ABSTRACT

Motorcycles are the favorite vehicles of Indonesian society, as evidenced by the proliferation of types of two-wheeled automotive industry. The number of motorcycles not only increasing the volume of vehicles in the roads, but also making the trip increased the risk. All ages using motorcycles for everyday needs, including toddlers. This phenomenon give rise to various new industries that facilitate the child's safety and comfort when driving on the highway. However, until this moment, child safety products are not necessarily able to answer the growing needs of consumers. In addition to the safety and convenience, efficiency factor of the product will be the main focus this time on research.

The concept of compact design and easy operation being a fundamental lifted on market opportunities and resolve problems of today's existing products. The existing child seat product as the focus of the research popular authors, one of whom is a Helmiat Bonceng Bocah (HBB). The method used is the depth interviews of the speakers is a manufacturer, distributor, and consumer products HBB. In addition, studies performed on existing products to know the process start to finish.

The output of this research produced a mock-up of products tested in children 2-5 years, generated a modular product with a more compact packing dimensions, simplifying the installation process of products with 2-step and done in less than 1 minute, as well as mounting a separate product of the seat easier for users when switching to another type of motorcycle that simply replace the mounting part of the product.

Keywords – Motorcycles, transportation facilities, child, HBB.