

## **ABSTRACT**

*Entering the 10 most delayed applications in 2021 and successfully ranking first globally, Tiktok application users are increasing day by day. Many people from all walks of life, from adults to teenagers, are users of this one application. Especially teenagers who are always curious about current trends, so they flock to download this popular application. Because of their great curiosity, many teenagers are too busy using the TikTok application and cannot escape it so that they become addicted to the TikTok application. From this phenomenon, the author wants to design a character that will be used in public service advertisements in the form of vertical 2D animation which discusses the impact of tiktok addiction on adolescents aged 12 to 17 years. Character designs that will be made according to the tastes of teenagers so that the delivery of information from the public service advertisements can be conveyed properly to them.*

*Keyworld : Animation, Character Design, Teenagers, Tiktok*