

INTISARI

Kabupaten Banyumas kaya akan warisan budaya, termasuk kuliner khas tradisional seperti getuk goreng Sokaraja. Namun, makanan tradisional kurang menarik bagi generasi muda, yang dapat mengancam kelestariannya. Edukasi melalui animasi dapat menjadi salah satu potensi dalam mengenalkan getuk goreng Sokaraja. Getuk Goreng ASLI Haji Tohirin sebagai produsen asli turun temurun juga menghadapi tantangan pemasaran di tengah banyaknya usaha getuk goreng yang bermunculan. Animasi dirancang sebagai media informasi dan promosi untuk getuk goreng Sokaraja dan Getuk Goreng ASLI Haji Tohirin. Penelitian ini bertujuan untuk menghasilkan media informasi yang menarik dan edukatif melalui animasi stop motion. Animasi stop motion dibuat dengan menggerakkan objek frame per frame untuk menciptakan ilusi pergerakan. Pengumpulan data dalam penelitian ini melalui studi pustaka, observasi, wawancara, dan dokumentasi. Metode pengembangan yang dipakai yaitu pra produksi, produksi, dan pasca produksi. Penelitian ini menghasilkan video animasi stop motion berdurasi 6 menit 30 detik yang dipublikasikan di Youtube. Animasi stop motion ini memuat informasi Sejarah, proses pembuatan, dan keunikan getuk goreng Sokaraja serta informasi tentang Getuk Goreng ASLI Haji Tohirin. Video animasi ini mendapat rata-rata index 85,8% berdasarkan hasil kuesioner, yang menunjukkan bahwa media informasi melalui animasi stop motion ini diterima dengan sangat baik oleh audiens

Kata kunci: Getuk Goreng Sokaraja, Animasi Stop Motion, Media Informasi, Makanan Tradisional, Promosi

ABSTRACT

Banyumas Regency is rich in cultural heritage, including traditional culinary specialties such as Sokaraja fried getuk. However, traditional foods are less attractive to the younger generation, which could threaten their sustainability. Education through animation can be one of the potentials in introducing Sokaraja fried getuk. ORIGINAL Fried Getuk Haji Tohirin, as an original producer for generations, also faces marketing challenges amidst the many fried getuk businesses that have sprung up. The animation is designed as an information and promotional medium for Getuk Goreng Sokaraja and Getuk Goreng ASLI Haji Tohirin. This research aims to produce interesting and educational information media through stop motion animation. Stop motion animation is created by moving objects frame by frame to create the illusion of movement. Data collection in this research was through literature study, observation, interviews and documentation. The development methods used are pre-production, production and post-production. This research produced a 6 minute 30 second stop motion animation video which was published on YouTube. This stop motion animation contains information about the history, manufacturing process and uniqueness of Sokaraja fried getuk as well as information about Haji Tohirin's ORIGINAL Fried Getuk. This animated video received an average index of 85.8% based on questionnaire results, which shows that the information media through stop motion animation was received very well by the audience.

Keywords: Sokaraja Fried Getuk, Stop Motion Animation, Information Media, Traditional Food, Promotion