ABSTRACT

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Body image insecurity is a negative mental perception of how someone views their body shape and size. In students, body image insecurity results in decreased self-esteem, anxiety, and depression, which inhibiting the personal development of students in various aspects including education, work, social relationships, and friendships. 2D animation is an effective medium for conveying social phenomena. Therefore, a design of 2D animated characters with fable-style embellishment is created to illustrate information about students experiencing body image insecurity and its solutions. The character design is crafted by observing the characteristic expressions and gestures of students from Telkom University's Visual Communication Design (DKV) program who are dealing with body image insecurity. Data collection is conducted using qualitative methods, including observation of Telkom University's DKV students, literature studies related to body image insecurity, character design, and interviews with psychologists, Telkom University's DKV students, and students from outside Telkom University for comparison.

Keywords : *Body image insecurity,* college students, and character designs