DESIGN OF THE 2nd GENERATION GEA NATIONAL MICRO CAR

Student Name : Luthfan Satya
NRP : 3406 1000 11
Department : Industrial Product Design, FTSP - ITS
Consellor Lecturer : Dr. Agus Windharto, DEA
Primaditya S.Sn., M.Ds.

ABSTRACT

The Land-Transportation Bussiness Development and Diversification was created by PT. INKA (Industri Kereta Api) to expand their product development for Indonesian automotive market that had reached 11th rank of the world in Global Automotive Market 2004-2008. Indonesia had the second biggest automotive industries in ASEAN at 2008 below Thailand with production quantities above 603,774 unit and had predicted by domestic market and forecast GAIKINDO the production will reach 1 million unit. Furthermore, since 2005-2007, Indonesia had reached export development up ‘till 1755 % every years. To answer that chance, PBTDD produces Micro Car labeled as GEA with small machine 650 cc that 98% are domestic manufactured. But with the strict competition now and in the future in Micro or City’s Car market, first generation GEA can’t afford to compete. Weakness in exterior and interior and also comfort reducing to appearing wide impression being major problem.

Solving method is devided as 5 part main research that consist of (1) trend aestetic research and competitor to produce “up to date” design, (2) segmentation research (3) activity, ergonomic and configuration research for user-friendly design (4)design references research to determine differentiation (5) process production research for cheap and achievable micro car for aimed segment. All phase of the research creating second generation GEA Micro Car with the concept of cheap car along comfort and facility that suit need and producing car design with the strong character and impressive as national car to compete in Micro Car or City Car automotive industries market particularly.

Keywords : design, national car, Micro Car, LVG