

ABSTRACT

Abstract— PT. PINDAD has a characteristic that is a lot of innovation in each of its products. One of them is Maung's vehicle, which is entering the third development stage. At this stage, Maung vehicles have started to enter the civilian market, where there must be changes in terms of styling and systems that must adapt to the needs and needs of the market. The method that will be used is a qualitative method and user center design as the main parameters. The purpose of the development of this vehicle is to find a form of exterior styling that suits the needs of the civilian market vehicle in general. Observations and interviews by conducting interviews with stakeholders are the main requirements to understand the direction of further design development. The visual aspect approach to shape design is needed in order to get a good exterior styling, so that the product has a difference from competitors' products. The concept of form from the development of the first Maung vehicle, namely the boxy formation, is maintained by combining current design trends that tend to adapt to attractive, dynamic, and modern forms.

Keywords: *Exterior, Appearance, Civil.*