

## INTISARI

Jumlah kasus orang terkena covid-19 terus bertambah setiap harinya, banyak aturan dan kebijakan yang diterapkan Pemerintah untuk menghentikan penyebaran kasus covid-19 di Indonesia, salah satunya dengan melakukan program vaksinasi kepada warga negara Indonesia. Dari hasil penelitian masih banyak warga yang tidak mau melakukan vaksin covid-19 dikarenakan banyak faktor, maka dilakukan penelitian yang berjudul Teknik Motion Graphic pada Animasi Pentingnya Vaksinasi Covid-19 dengan metode studi pustaka, kuesioner, dan wawancara. Dalam pengembangan sistem, metode yang digunakan adalah *Multimedia Development Life Cycle*. Penelitian ini menghasilkan video animasi berdurasi 2 menit 7 detik yang bertujuan untuk memberikan penjelasan kepada masyarakat tentang apa itu vaksin, cara kerja vaksin, efek samping, dan tujuan vaksinasi covid-19. Hasil penelitian yang dilakukan terhitung 87% responden sangat setuju video animasi memiliki kualitas video yang bagus dan penyampaian informasi yang mudah dipahami.

Kata kunci: animasi, motion graphic, vaksinasi covid-19.

## **ABSTRACT**

*The number of persons infected with COVID-19 are increasing every day, and the government is enacting a slew of rules and policies to stem the spread of the virus in Indonesia, one of which is a vaccine program for Indonesian citizens. According to the findings of the survey, many residents still refuse to receive the Covid-19 vaccination for a variety of reasons. Then, using literature review, questionnaire, and interview methodologies, a study titled Motion Graphic Techniques on the Importance of Covid-19 Vaccination Animation was conducted. Multimedia Development Life Cycle is a method used in system development. This study created an animated movie with a runtime of 2 minutes and 7 seconds that tries to educate the public about vaccinations, how they function, side effects, and the objective of the covid-19 immunization in order for people to be willing to administer the vaccine. According to the findings of a survey, 87% of respondents strongly believe that animated videos have good video quality and that the information is delivered in an understandable manner.*

*Keyword: animation, covid-19 vaccine, motion graphic.*



