

ABSTRACT

Needs for transportation is an important need that must be fulfilled due to transportation has a big role in economy development. Unfortunately, there is no equilibrium between a high needs of transportation services and a proper public transportation. Then, it causes the usage of private vehicle extremely increased. That's why the public road is getting crowd and traffic jams are everywhere. The reason why people prefer private vehicle rather than public transportation is the security and comfortness. It means, re-designing the buses seat in- order to enhancing comfortable and secure is required. There are several method that can be used for designing a seat. One of them is Kansei Engineering. This research using type 1 kansei engineering where the inputs are customer needs that converted into kansei word. The Kansei Word that already collected will be tested and reduced in order to produce the specification of the product design that will be made. Kansei Engineering method was chosen because it can translate the user needs and feelings. This research was conducted on residents of DKI Jakarta province who have or frequently used bus as a transportation modes. The data from the respondents was processed together with 18 kansei words which were used to design economy class bus seats. The results of implementing Kansei Engineering in this study are innovations and features embedded in the bus seat design such as headrest supports, armrests, electric seat features, cup holders, 3-point seat belts, and other features that can support comfort and safety for passengers.

Keywords— [Transportation, Secure, Comfortable, Kansei Engineering]