

ABSTRACT

The high demand of transportation access for Indonesian citizens creates a big problem regarding to air pollution. Therefore, the use of personal protection to air pollution equipment such as pollution mask has been commonly used by people who are prone to be exposed by air pollution especially motorcycle riders. The increasing number of female motorcycle riders becomes a potential subject to develop pollution mask designs that can protect the users from pollution and also embrace their style look. This research is done by analyzing masks used by motorcycle riders and styling of female motorcycle riders as the design reference. The mask designs are made by applying colors and patterns that suit the style of female riders' characteristics . The final result of this research is mask prototypes with the appropriate styling of the design target which is female motorcycle rider. Through this research, the researcher hopes to bring fruition about personal protection to air pollution equipment alternate refernces for female motorcycle riders.

Keywords: mask, motorcycle, female.