

## INTISARI

Penelitian ini bertujuan untuk mengembangkan Video pembelajaran berupa animasi 2d motion graphic sebagai sarana edukasi mengenai tata krama berbicara bagi siswa Sekolah Dasar Negeri 1 KlapaSawit. Latar belakang penelitian ini di dasarkan karena kurangnya pemahaman siswa terhadap pentingnya berbicara dengan sopan santun, serta keterbatasan video pembelajaran yang Menarik dan sesuai dengan karakteristik anak usia sekolah dasar. Untuk mengatasi pemahaman ini, di kembangkan video animasi 2D berbasis motion graphic agar mampu menarik minat belajar siswa. Penelitian ini menggunakan metode pengembangan ADDIE yang meliputi tahap Analysis, Design, Development, Implementation, dan Evaluation. Pada tahap analisis dilakukan pengumpulan data kebutuhan siswa dan guru di SD Negeri 1 KlapaSawit. Tahap perancangan dan pengembangan menghasilkan video animasi edukatif, kemudian diimplementasikan melalui uji coba terbatas kepada siswa. Hasil penelitian diharapkan dapat menghasilkan video pembelajaran yang efektif, menarik, dan mampu meningkatkan pemahaman serta penerapan tata krama berbicara pada siswa sekolah dasar, hasil evaluasi menunjukkan bahwa media yang di kembangkan memperoleh respon positif dari siswa dengan preawntase jawaban positif (sangat setuju dan setuju) sebesar 73%, respon netral 20%, dan 7%. Rata – rata 79% yang termasuk setuju.

Kata kunci: Animasi 2D, Motion Graphic, Tata Krama Berbicara, video Pembelajaran, Metode ADDIE.

## **ABSTRACT**

*This study aims to develop a learning video in the form of 2D motion graphic animation as an educational tool regarding speaking etiquette for students of Elementary School 1 KlapaSawit. The background of this study is based on the lack of students' understanding of the importance of speaking politely, as well as the limited learning videos that are interesting and appropriate to the characteristics of elementary school-aged children. To overcome this understanding, a 2D animated video based on motion graphic was developed to be able to attract students' interest in learning. This study uses the ADDIE development method which includes the stages of Analysis, Design, Development, Implementation, and Evaluation. At the analysis stage, data was collected on the needs of students and teachers at Elementary School 1 KlapaSawit. The design and development stages produced an educational animated video, then implemented through limited trials with students. The results of the study are expected to produce an effective, interesting learning video, and able to improve the understanding and application of speaking etiquette in elementary school students. The evaluation results show that the developed media received a positive response from students with a percentage of positive answers (Strongly Agree and Agree) of 73%, neutral responses of 20%, and 7%. The average is 79% which includes agreeing.*

*Keywords: 2D Animation, Motion Graphics, Speaking Etiquette, Learning video, ADDIE Method.*