

## INTISARI

Diawal tahun 2020, dunia digemparkan dengan merebaknya virus baru yaitu Corona virus jenis baru (SARS-CoV-2) dan penyakitnya tersebut disebut Corona virus Disease 2019 (covid-19). Diketahui asal mula virus ini berasal dari Wuhan, Tiongkok. Ditemukan pada akhir desember tahun 2019. Penularan covid-19 menyebar sangat cepat dan mengakibatkan pelonjakan jumlah orang yang tertular setiap bulanya di berbagai Negara. Indonesia termasuk salah satu Negara yang terdampak buruk karena adanya covid-19. Desa Bener, Kecamatan Majenang, Kabupaten Cilacap merupakan salah satu wilayah yang ada di Jawa Tengah yang terdampak covid-19 dan masih kurang adanya edukasi dalam mengetahui bahaya serta dampak buruk covid-19 . Berdasarkan hasil wawancara dengan kepala desa Bener bernama bapak Ruslan terdapat permasalahan yang dimana tidak ada media edukasi dalam penyampaian informasi, serta masih kurang efektif dan kurang detail dalam penyampaian informasi mengenai bahaya covid-19.Dari permasalahan tersebut Tujuan penelitian ini adalah membuat Media Edukasi Tentang covid-19 Dan Pencegahannya Menggunakan motion graphic. motion graphic merupakan gabungan media audio visual yang menggabungkan seni film dan desain grafis dengan memasukan elemen-elemen yang berbeda seperti ilustrasi, tipografi, fotografi, video dan musik yang dibuat dengan menggunakan teknik animasi 2D atau 3D. Hasil penelitian menunjukkan bahwa, peneliti berhasil menggunakan motion graphic pada video media edukasi tentang covid-19 dan pencegahannya di desa Bener, Kecamatan Majenang, Kabupaten Cilacap.Metode pengembangan system yang digunakan adalah metode 3P (Pra produksi, Produksi, dan Pasca Produksi). Berdasarkan hasil perhitungan beta test dengan kuesioner kepada 222 responden mendapatkan nilai 84,3% dengan kategori sangat setuju.

**Kata kunci:** motion graphic, covid-19, media edukasi, animasi 2D

## **ABSTRACT**

*At the beginning of 2020, the world was shocked by the outbreak of a new virus, namely the new type of Corona virus (SARS-CoV-2) and the disease is called Corona virus Disease 2019 (covid-19). It is known that the origin of this virus came from Wuhan, China. Found at the end of December 2019. The transmission of covid-19 spreads very quickly and results in an increase in the number of people infected every month in various countries. Indonesia is one of the countries that has been badly affected by the covid-19 outbreak. Bener Village, Majenang District, Cilacap Regency is one of the areas in Central Java that has been affected by covid-19 and there is still a lack of education in knowing the dangers and adverse effects of covid-19. Based on the results of an interview with the Bener village head named Mr. Ruslan, there are problems where there is no educational media in delivering information, and it is still ineffective and lacking in detail in conveying information about the dangers of covid-19. From these problems, the purpose of this research is to create educational media about covid-19 and its prevention using motion graphic s. motion graphic is a combination of audio-visual media that combines film art and graphic design by incorporating different elements such as illustrations, typography, photography, video and music made using 2D or 3D animation techniques. The results show that researchers have successfully used motion graphic s in educational media videos about covid-19 and its prevention in Bener Village, Majenang District, Cilacap Regency. The system development method used is the 3P method (Pre-production, Production, and Post-Production). Based on the results of the calculation of the beta test with a questionnaire to 222 respondents got a value of 84.3% with the category strongly agree.*

**Keywords:** motion graphic, covid-19, Educational Media, 3P Method