

ABSTRACT

Tobacco is one of the largest revenue-generating commodities in Indonesia each year, as evidenced by the widespread smoking habits across the country. Electronic cigarettes were once utilized by the World Health Organization (WHO) as a means to reduce the harmful effects of tobacco smoking through Nicotine Replacement Therapy (NRT), offering a supposedly healthier alternative to conventional cigarettes. However, as the use of electronic cigarettes has become increasingly widespread, the U.S. Food and Drug Administration (FDA) conducted research and found that e-cigarettes contain toxic and carcinogenic substances. As a result, the distribution and sale of electronic cigarettes have been restricted. The growing popularity of e-cigarettes among teenagers is becoming increasingly alarming. Electronic cigarette companies act as predators targeting vulnerable individuals—children and adolescents—whose decision-making abilities are still easily influenced. Children and teenagers have the right to grow up and live in an environment free from smoke and nicotine exposure, as these substances can have long-term effects on their development, health, and overall well-being into adulthood. Therefore, preventive and intervention efforts are necessary to control the spread of tobacco products. Providing proper education requires an appropriate and effective medium, especially to address the use of electronic cigarettes among children, aiming to prevent early usage. This research seeks to explore how to design environmental elements in a video game as a preventive educational medium against e-cigarette use among children. Data collection methods include interviews and literature studies, followed by qualitative data analysis to obtain relevant and accurate data for the design of backgrounds and environments in an educational video game. The qualitative analysis focuses on identifying patterns and categorizing behaviors that are relevant to the completeness of the data. This study is expected to provide references and written guidelines that can be used to create environment art that is helpful and effective in raising awareness about the use of tobacco products and electronic cigarettes, in order to control their increasingly widespread usage among children.

Keywords : *Background, Environment, Health, Nicotine, Cigarettes, Electronic Cigarettes, Tobacco, Video Game*