

## **ABSTRACT**

*Technological advancements have brought about convenience in various aspects of human life, yet these developments also carry negative implications. A case in point is online gambling, which was once confined to traditional settings but now can be accessed online anytime and anywhere, thanks to technological progress. Unfortunately, online gambling also yields detrimental effects, particularly the potential for addiction among its players. This issue warrants serious attention, especially given that a majority of online gamblers are young individuals, the very future of our nation. In response to this concern, 2D animation emerges as an effective medium to convey the message about the risks associated with online gambling. Animation holds the advantage of delivering messages in a visually appealing and captivating manner. Consequently, a designer has conceptualized characters for a short 2D animated film titled "LOOP," aimed at communicating the perils of online gambling. This design approach employs a mixed-method methodology, gathering data from diverse sources such as literature, observations, interviews, and surveys. Through the medium of animation, it is hoped that the message concerning the hazards of online gambling can be imparted in an educative manner, particularly to university students who have not yet fallen into this trap and those who are already ensnared in the practice of online gambling.*

*Keywords: Character, 2D animation, online gambling, addiction, design*