

## **ABSTRACT**

*Technological advancements have provided convenience for humans in various aspects, yet this progress also comes with negative implications. One example is online gambling, which used to be played traditionally but now can be accessed online anytime and anywhere due to technological advancements. Unfortunately, online gambling also carries the detrimental impact of potential addiction among its players. This issue is a serious concern, especially as the majority of online gambling participants are young individuals who represent the nation's future. In response to this, 2D animation can serve as an effective medium to convey the message about the risks of online gambling. Animation holds the advantage of delivering messages visually and in an engaging manner. Therefore, the designer takes on the role of an animator, tasked with creating animations for a short 2D animated film titled "LOOP," with the aim of conveying the message about the dangers of online gambling. The approach used in this design involves qualitative methods, gathering data from various sources such as literature reviews, observations, and interviews. Through the medium of animation, it is hoped that the message about the risks of online gambling can be conveyed in an educational manner, particularly to students who have not fallen into the trap and those who have already been ensnared in online gambling practices.*

*Keywords: Animate, 2D animation, online gambling, addiction, design.*