

## ABSTRAK

*Bullying verbal* merupakan bentuk perundungan yang paling sering terjadi di lingkungan pendidikan dan kerap dianggap sebagai candaan, padahal memiliki dampak psikologis yang serius bagi korban. Oleh karena itu, diperlukan media kampanye yang mampu menyampaikan pesan *anti-bullying* secara menarik, komunikatif, dan mudah dipahami oleh remaja. Penelitian ini bertujuan untuk merancang *motion graphic 2D* dengan teknik *cut to cut* sebagai media kampanye *anti-bullying verbal*. Metode yang digunakan adalah *design thinking* yang meliputi tahapan *empathize, define, ideate, prototype, dan test*. Pengumpulan data dilakukan melalui observasi, wawancara, dan *studi literatur* di SMK Muhammadiyah Bumiayu. Media dirancang menggunakan *Adobe after effects* dan disesuaikan dengan karakteristik platform media sosial seperti *Instagram, TikTok, dan YouTube*. Hasil penelitian menunjukkan bahwa *motion graphic 2D* dengan teknik *cut to cut* mampu menyampaikan pesan secara jelas, dinamis, dan efektif. Berdasarkan hasil uji *alpha* dan *beta*, media yang dihasilkan dinilai layak digunakan sebagai media kampanye digital serta mampu meningkatkan pemahaman dan kesadaran audiens terhadap dampak negatif *bullying verbal*.

Kata kunci: *Motion graphic 2D, Bullying Verbal, Cut to Cut, Kampanye Digital, Animasi*

## **ABSTRACT**

*Verbal bullying is the most common form of bullying in educational settings and is often considered a joke, even though it has serious psychological effects on victims. Therefore, campaign media that can convey anti-bullying messages in an interesting, communicative, and easy-to-understand manner for teenagers is needed. This study aims to design 2D motion graphics using the cut-to-cut technique as a medium for anti-verbal bullying campaigns. The method used is design thinking, which includes the stages of empathize, define, ideate, prototype, and test. Data collection was conducted through observation, interviews, and literature studies at SMK Muhammadiyah Bumiayu. The media was designed using Adobe after effects and adapted to the characteristics of social media platforms such as Instagram, TikTok, and YouTube. The results of the study show that 2D motion graphics with the cut-to-cut technique are able to convey messages clearly, dynamically, and effectively. Based on the alpha and beta test results, the media produced is considered suitable for use as digital campaign media and is able to increase the audience's understanding and awareness of the negative impacts of verbal bullying.*

*Keywords: 2D motion graphics, verbal bullying, cut-to-cut, digital campaign, animation*