

INTISARI

Indonesia memiliki beragam kesenian dan kebudayaan yang menghadapi ancaman kepunahan akibat pengaruh globalisasi. Penelitian ini bertujuan menerapkan teknik motion graphic dalam pembuatan animasi 2 dimensi sebagai media pengenalan seni budaya Banyumas. Metode yang digunakan adalah Multimedia Development Life Cycle (MDLC) melalui enam tahap: Concept, Design, Material Collecting, Assembly, Testing, dan Distribution. Hasil penelitian berupa video animasi berdurasi 5 menit yang berisi ragam seni budaya Banyumas, lengkap dengan dubbing teks dan backsound. Pengujian dilakukan kepada ahli media dan siswa kelas 6 MI Al-Ittihaad Pasir Kidul. Hasilnya, tingkat kepuasan ahli media sebesar 92% dan pengguna sebesar 92%. Dengan demikian, animasi yang dikembangkan dinyatakan layak digunakan sebagai media pengenalan seni budaya Banyumas bagi siswa sekolah dasar.

Kata kunci: Motion Graphic, Animasi 2 Dimensi, Budaya Banyumas, Media Pengenalan, MDLC

ABSTRACT

Indonesia has a variety of arts and cultures that face the threat of extinction due to the influence of globalization. This study aims to apply motion graphic techniques in creating 2-dimensional animation as a medium for introducing Banyumas arts and culture. The method used is the Multimedia Development Life Cycle (MDLC) through six stages: Concept, Design, Material Collecting, Assembly, Testing, and Distribution. The results of the study are in the form of a 5-minute animated video containing a variety of Banyumas arts and culture, complete with dubbing text and backsound. Testing was conducted on media experts and 6th grade students of MI Al-Ittihaad Pasir Kidul. The results, the satisfaction level of media experts was 92% and users was 92%. Thus, the developed animation is declared suitable for use as a medium for introducing Banyumas arts and culture for elementary school students.

Keywords: Motion Graphic, 2 Dimensional Animation, Banyumas Culture, Learning Media, MDLC

