ABSTRACTION

Transportation is one of the basic human needs other than food and clothing. That is because humans today are required to have a high level of mobility. Almost everyone has a vehicle, either two wheels or four wheels. But some people make two-wheelers as their choice for several reasons, one of them to avoid congestion on the road. By using the two-wheeled vehicles or motorcycles, they can save time and arrive at the destination on time.

Along with the changing times and technology, which was originally a means of transportation as provider for the media turned into a hobby. Then the hobby evolved into a lifestyle. Some people began to alter or modify their bikes with a reason to get maximum performance and a more attractive appearance. So that started popping up businesses in the automotive field, one of which is a custom motorcycle showroom. Given these businesses, competition arises between the owner auto showroom to get a position in the community.

'Smoked' is one of the custom motorcycles showroom located in Bali. The showroom sells various types of custom motorcycles and also provide the manufacture or assembly of custom motorcycles. Because visitors dominated by men, the image want to display is masculine. Therefore, a concept applied to the interior to make it happen.

The concept plays a very important in presenting a character. Hence, in the design process, the selection should be based on consideration of the concept and the important factors such as existing, visitor segmentation, target market, and others. With the design process, the final design will be produced quality.

Keywords: Image, masculine, motorcycle custom, showrooms, Smoked