

## **ABSTRACT**

*Interest in betta fish is also increasing along with technological and marketing developments, with more and more online and offline shops selling and buying this type of fish. Betta fish are in great demand by the wider community, both children and adults, because betta fish have a variety of beautiful body colors, fins and tails and have many types so that they have high economic value and a wide marketing area. The design of the display is done thru the preparation of the concept for the implementation of the concept in the form of a prototype. This design is carried out with the aim of utilizing betta ornamental fish sellers who have difficulty carrying their selling goods, sellers carry their goods using only container boxes or in bags, where sellers find it difficult to carry their selling goods when school children's study time is over and continue to sell around. methods used in the design process of designing a display to make it easier for betta ornamental fish sellers, the First exploration phase which includes digging up collecting information from problems and subsequent data on potential material. The 2nd degree is the design, which includes the design idea stage and making design alternatives. The result of this design is a display with the aim of carrying merchandise and meeting the needs of ornamental betta fish traders.*

*Keywords: Display, Betta fish seller*