ABSTRACT

The increase in population density in Indonesia affects the increase in food consumption and is directly proportional to the waste produced. One of the abundant food raw materials in Indonesia is the supply of cattle. The body of a cow produces meat and other processed products, one of which is bone. Currently, the market reach of handicrafts from cow bones is still minimal. This can be overcome by using it in modern handicraft products such as watches. The bones of the cows used to make modern handicraft products are only the bones of the cow's feet. The utilization of cow bone waste into watch products already exists, but the design variations are still small. It is necessary to develop designs to increase the purchasing power of watches made of cow bone material. Based on this phenomenon, the author treats cow leg bone waste into a design material for women's watches. Women's watch products were selected based on data from questionnaires to target users, namely adult women aged 20-25 years, which showed that the needs of women's watch users wanted an alternative to new watch designs. To design the design of women's watches, it is necessary to analyze as a basis for the design which is divided into three aspects, namely production aspects, visual aspects, and ergonomics aspects. The designed design adapts to the processing limits of the beef bone material. The processing of cow bone waste into watch products is expected to create new value from the material and become a new design alternative for watch products with natural materials.

Keywords: *Waste treatment, Cow bones, Natural materials, Women's watches.*