

ABSTRACT

Isaac, Muhammad Saddam.2020. *Advergame Design to Promote WesBIke Messenger Service Brand. Final Project. Visual Communiation Design Study Program. Faculty of Creative Industries. Telkom University.*

Congestion is a problem in big cities around the world and Jakarta is ranked as the 10th city with high congestion. Every city has used a simple bicycle as an essential tool for successful urban mobility. Bicycles are an alternative transportation that avoids congestion and is environmentally friendly, because unlike motorized vehicles that use fuel, bicycles don't use fuel, emit emissions and are simple. In Indonesia, WestBike Messenger Service is a logistics company that uses bicycles as transportation to deliver packages to its customers. In the era of modernization, many people have used smartphones to communicate and get entertainment including listening to songs, watching videos, taking pictures, and playing games. Therefore, WestBike Messenger Service as a logistics company that uses bicycles is deemed necessary to produce an Advergames in gadgets as a new way of promotion. “Advergames is specially designed for the main purpose of advertising and promoting an organization's products, services or brands. The purpose of this design is to promote the WestBike Messenger Service brand in order to remain competitive with other competitors.