

ABSTRACT

This study aims to design a microcar interior concept with a sporty feel tailored to the target audience of young people in the city of Bandung. Population growth and traffic congestion in urban areas, particularly Bandung, demand compact and efficient mobility solutions. While microcars offer maneuverability and fuel efficiency, their interior design aspects are often overlooked, particularly in terms of aesthetic appeal and user comfort.

The research method employed is a qualitative approach focused on user needs analysis, automotive design trends, and comparative studies. The SCAMPER approach (Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse) was used as a framework to generate innovative ideas in the design process. Ergonomic analysis was applied to ensure that every interior element, from seating position to control placement, is not only aesthetically pleasing but also functional and safe. The result of this design is an interior design concept that combines dynamic sporty visual elements, lightweight and modern material selection, and optimal space layout. This concept is expected to serve as a reference for the development of more attractive and relevant microcars tailored to the lifestyle of urban youth.

Keywords: *Microcar, Interior, Sporty, Ergonomy, SCAMPER*