

## ***ABSTRACT***

Obesity has become a worldwide problem. Indonesia is one of the countries that has the largest percentage of obese teenagers in Asia. With the Covid-19 pandemic, people have become less active. Coupled with the rise of OFD (Online Food Delivery) platforms, it is no wonder that obesity is a disease that is often found in society. Therefore, public awareness is needed to avoid the dangers of obesity. In the process of designing this character design, a qualitative data collection process is carried out to obtain data according to the designer's needs so that a character design can be successfully designed so that it can be used as a visual asset for video games and can be a medium to provide awareness to the public regarding obesity. Keywords: obesity, online food delivery, character design