

ABSTRACT
<written in English>

Electric vehicles have long been introduced in Indonesia and in 2021 the trend of electric vehicles is growing. The electric motorbike itself is receiving attention from the government, starting from the establishment of policies regarding tax incentives, policies in traffic to the 0% PPNBN subsidy. In Indonesia, motorbikes are the most widely used vehicles until the population reaches more than 100 million units and every year 6 million motorbikes are sold in Indonesia. Urban areas are one of the highest motorbike users with urban communities who tend to be more open to new things such as technological advances and their concern for the environment, so they can follow the development process of electric motorbikes well. The thing that needs to be considered in this design is the design aspect so that the product has a selling value and competitiveness with non-electric competitors. Design development must pay attention to the characteristics, functionality and convenience so that the product can be more easily accepted by the urban community. This research method is qualitative and develops a theoretical basis that is tailored to the design. The conclusion is this design produces an electric motor for urban urban communities by paying attention to design, functional and practical aspects that can increase interest in using electric motors.

Keywords : *Electric Motorbike, Design, Functional, Urban Societies*