

## **ABSTRACT**

*Motor vehicle users in Indonesia are very high, especially motorcycles. The recent increase in fuel prices has had a considerable impact on people in Indonesia. The increase in fuel prices not only affects transportation costs, but also has an impact on the people's economy. One option that has emerged is to switch to electric motorcycles, which offer fuel savings and are environmentally friendly. In this design we aim to introduce electric motorbikes to the public so that they know the positive impact they will feel by using electric motorbikes in supporting their daily activities. Data collection in designing this character uses a mix method, namely by conducting observation, questionnaire, interview, and literature study stages. The data includes information on electric motorbikes, and how people's preferences for their personal vehicles and information about electric motorbikes which will later become an overview as well as a reference in designing the character, so that people can understand the messages contained in the design.*

*Keyword: Refined Fuel Oil, Electric Motorcycle, Character*