

## ***ABSTRACT***

The Lack of information filtering on the high use of social media with digital literacy at low in the society has led to has led to the emergence of false information (hoax) that lead to confusion that can be exaggerated. Therefore, something is needed that can increase public awareness of the dangers of hoaxes on social media and how to avoid them. In delivering the message of design using game as media that are popular among the public, both young and old, game aspects such as visuals, especially concept art that focuses on character designs, apart from their own appeal, can help convey to the audience about the urgency of danger and solutions to avoid hoaxes. The design uses qualitative methods in the form of observations and interviews with literature review that can assist in designing character designs for games. Through this design, especially in character design, players and viewers, especially teenagers as the future, to be inspired by protagonists who have exemplary characteristics in dealing with hoaxes.

*Keyword : concept art, character design, hoaxes,teenagers*