

ABSTRACT

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DEVELOPMENT OF HOMEWARE PRODUCT BY APPLYING THE PRINCIPLE OF UPCYCLING AT PT. DEKORASI CIPTA INDONESIA

Professional Work practice is one of the program activities organized by Universitas Pembangunan Jaya. This program is a graduation requirement for students, which aims to prepare students to undertake professional work. Practitioner carry out the Professional Work program at PT. Dekorasi Cipta Indonesia as a product designer, where Practitioner are involved in designing, developing, and producing homeware products made from wood. This process not only focuses on aesthetics and functionality, but also integrates the principles of upcycling and sustainability to create environmentally friendly products. Through this Professional Work program, Practitioner not only gain in-depth insight and practical experience in the field of product design, but also in terms of cooperation between team members and understanding of the operations of a business.

Keywords: *Homeware, Wood, Upcycling, Sustainable*