

DESIGN STRATEGY FOR COMMUTER CYCLISTS IN BANDUNG CITY

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ABSTRACT

In 2023, there is a phenomenon in the city of Bandung that the number of vehicles is almost equal to the number of residents causing congestion and increased pollution levels that often occur on roads during commuter trips at times of high vehicle volume, namely morning and evening. The existence of alternative transportation, namely bicycles, can be the answer to this phenomenon. However, the number of cyclists in Bandung City is decreasing, especially for commuters. By looking at this potential, this research discusses design strategies for commuter cyclists with a case study in Bandung City. This research is a qualitative and quantitative research in the field of design to analyze cyclists to commute by bicycle by documenting visual samples as data for the image aspect, interviews for the maker aspect and questionnaires to consumers as the audience aspect. The data obtained from various data collection methods are then analyzed with design strategies seen from internal and external factors. The results of this research will answer the design strategy for commuter cyclists with a case study in Bandung City. Through this research, it is hoped that it can become a guideline that makes it easier for people to commuter cycling in Bandung City.

Keywords: Bicycle, Commuter, Strategy