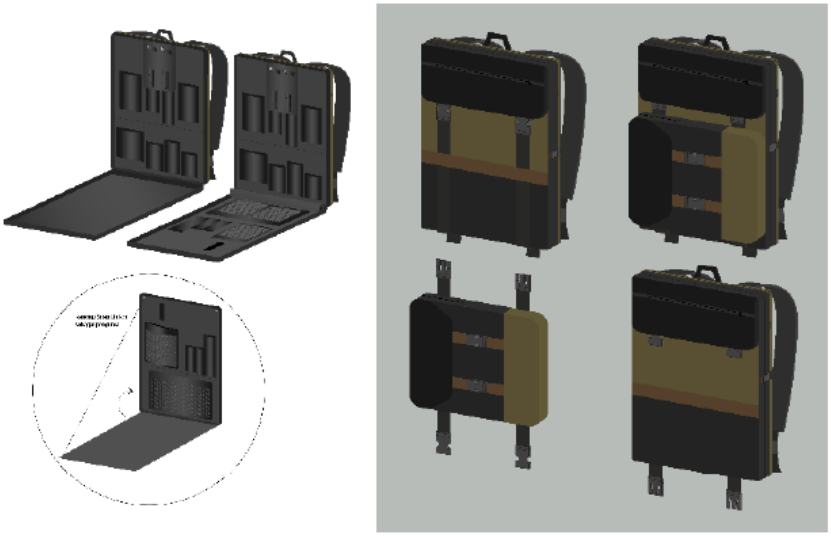


Figure 3. Skech Design

The final design was selected by majority vote and developed based on input and suggestions from design respondents. This barber bag is an innovative product designed with a modular multi-pocket concept, prioritizing high functionality and flexibility to support the mobility of professional barbers. With a customizable design, this bag consists of one main bag and one additional module in the form of a pocket that can be removed and installed according to the user's needs.

In terms of appearance, this bag with a combination of moss green, jet black, and mocha mousse, this bag is made of highly durable polyester for outdoor activities while being lightweight and comfortable. The exterior of the bag is adorned with barbershop-themed embroidery, adding an exclusive touch.



Figure 4. Fnal design

JCEPD-ISSN: 2830-3628
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4. CONCLUSION

With the increasing number of barbershops in Indonesia, hybrid services that include on-site and on-call services are becoming a solution to meet the needs of customers with high mobility, such as busy adult men or the elderly with limited mobility. However, the bags used to carry the various needs of hybrid barbershops for on-call services often do not have well-organized compartments, and the design of existing bags does not meet the standards of efficiency, safety and comfort. Based on the results of the bag type analysis, it is concluded that the type of bag used for hybrid barbershop bags is the backpack type. The bag is very supportive for the ease of user mobility. In addition, backpacks are also very likely to support the functional products of hybrid barbershop bags as better storage of equipment and supplies. The ideal barbershop bag should have organized compartments to avoid damage to tools due to impact and facilitate quick access. As a solution, a multipocket system was chosen to support tool organization with multiple compartments that are secure and easy to access. The concept also combines modern aesthetic elements with barbershop semantic elements to produce a design that is both functional and attractive. The redesign of the multipocket concept-based barbershop bag is expected to increase the barber's work efficiency in hybrid services and provide comfort when used in high mobility. This innovation not only answers practical needs but also supports a dynamic urban lifestyle.

This study supports previous research that pro-environmental behavior in SMEs affects not only environmental performance but also financial performance. In fact, the ability to maintain a balance between environmental sustainability and financial performance is a challenge for producers despite various limitations. Support for financial performance can also be obtained from reduced costs due to reduced waste and increased productivity.

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