

ABSTRACT

The tourism sector is a significant contributor to Indonesia's economic growth, as evidenced by the Pangandaran Beach tourism area, which is undertaking initiatives to enhance the quality of the tourist experience. One aspect that has been the focus of attention is that of tourist transportation facilities, with particular reference to the odong-odong gowes, which are regarded as having considerable potential in attracting tourists by virtue of their relaxed, environmentally friendly and unique nature. However, field observations have identified several shortcomings in terms of safety, comfort, and visual appeal. The objective of this research is to develop a safer, more comfortable, aesthetically pleasing, and environmentally sustainable electric dodong-odong design to enhance the tourist experience in Pangandaran. The approach employed is a descriptive qualitative approach, with data collection techniques including interviews, observations, literature studies, and documentation. The design process was conducted using the SCAMPER technique to explore innovative design ideas. The findings demonstrated that the novel design effectively incorporated elements of ergonomics, local identity, and electricity-based energy efficiency. The vehicle has been validated by product design experts and declared feasible for use as a tourist transport. The findings of this research suggest that the development of an electric odong-odong design has the potential to enhance tourist attractiveness, whilst concurrently ensuring enhanced comfort and safety for tourists, particularly those belonging to the younger and older demographics. Furthermore, this development is conducive to the principles of sustainable tourism.

Keywords: *Electric Odong-odong, Design of Tourist Transport, Pangandaran Tourism, SCAMPER, Sustainable Tourism.*