

Abstract

One of changes in automotive world or private as well as public mobile device that happened today is eco safety transportation. The Transportation is E-Scooter or electric scooter, one of them is Grab Wheels, that launched on May 9th 2019 in BSD, yet from 5 month after Grab Wheels launching already causing casualty on October 10th 2019 in FX sudirman, Jakara, that caused 2 from 6 people on the accident died. With this Grab E-Scooter accident, writer do an observation why this is happening, 57,3% didn't know about Grab Wheels safety riding. The accident Grab Wheels caused because lack of knowledge and education about how important is E-Scooter safety riding in the highway, so people needs a creative strategy design, and media strategy for giving people education about E-Scooter safety riding. With using qualitative research, with collective data method in the shape of observation, interview, online form and also SWOT, AOI and AISAS analytic method, in hope that can help solving the problem with creative thinking and with DKV knowledge, especially Advertising

Keywords: Campaign, Safety Riding, Grab Wheels