

INTISARI

Stunting adalah kondisi gagal tumbuh pada balita akibat kekurangan gizi kronis, infeksi berulang, dan kurangnya stimulasi psiko-sosial. Menurut data Kementerian Kesehatan Indonesia, prevalensi stunting di Indonesia pada 2023 mencapai 21,5%, masih di atas standar WHO yang menetapkan batas maksimal 20%. Pemerintah berupaya menurunkan angka stunting menjadi 14% pada 2024, yang berarti perlu penurunan 3,8% per tahun, sedangkan di Kebasen terdapat 562 anak yang mengalami stunting dengan prevalensi sebesar 20,96%. Pencegahan stunting memerlukan media edukasi yang lebih efektif. Penelitian ini bertujuan merancang video animasi 2D informatif menggunakan motion graphic untuk edukasi pencegahan stunting di Instagram dan YouTube. Metode yang digunakan adalah Multimedia Development Life Cycle (MDLC), menghasilkan animasi dengan aset berwarna datar dan pencahayaan tegas. Fleksibilitas aset mempermudah pembuatan dan membantu masyarakat memahami informasi dengan jelas. Pengujian alpha oleh ahli media menyatakan animasi layak diunggah ke Instagram, sementara pengujian beta menunjukkan rata-rata nilai 88,5%, yang termasuk kategori baik. Artinya, animasi ini berhasil menggambarkan pencegahan stunting dengan baik.

Kata kunci: Animasi 2D, Edukasi, MDLC, Stunting

ABSTRACT

Stunting is a condition of impaired growth in young children due to chronic malnutrition, repeated infections, and lack of psycho-social stimulation. According to data from the Indonesian Ministry of Health, the prevalence of stunting in Indonesia in 2023 reached 21.5%, still above the WHO standard which sets the maximum limit at 20%. The government aims to reduce the stunting rate to 14% by 2024, which means a reduction of 3.8% per year. In Kebasen, there are 562 children with stunting, with a prevalence of 20.96%. Preventing stunting requires more effective educational media. This research aims to design an informative 2D animation video using motion graphics for stunting prevention education on Instagram and YouTube. The method used is the Multimedia Development Life Cycle (MDLC), producing animation with flat-colored assets and clear lighting. The flexibility of the assets facilitates production and helps the community understand the information clearly. Alpha testing by media experts indicated that the animation is suitable for upload to Instagram, while beta testing showed an average score of 88.5%, which falls into the good category. This means that the animation successfully represents stunting prevention effectively.

Keywords: 2D Animation, Education, Multimedia Development Life Cycle (MDLC), Stunting