

## ABSTRACT

Bus is one of the public transportation that has been used in many countries, including Indonesia. Buses are motor vehicles that are large in size and have a fairly large passenger capacity, using buses is also efficient and cost-effective to travel. As public transportation that is quite attractive, buses are used in many routes, such as between cities within provinces, between cities between provinces, and buses within cities. For buses that operate within the city or can be called city buses. City buses should be synonymous with their attractive and iconic appearance as a form of transportation as well as an icon of a region's pride. City buses should have the characteristics and characteristics of each of their regions, so that they can be recognized as distinctive features in each region. Including the Bandung city area, it should also have an inner city tour bus which can become a regional icon. It is hoped that the design of the tourist bus in this attractive and iconic city can raise the name of the city of Bandung with its transportation icon.

Keywords: bus, city tour bus, icon, area.

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