

ABSTRACT
CHARACTER DESIGN DEVELOPMENT FOR THE GAME
'SMOKEBUSTER' AS A PREVENTIVE EDUCATIONAL MEDIA ON
E--CIGARETTE USE TEENAGERS

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Electronic cigarettes, also commonly known as vapes, are defined by the Centers for Disease Control and Prevention (CDC) as battery-powered devices that work by heating a liquid to produce an aerosol. Initially, e-cigarettes gained popularity as they were perceived to be a "healthier" alternative to conventional cigarettes. However, as their use became more widespread across various age groups, their purpose began to shift. Weak governmental regulations and the predatory nature of e-cigarette marketing—particularly targeting minors—have led to an increasing number of children experimenting with and starting to smoke at a very young age. Therefore, it is essential to design educational media aimed at preventing the further growth of this phenomenon. This study was conducted to explore how to design a game as a preventive educational medium regarding e-cigarette use among adolescents. Data collection methods included document analysis, questionnaires, and interviews. The conclusion of this design project indicates an improvement in adolescents' understanding of the dangers of early e-cigarette use through educational media in the form of a video game.

Keywords : *Health, Educational Media, Adolescents, Electronic Cigarettes, Video Games*