

ABSTRACT

The automotive industry continues to evolve in line with the increasing need for vehicles that are compact, efficient, and relevant to modern lifestyles. Microcar is present as an alternative solution, but the body design is still less varied and does not fully meet consumer preferences, especially in the local market segment. This research aims to identify and develop innovative and representative microcar body shape designs to answer the aesthetic needs of consumers as well as the production potential of MSMEs of sports car body factories in Bandung. The method used in this study is a qualitative approach. Data was collected through field observations, interviews with MSME actors, and surveys of prospective microcar users. The SCAMPER method is applied to explore design modifications, while CAD digital modeling is used for the visualization of shapes that suit user preferences. The results of the study show that microcar designs with sporty characters, compact proportions, and personalized visual elements can increase consumer interest and satisfaction and have the potential to support Extreme modification as small-scale vehicle manufacturers. This research contributes to the development of automotive product design based on local needs and becomes a reference for microcar design that is adaptive to market trends and preferences.

Keywords: *Microcar, Body Design, Consumer Preferences, SCAMPER, Extreme Modification, Automotive Industry*