

ABSTRACT

The increasing production of organic waste, particularly beef bones, has become a concern in several major cities in Indonesia, such as Deli Serdang and Bandung. Both cities are known for their high meat consumption, from slaughterhouses, livestock, households, and the culinary industry, resulting in large amounts of bone waste that has not been optimally utilized. However, beef bones have the potential to be a unique and artistic alternative raw material. This study aims to design jewelry products using beef bone waste as the main material to create environmentally friendly and aesthetically pleasing products. The research method used is a qualitative approach through literature studies, field observations, questionnaires, and user interviews. The design method applied refers to the User-Centered Design (UCD) approach, which focuses on the needs of jewelry users. The design results show that beef bone waste can be processed into jewelry products in the form of necklaces and bracelets with high aesthetic value, functionality, and attention to aspects of comfort and sustainability. The resulting final products are not only visually appealing but also have ecological and social values that suit the needs of users.

Keywords: *Waste, Cow Bone, Jewelry, Eco-friendly.*