

ABSTRACT

In the final project report contains a discussion about the design of accessories made from marine biota waste with a background on processing marine biota waste in Indonesia that is still less exposed to an accessory product, using a visual strategy research approach. It is expected that in the future with this design, one of which is to make Indonesian people aware that our country has assets from nature and even waste categories, and hopefully this design will spark the trend of new products in Indonesia.

Keywords: Accessories, Marine Biota, Visual strategy