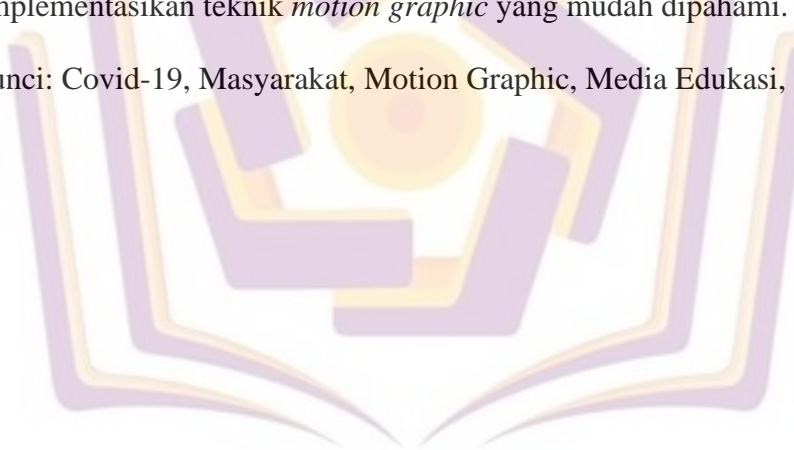


INTISARI

Permasalahan ini didasari oleh minimnya rasa kepedulian, kesadaran, dan pengetahuan masyarakat tentang ancaman pandemi *Covid-19*. Potensi penularan pandemi *covid-19* sebenarnya dapat diminimalisir dengan adanya sosialisasi serta edukasi yang baik. Edukasi tentang protokol kesehatan merupakan solusi utama saat ini. Untuk mendukung hal tersebut dibuat inovasi baru berupa sebuah video animasi dengan menggunakan teknik *Motion Graphic* yang mampu memvisualisasikan bentuk 2D secara menarik dan mudah dipahami. Penelitian ini bertujuan menghasilkan sebuah film animasi 2D sebagai media edukasi tertib protokol kesehatan paska pandemi *covid-19* menggunakan teknik *motion graphic*. Metode yang digunakan adalah MDLC (Multimedia Development Life Cycle) yang terdiri dari enam tahap. Yaitu concept (pengonsepan), design (desain), material collecting (pengumpulan materi, assembly (pembuatan, testing (pengujian), dan distribution (pendistribusian). Hasil dari penelitian pada kuesioner memiliki nilai rata-rata 86,7%, hal tersebut menunjukkan inovasi pada animasi dengan mengimplementasikan teknik *motion graphic* yang mudah dipahami.

Kata kunci: Covid-19, Masyarakat, Motion Graphic, Media Edukasi, MDLC



ABSTRACT

This problem is based on the lack of public concern, awareness, and knowledge about the threat of the Covid-19 pandemic. The potential for transmission of the COVID-19 pandemic can actually be minimized with good socialization and education. Education about health protocols is the main solution at this time. To support this, a new innovation was made in the form of an animated video using Motion Graphic techniques that are able to visualize 2D shapes in an attractive and easy to understand way. This study aims to produce a 2D animated film as an educational medium for orderly health protocols after the COVID-19 pandemic using motion graphic techniques. The method used is MDLC (Multimedia Development Life Cycle) which consists of six stages. Namely concept (conception), design (design), collecting material (material collection, assembly (manufacture, testing), and distribution (distribution). The results of the research on the questionnaire have an average value of 86.7%, it shows innovation in animation by implementing easy-to-understand motion graphic techniques.

Keywords: Covid-19, Society, Motion Graphic, Educational Media, MDLC

