

## **ABSTRACT**

*Workaholic indirectly began to be applied as a normal work culture in today's younger generation, without realizing the side effects of the Workaholic, namely declining mental health. So the purpose of this design is to know the visualization of workaholic workers with declining mental health. Thus, it takes media that will be used to show the good and bad workaholic in the present, so as not to be a decline in mental health. The interesting thing that will be applied to this concept art is to combine the fictional and fantasy sides of concept art. The concept art of the character that will be made attractive is aimed at the younger generation, more precisely young workers and prospective workers. This research uses a mix methods approach with case study methods and data collection obtained from observations, literature studies, questionnaire and interviews. The results of this research will produce character design, and other assets that convey the message in this concept art, then the design results will be displayed in the artbook media and can be used as guidelines for drafting into other media.*

*Keywords: Artbook, Concept art, Character, Mental health, Workaholic.*