

ABSTRACT

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Motorcycles are still a very popular main choice for urban communities in urban areas as is the case in Makassar City, still making motorcycles the most widely used vehicle in daily activities. The Indonesian government has also issued Presidential Regulation No. 55 of 2019 concerning the Acceleration of the Battery-Based Electric Motor Vehicle Program, the Government also provides a subsidy of IDR 7 million for the purchase of electric motorbikes with a minimum domestic component level (TKDN) of 40%. With the existing conditions and phenomena such as increasingly polluted air, global warming, fuel scarcity, and government programs, this is a very appropriate momentum to get to know and switch to electric motors. United E-Motor as one of the electric motorcycle manufacturers is here to provide alternative driving solutions that are more economical and have a good impact on the environment. The methods used include interviews, questionnaires, observations, and comparative analysis. Based on the results of the analysis, currently electric motors have not become commonplace for the people of Makassar City, because electric motors are new to them, so they are still hesitant to buy and become the main choice of the community. Therefore, this promotional design was made as an effort to increase the chances of people being aware of United E-Motor.

Keywords: Promotion, Electric Motorcycle, Design, United E-Motor