

ABSTRACT

Current technological developments have made automotive manufacturers start innovating to prevent problems caused by conventional cars, namely by creating electric cars. An electric car is a vehicle that uses an electric motor as its driving force. Even so, people are still hesitant to use these vehicles due to several factors such as the availability of charging stations, concerns about operational costs, doubts about superiority, and the strength of the electric car itself. This could be due to low education related to electric cars among the public. In this study, the method used is qualitative method with matrix data analysis and descriptive analysis. Based on the results of the analysis obtained, it appears that the lack of knowledge and information in the community about electric cars has led to a low level of use. Therefore, it takes a media that is able to introduce and provide education regarding electric cars to the public, namely, by publishing infographics on social media Instagram and followed by other supporting media. The infographic is expected to be educated related to the understanding of the benefits and potential of electric cars so that people are more open and willing to use electric cars.

Keywords: Infographics, Electric Cars, Education.