

ABSTRACT

At this time it is known that Indonesian women have an interest in traveling fashion accessories and some Indonesian women want to look more stylish with the addition of accessories. The role of accessories on appearance is seen to be very influential. One of the traveling accessories needed by a traveler to travel to Bali is a hat and a hat that is fashionable and stylish. In general, the businessman of hat type fashion accessories especially in the Bali area only sells accessories in a monotonous form. Due to having the potential to develop a fashion accessories business, the designs offered tend to be less varied. Yet if observed, traveling support accessories have a pretty good business opportunity among the traveler. The purpose of this research is to be able to utilize fashion accessories that support traveling as fashionable and stylish fashion accessories for female travelers in Indonesia with more varied designs and ready to sell.