

ABSTRACT

The rapid development of the bicycle industry in Indonesia, specifically in the city of Bandung, has resulted in an increasing number of cyclist offenders, offenders such as violations of cycling attributes such as not wearing a helmet, going against the flow of road, and not using the bicycle lane that has been provided. These violations have the potential to harm cyclist themselves and other road users. This phenomenon demands the availability of media information about cycling ethics that is easy to understand and accessible to cyclists, in order to increase awareness of safety and ethics in cycling. This design aims to design an information media that focuses on discussing cycling ethics for beginner cyclists in the city of Bandung. The research method in this design uses qualitative methods with a literature study approach so that it is based on an accurate theory, observation to examine how many cyclists are violating in the city of Bandung and interviews with cyclists to consult about the behavior of cyclists and the bicycle object itself. The results of this design are expected to help reduce the number of violators, along with minimizing the potential for accidents among cyclists.

Keywords: cycling ethics, information media, beginner cyclists