

INTISARI

Bullying merupakan permasalahan sosial yang masih kerap terjadi di lingkungan sekolah dan berdampak negatif terhadap perkembangan psikologis peserta didik. Oleh karena itu, edukasi mengenai bullying perlu disampaikan secara menarik dan mudah dipahami, khususnya bagi siswa Sekolah Menengah Pertama (SMP). Penelitian ini bertujuan untuk merancang dan mengembangkan media edukatif berupa video animasi 2D bertema anti-bullying dengan metode Multimedia Development Life Cycle (MDLC) yang terdiri atas enam tahap, yaitu concept, design, material collecting, assembly, testing, dan distribution. Pengujian dilakukan melalui alpha test oleh pengembang, serta beta test yang mencakup uji ahli materi, uji ahli media, dan uji siswa, dilengkapi dengan pre-test dan post-test untuk menilai efektivitas media. Hasil pengujian menunjukkan bahwa media ini memperoleh penilaian “Sangat Baik” dari ahli materi dengan skor 87,49% dan dari ahli media sebesar 84,5%, sementara hasil uji siswa melalui skala Likert mencapai 92,59% dalam kategori “Sangat Setuju”. Evaluasi efektivitas melalui pre-test dan post-test menunjukkan peningkatan nilai rata-rata sebesar 26 poin, dengan nilai N-Gain sebesar 0,82 yang tergolong tinggi, dan persentase N-Gain sebesar 82,38% dalam kategori efektif. Berdasarkan hasil tersebut, video animasi 2D dinyatakan layak dan efektif sebagai media edukasi yang dapat digunakan untuk meningkatkan pemahaman siswa terkait bullying serta mendukung upaya pencegahan di lingkungan sekolah.

Kata kunci: bullying, animasi 2D, media edukasi, MDLC, siswa SMP

ABSTRACT

Bullying is a social problem that still frequently occurs in schools and has a negative impact on the psychological development of students. Therefore, education about bullying needs to be presented in an engaging and easy-to-understand manner, particularly for junior high school students (SMP). This study aims to design and develop an educational medium in the form of a 2D animated video with an anti-bullying theme using the Multimedia Development Life Cycle (MDLC) method, which consists of six stages: concept, design, material collection, assembly, testing, and distribution. The testing was conducted through an alpha test by the developers, as well as a beta test that included expert content testing, expert media testing, and student testing, supplemented by pre-tests and post-tests to assess the effectiveness of the media. The test results showed that the media received a “Very Good” rating from subject matter experts with a score of 87.49% and from media experts with a score of 84.5%, while the student test results on the Likert scale reached 92.59% in the “Strongly Agree” category. The evaluation of effectiveness through pre-tests and post-tests showed an average score increase of 26 points, with an N-Gain value of 0.82, which is considered high, and an N-Gain percentage of 82.38% in the effective category. Based on these results, the 2D animated video is deemed suitable and effective as an educational medium that can be used to enhance students' understanding of bullying and support prevention efforts in the school environment.

Keywords: bullying, 2D animation, educational media, MDLC, junior high school students