

## **ABSTRACT**

### **INFORMATIVE VIDEO DESIGN OF AN AUTOMATIK MOTORCYCLE MAINTENANCE CAMPAIGN FOR WOMEN RIDERS**

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*This campaign aims to increase awareness and the importance of routine maintenance on automatic motorbikes for women riders in urban areas in Indonesia. Since the arrival of automatic motorbikes in 2003, there has been significant development and they have become the main choice for many users amidst dense urban traffic. Even though Indonesia has the largest population of motorbike users, automatic motorbikes are often considered a simple and comfortable transportation option. However, awareness of the importance of regular maintenance is still not optimal. This campaign invites automatic motorbike users to care more about the health of their vehicles. Vehicle damage during driving activities can occur if routine maintenance is not carried out. Therefore, maintaining an automatic motorbike is as important as maintaining our mobility. Through social media such as Instagram and TikTok, this campaign will present informative content related to automatic motorbike maintenance, explain important steps in regular checks, and provide tips that are easy to implement. Social media is often filled with vehicle spare parts modification content, however, the focus is on regular maintenance as an integral part of the driving experience. It is hoped that this campaign can create a positive maintenance culture among automatic motorbike users. This campaign is designed to create individuals who are aware of the importance of keeping automatic motorbikes in top condition. With this campaign, it is hoped that a new mindset will be created among automatic motorbike users, so that every trip can take place safely, comfortably and without obstacles.*

**Key words:** Motorcycle Maintenance, Matik Motorcycle, Informative Videos

References :

Publication Years :