

ABSTRACT

Typical of common jewellery variations on the market usually have monotonous models and have no distinctive features. In order to obtain a jewelry model that is suitable to the tastes and needs of customer, it is necessary to observe towards estimate of the customer interest's to the concept of product development.

Seeds material utilization can be an alternative for jewelry product development. However, the potential of seeds material developments to becomes a jewelry product rarely found in the market. Therefore, it can be a characteristic of the product so it can be easily recognizable on the market. Aside from that, it can be used for craft jewellery, the process of seeds could decrease the organic waste.

Jewelry product that will be designed is a kind of head jewelry and using material exploration method to produce the need and search results to be done according to what is intended or desirable.

Keywords: *Saga Seeds, Design, Jewelry*