

ABSTRACT

Hilman Zhafiri 2025, *Designing a Game Design Document In an Attempt to Raise Good Motorcycle Ethics for Adolescents in Bandung*. Visual Communication Design Study Program. Faculty of Creative Industries, Telkom University

Adolescents in urban areas always frequently engage in risky driving behaviours. Contributing significantly to road accidents despite the government's efforts to promote road safety. This study investigates the underlying factors contributing to such behaviours. Things include peer pressure, overconfidence, and the lack of effective education regarding driving ethics. From these problems, the research explores how the use of visual communication design can address these problems through the development of an interactive, gamified solution.

The proposed output is a mobile game tailored to adolescents in urban areas. Blending cultural relevance with education content in Bandung. By utilizing gamification, the game seeks to instill responsible driving behaviours through dynamic scenarios, decision making challenges, and a reward system that promotes good ethical choices on the road.

This research emphasizes the role of design in fostering behavioral change, highlighting the potential of creative, culturally resonant, and interactive mediums to bridge gaps in traditional road safety education. This project aims to reduce the adolescent-related traffic incidents by providing a meaningful and impactful learning experience.

Keywords: *game, game design document, road ethics*