

ABSTRACT

Mangrove forests that grow in brackish water and is affected by the tidal seawater. Some mangrove forests in Indonesia are endangered, and one was found in the Gulf of Benoa, Bali. Threaten the sustainability of mangrove forests due to the construction plan of reclamation at Benoa Bay that have positive and negative impacts. Most of the community especially those living in Bali have been many protests about the planned construction of reclamation at Benoa bay. This study is a media campaign which has the goal to increase public awareness to care about the preservation of mangrove forests are threatened. Art wear clothing selected as the media to present a campaign through the realm of fashion.

The method used in this research is the study of literature such as articles, books, journals as well as through the internet media covering about mangrove forests, art fashion wear and reclamation at Benoa Bay. To create an interesting detail required exploration method in material fashion design.

Keywords : mangrove , reclamation , art wear