

ABSTRACT

Child abuse is a complex social issue that requires attention from various parties, including through interactive media such as video games. This study aims to design character concepts for a video game themed around child abuse as a medium to raise public awareness of the issue. The research employs a qualitative approach, encompassing stages such as problem identification, data collection, data analysis, and character design. The result of this study is a character design concept that symbolically and communicatively represents the issue of child abuse, which is expected to foster empathy and provide players with a deeper understanding of the importance of child protection. By utilizing character design as an approach, this research contributes to the development of games that not only entertain but also educate and promote social awareness.

Keywords: character design, video game, child abuse, interactive media, final project