

## **ABSTRACT**

Telkom University has an area of 55 hectares, has 7 faculties, consists of 41 study programs, has 48 lecture building facilities, and has an increasing number of students in 2019 totaling 27.870 people. This makes Telkom university a busy place visited by visitors on the Telkom campus. To facilitate the process of moving between buildings, the Telkom campus already has vehicle support facilities for buses that contain eleven passengers. This is still not enough, because the number of students is too much and the existing bus design still does not meet the needs of passengers. Especially in the interior. In the interior of the campus Telkom has shortcomings divided in the cabin and limited carrying capacity of passenger capacity. This is driving the design of buses on Telkom's university campus which will be designed with the number of passenger seats and passenger configuration types. Designing the concept of Telkom's bus interior becomes the main focus in presenting a futuristic concept that is the identity of Telkom's campus, using the design of comparative methods in order to answer the needs of users, as well as providing a color combination of identity from the Telkom campus. with this Telkom bus design is expected to become a new Icon for the Telkom campus.

**Keywords:** Vehicle Bus, Bus on campus, Telkom University Campus