

ABSTRAC

UPI Stadium is one of the stadium located in Bandung City. This research purpose is to describe aesthetic value that will be applied on plastic beverage packaging processor which is designed. This research is done because of the garbage problems at the UPI Stadium, such as plastic bottle trash scattered. Besides ergonomic and material aspect, visual and aesthetic aspect is very influential for designing a product. This research use comparative analysis method of competitor products. The technique used to collect data is by observation and interview the users. The result of this design process is a tool that can process plastic beverage packaging wastes by considering visual aspect.

Keywords: *Stadium, Beverage Packaging, Waste, Aesthetics, Color.*