

## ABSTRAK

Penelitian ini dilatarbelakangi oleh kebutuhan media edukasi yang mampu menyampaikan pesan moral mengenai dampak kehamilan remaja di luar nikah secara komunikatif dan sesuai dengan karakteristik remaja. Animasi edukasi dinilai efektif sebagai media penyampaian pesan, namun memerlukan dukungan aset visual yang kuat, khususnya aset karakter 2D dan latar tempat yang kontekstual. Penelitian ini bertujuan untuk merancang aset karakter 2D dengan pendekatan *storytelling* visual sebagai media pendukung animasi edukasi, serta menilai kelayakan dan kualitas visual aset yang dihasilkan. Metode yang digunakan adalah *Design Thinking* yang meliputi tahap *empathize*, *define*, *ideate*, *prototype*, dan *test*. Proses perancangan menghasilkan konsep visual, *storyboard*, serta aset karakter 2D dan latar tempat yang telah didigitalisasi dan diwarnai. Tahap pengujian dilakukan melalui *alpha test* dan *beta test*. Hasil *alpha test* menunjukkan kesesuaian desain dengan konsep awal serta kestabilan aset saat diimplementasikan ke dalam Adobe After Effects. Sementara itu, hasil *beta test* berdasarkan kuesioner skala *Likert* menunjukkan bahwa aset visual memperoleh penilaian baik dari responden remaja. Dengan demikian, aset karakter 2D dan latar tempat yang dirancang dinilai layak digunakan sebagai pendukung animasi edukasi.

Kata kunci: aset karakter 2D, aset latar tempat, *storytelling* visual, remaja, *design thinking*

## **ABSTRACT**

*This study is motivated by the need for educational media that can effectively convey moral messages regarding the impact of teenage pregnancy outside of marriage in a manner that is communicative and appropriate to adolescent characteristics. Educational animation is considered an effective medium for message delivery; however, it requires strong visual support, particularly in the form of contextual 2D character assets and background settings. This research aims to design 2D character assets using a visual storytelling approach as supporting media for educational animation and to evaluate the feasibility and visual quality of the resulting assets. The research method employs the Design Thinking approach, which consists of empathize, define, ideate, prototype, and test stages. The design process produces visual concepts, storyboard, as well as digitally illustrated and colored 2D character assets and backgrounds. The testing stage includes alpha testing and beta testing. The alpha test results indicate consistency between the initial design concept and the final assets, as well as visual stability when implemented in Adobe After Effects. Meanwhile, the beta test results, based on a Likert scale questionnaire, show that the visual assets received positive evaluations from adolescent respondents. Therefore, the designed 2D character assets and background are considered suitable to support educational animation.*

*Keywords: 2D character assets, background assets, visual storytelling, adolescents, design thinking*