

GAME CHARACTER DESIGN AS AN EFFORT TO MOTIVATE THE LIFESTYLE OF TELKOM UNIVERSITY FEMALE STUDENTS IN THE FACULTY OF CREATIVE INDUSTRIES

Angelina Putri Manik – 1601194211 – DD 43 D

Abstract

Female students of the Faculty of Creative Industry surprisingly pay insufficient attention to their daily healthy lifestyles, which can lead to undesired physical changes. These students have demanding schedules and high expectations for both campus and off-campus activities; they often overlook the importance of regular eating patterns, quality sleep, productive studying, and sufficient physical exercise. This negligence can have a negative impact on their health and productivity. Through data collection from various sources, including observations, questionnaires, and interviews with students from the Faculty of Creative Industry and experts, this design will identify the factors influencing the lack of attention to healthy lifestyles among female students of the Faculty of Creative Industry. The results of this study are expected to motivate female students in the Faculty of Creative Industry to pay more attention to healthy lifestyles. The designer proposes a solution by creating characters that can motivate students to adopt healthy lifestyles in their daily lives.

Keywords: Healthy lifestyle, Character design, Physical changes, Female students.