

ABSTRAK

Kehamilan remaja masih menjadi permasalahan kesehatan masyarakat yang memerlukan perhatian serius, terutama akibat rendahnya pengetahuan remaja mengenai kesehatan reproduksi. Di Kabupaten Banyumas tercatat sebanyak 1.382 kasus persalinan pada remaja usia di bawah 20 tahun atau sekitar 4,6% dari total ibu bersalin. Kondisi tersebut menunjukkan bahwa kehamilan remaja merupakan persoalan nyata yang memerlukan upaya pencegahan secara preventif dan berkelanjutan. Salah satu kendala dalam pencegahan adalah penggunaan media edukasi yang masih bersifat konvensional dan kurang menarik bagi remaja, sehingga pesan yang disampaikan belum sepenuhnya dipahami. Penelitian ini bertujuan untuk mengembangkan media edukasi berupa animasi dua dimensi (2D) dengan penerapan *motion graphic* sebagai sarana penyampaian informasi mengenai dampak kehamilan remaja, baik dari aspek kesehatan, psikologis, sosial, maupun pendidikan. Penelitian dilaksanakan di Puskesmas Kedungbanteng, Kabupaten Banyumas, yang memiliki program kesehatan reproduksi remaja dan membutuhkan media edukasi yang sesuai dengan karakteristik remaja di era digital. Metode yang digunakan adalah Multimedia Development Life Cycle (MDLC) yang meliputi tahapan *concept*, *Design*, *material collecting*, *assembly*, *testing*, dan *distribution*. Pengumpulan data dilakukan melalui observasi, wawancara, studi pustaka, dan dokumentasi. Media animasi dikembangkan menggunakan Adobe After Effects, kemudian diuji melalui *Alpha Testing* dan *Beta Testing* untuk menilai kelayakan serta efektivitas media. Hasil pengujian menunjukkan bahwa media animasi yang dikembangkan memperoleh nilai rata-rata indeks sebesar 82,75%, yang termasuk dalam kategori Sangat Setuju. Hasil tersebut menunjukkan bahwa responden memberikan penilaian sangat positif terhadap tampilan visual, kejelasan materi, serta manfaat media sebagai sarana edukasi. Dengan demikian, dapat disimpulkan bahwa animasi 2D berbasis *motion graphic* ini layak digunakan sebagai media edukasi pendukung dalam kegiatan Kesehatan remaja di Puskesmas Kedungbanteng.

Kata kunci: *motion graphic*, animasi 2D, kehamilan remaja, media edukasi

ABSTRACT

Adolescent pregnancy remains a public health problem that requires serious attention, particularly due to adolescents' low level of knowledge regarding reproductive health. In Banyumas Regency, data show that there were 1,382 childbirth cases among adolescents under the age of 20, accounting for approximately 4.6% of the total number of deliveries. This condition indicates that adolescent pregnancy is a real issue that requires preventive and sustainable interventions. One of the obstacles in prevention efforts is the use of educational media that are still conventional and less attractive to adolescents, resulting in information that is not fully understood. This study aims to develop an educational medium in the form of two-dimensional (2D) animation with the application of motion graphics as a means of delivering information regarding the impacts of adolescent pregnancy, including health, psychological, social, and educational aspects. The research was conducted at Kedungbanteng Public Health Center, Banyumas Regency, which implements adolescent reproductive health programs and requires educational media that align with the characteristics of adolescents in the digital era. The research method employed was the Multimedia Development Life Cycle (MDLC), which consists of the stages of concept, Design, material collecting, assembly, testing, and distribution. Data were collected through observation, interviews, literature review, and documentation. The animated media were developed using Adobe After Effects and evaluated through Alpha Testing and Beta Testing to assess the feasibility and effectiveness of the media. The results of the evaluation indicate that the developed animated media obtained an average index score of 82.75%, which falls into the Strongly Agree category. These results show that respondents gave very positive assessments of the visual appearance, clarity of the material, and the usefulness of the media as an educational tool. Therefore, it can be concluded that the 2D motion graphic-based animation is suitable for use as a supporting educational medium in adolescent health activities at Kedungbanteng Public Health Center.

Keywords: motion graphics, 2D animation, teenage pregnancy, educational media