

ABSTRACT

Since the beginning until now Vespa is a scooter type motorcycle brand from Italy are not depleted with age. Is the parent company of Vespa Piaggio. In 2012 the age to 66 years of Vespa already all over the world, including Indonesia. Vespa users in Indonesia is the highest in the world after Italy, this was confirmed by data from Piaggio Indonesia that says that there are more than 40,000 users in Indonesia Vespa. As the development of the Vespa and the demand is not accompanied with a good knowledge of how to drive properly and how to care for Vespa right that could affect safety while driving on the road with a Vespa. Moreover, many found some users Vespa down the road that did not complement her Vespa with gear drive safely, such as rearview mirror turn signal even there as in some types of Vespa. Although in most types of Vespa is not their turn signal even front license plate holder and rear view mirror at least the user can equip in order to meet the standards of safe driving in road traffic. Then it is necessary to design a visual communication media as a means of media information for users Vespa. Vespa aims to let users know and understand about the gear drive and how to drive properly on a Vespa. This design uses a qualitative method by understanding social phenomena from the perspective of the participants in accordance with topics taken. In accordance with the problems and the results of interviews and observations, the design of mobile applications as a means of information media drive that is required for users Vespa, users expect Vespa can know and understand how to drive and care for Vespa well and could be useful in increasing user interest Vespa in driving right down the street with his Vespa.

Keywords : Driving, Media information, Mobile applications, Scooter, Vespa.