

INTISARI

Penelitian ini berjudul Perancangan Karakter Animasi 2D dengan teknik *Shape Language* Menggunakan Metode ADDIE sebagai Media Kampanye *Anti-Bullying* Verbal (Studi Kasus: SMK Muhammadiyah Bumiayu). Penelitian ini bertujuan untuk merancang karakter animasi 2D yang mampu menyampaikan pesan edukasi *anti-bullying* verbal secara visual dan komunikatif kepada siswa. Fokus penelitian dibatasi pada aspek desain karakter yang meliputi bentuk (*shape language*), warna, ekspresi, serta penyampaian pesan visual. Metode yang digunakan adalah metode pengembangan ADDIE (*Analysis, Design, Development, Implementation, Evaluation*) dengan teknik pengumpulan data berupa studi pustaka, wawancara, observasi, dokumentasi, serta kuesioner sebagai instrumen evaluasi.

Hasil penelitian menunjukkan bahwa karakter animasi 2D yang dirancang mampu menyampaikan pesan *anti-bullying* verbal dengan baik. Berdasarkan hasil beta testing yang melibatkan 32 responden siswa, diperoleh nilai indeks penilaian pada seluruh aspek dengan rentang persentase antara 69,37% hingga 83,75%, yang berada pada kategori Setuju hingga Sangat Setuju. Hal ini menunjukkan bahwa desain karakter dinilai cukup menarik, mudah dipahami, serta dapat diterima sebagai media kampanye edukatif. Responden menilai bahwa visual karakter dan pesan yang disampaikan mampu meningkatkan pemahaman mengenai dampak *bullying* verbal di lingkungan sekolah.

Berdasarkan hasil tersebut, dapat disimpulkan bahwa perancangan karakter animasi 2D layak digunakan sebagai media kampanye *anti-bullying* verbal. Media visual berbasis karakter animasi dinilai efektif sebagai sarana edukasi bagi siswa. Penelitian ini diharapkan dapat menjadi referensi bagi pengembangan media kampanye sosial berbasis animasi pada penelitian selanjutnya.

Kata kunci: karakter animasi 2D, perundungan verbal, kampanye edukasi, ADDIE, media visual

ABSTRACT

This study is entitled “Designing 2D Animated Characters Using a Shape Language Approach with the ADDIE Method as an Anti-Verbal Bullying Campaign Media (Case Study: SMK Muhammadiyah Bumiayu)”. The purpose of this research is to design 2D animated characters that are able to convey anti-verbal bullying educational messages visually and communicatively to students. The scope of the research is limited to character design aspects, including shape language, color, expression, and visual message delivery. The research employs the ADDIE development method (Analysis, Design, Development, Implementation, and Evaluation) with data collection techniques consisting of literature study, interviews, observation, documentation, and questionnaires as the evaluation instrument.

The results indicate that the designed 2D animated characters are able to effectively convey anti-verbal bullying messages. Based on the beta testing results involving 32 student respondents, the index values across all assessment aspects range from 69.37% to 83.75%, which fall into the Agree to Strongly Agree categories. These results show that the character designs are considered sufficiently attractive, easy to understand, and acceptable as educational campaign media. Respondents also perceived that the visual characters and conveyed messages increased their awareness of the impact of verbal bullying in the school environment.

Based on these findings, it can be concluded that the 2D animated character design is feasible to be used as an anti-verbal bullying campaign medium. Character-based visual media have proven to be an effective educational tool for students. This study is expected to serve as a reference for the development of animation-based social campaign media in future research.

Keywords: 2D animated characters, verbal bullying, educational campaign, ADDIE, visual media