

ABSTRACT

Budiman Ramadhan.2016. Design of Quartet Card Game as Campaign Media of Cycling Ethic.Faculty of Creative Industry. Telkom University

Cycling in Bandung is very popular due to the cool air weather, made cycling into a trend. As a result, many cycling community that developed in Bandung. In the community itself is not described the ethics of a good cycling clearly, when there is only a verbal. Regulation of the law of the Republic of Indonesia number 22 in 2009 about the Road Transport also did not explain in detail about the ethics of cycling. Unlike the motorcycle vehicle that has a written rule itself. This raises a potential breach in ethical cycling. This design uses a questionnaire method to find out the knowledge of the ethics of cycling and the bicycle's profile in Bandung. The study of literature comes from a book, a journal article or internet sites for which information can be accountable. Using a card game quartet as media, communities were invited to play a role in conveying the campaign about the ethics of proper and good cycling. In addition, build good relationship between communitiymember and so the importance of cycling ethics.

Keyword: cycling, ethics, community, card , game, campaign