

ABSTRAK

DESIGN OF PADDOCK SERVICE CAR FOR DRIFT TEAM (Case Study of Project B Drift Team)

By:

LUTHFI FADHIL WISESA

NIM: 1602190107

***Product Design Development, School of Creative Industries,
Telkom University, Bandung 40257, Indonesia***

E-mail: lutfi.fadhil.wisesa@gmail.com

Drifting is a type of car racing that emphasizes the beauty and technique of the racer in controlling the car when cornering. To support the needs of the team in preparing their racing cars, the organizers are required to provide a paddock area, which is an area used as a temporary garage/workshop for the drifting racing teams. The paddock currently provided by the organizers does not have adequate facilities to support the needs of the drift racing teams, resulting in the team not being able to work effectively and efficiently when preparing the car for the race. Qualitative research methods are used to explore the data needed in this study. Through direct observation by participating in several series of races and interviews with the crew from the Project B Drift Team. The design technique used to design this paddock service car is User Centered Design. This is a design technique that refers to the experience and habits of its users. With the User Centered Design design technique and a direct approach, this design can produce products that are appropriate and can meet the needs of the drift racing team.

Keyword: Drifting, Paddock, Project B Drift Team