

ABSTRACT

Since the president of Republik Indonesia, Joko Widodo, bought a chopper custom motorcycle built by Kick Ass Choppers and Elders Garage, retro classic custom motorcycles trend is rising a lot more. This is a good opportunity for custom builder and businessman for penetrate a developing market, furthermore Bandung city that well known for creativity and automotive world. But, still lack of insight about information and classification in the field of retro classic custom motorcycles is become some obstacles. Not only for custom builders, but also the riders and probable users, sometimes that obstacles do harm to not only time and power, but also hurting financially. To add more, still no information media in Indonesia by itself give more difficulties to public for learn about retro classic custom motorcycles.

For the outline, the main purpose to be achieved from designing this media is to give information also insight that the public and the users of retro classic custom motorcycle itself needed in order not to incur losses later. Based on that purpose, the methods that will be used in designing problem solving media are questionnaire, interview, matrix analysis, also literature review. From the research outcome also obtained that there is still no media in the form of books in Indonesia in those themes.

The media that will be designed is in the form of illustrative book with classification information also insight contents about retro classic custom motorcycles. With this book's design, retro classic custom motorcycle users and even publics that have an interest on riding retro classic custom motorcycles can get the insight that is needed also to reduce the possibilities of the occurrence of dissatisfactions as far as unwanted losses.

Keyword: Illustrative Book, Modification, Custom, Classic, Retro, Motorcycle