

## **ABSTRACT**

**Visual Design of Motorcycle Riding Ethics Campaign Media in South Tangerang City**  
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Motorcycles are a means of transportation that are widely used by the people of Indonesia, especially in the South Tangerang city area. Transportation is a means for the community to support life in facilitating daily activities. There are large-scale traffic problems along with the development of society. The problem is the high number of traffic accidents on the highway. Traffic problems faced by motorbikes are quite complicated, namely road conditions, in traffic can also reflect the personality, morals, mentality of the rider. The behavior of motorists in general is still a lot of violating traffic rules, of course people's habits will be reflected when driving on the highway. The purpose of this study is to provide information about public awareness for orderly driving. This study is to provide awareness to motorcyclists with disciplined driving ethics on the highway for the South Tangerang city area. By using the South Tangerang city area as a case, the specific objectives of this study are to: provide awareness to motorists who do not pay attention to ethics when driving, and reduce the risk of accidents on the highway which are mostly experienced by motorcycles as a result of the lack of orderly driving with traffic on the road. Highway.

**Keywords:** Driving, Motorcycle, Traffic, Highway, South Tangerang

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