

ABSTRACT

Based on motorcycle accident data in Bandung City in 2024, there were 674 cases of motorcycle accidents and among them, 108 people died due to motorcycle accidents, and the age group most involved in traffic accidents was 20 to 25 years old. The dominant factor in the cause of these traffic accidents was due to the negligence of the rider itself. This study aims to design a motorcycle riding education message through the Honda Daya Adicipta Motora Safety Riding Center facility as an effort to reduce the number of traffic accidents in Bandung City. This study uses a qualitative method by collecting data through observation, literature study, questionnaires, and interviews. Using the SWOT, AISAS, Matrix, and AOI methods as data analysis methods.

Keyword: Daya Adicipta Motora, planning, social campaign, accident, motorcycle, traffic, education.