

ABSTRACT

People today are less aware of the nutritional needs of their bodies. This is due to the large number of fast food restaurants and eateries that provide high fat and carbohydrate foods that are highly favored by the public, increasing the risk of obesity. To create a game, a background plays an important role in the visual aspect and building the atmosphere. The purpose of this design is to create a background design for the game "Obese Runner". The research method chosen is qualitative, using information collection instruments such as observation, interviews, and literature study. Some areas in Bandung that became the inspiration for the background of this game are Pujasera Telkom, Cisangkuy Street Area, and Dipatiukur.

Kata Kunci: *obesity, background, food vendors*