

ABSTRAK

Pembelajaran Aksara Jawa di sekolah dasar masih menghadapi kendala akibat penggunaan media yang kurang interaktif sehingga berdampak pada rendahnya minat dan pemahaman siswa. Penelitian ini bertujuan mengembangkan media pembelajaran berbasis animasi *motion graphic* untuk meningkatkan pemahaman siswa terhadap materi Aksara Jawa. Penelitian menggunakan metode *Multimedia Development Life Cycle (MDLC)* yang meliputi tahapan *concept, design, material collecting, assembly, testing, dan distribution*. Data dikumpulkan melalui observasi, studi pustaka, kuesioner, serta pengujian pre-test dan post-test pada siswa kelas V SD Negeri 1 Karangjambu. Hasil penelitian menunjukkan bahwa media *motion graphic* berhasil dikembangkan dan mampu meningkatkan pemahaman siswa. Media memperoleh respons positif karena penyajian materi lebih menarik, interaktif, dan mudah dipahami. Media pembelajaran berbasis *motion graphic* efektif mendukung proses pembelajaran Aksara Jawa serta berpotensi meningkatkan kualitas pembelajaran sekaligus mendukung pelestarian budaya melalui pemanfaatan teknologi multimedia.

Kata Kunci: Aksara Jawa, Media Pembelajaran, *Motion Graphic*, *Multimedia Development Life Cycle (MDLC)*, Sekolah Dasar.

ABSTRACT

Learning Javanese script in elementary schools still faces obstacles due to the use of less interactive media, which impacts low student interest and understanding. This study aims to develop motion graphic animation-based learning media to improve students' understanding of Javanese script material. The study used the Multimedia Development Life Cycle (MDLC) method which includes the stages of concept, design, material collecting, assembly, testing, and distribution. Data were collected through observation, literature study, questionnaires, and pre-test and post-test testing on fifth-grade students of SD Negeri 1 Karangjambu. The results of the study showed that the motion graphic media was successfully developed and was able to improve student understanding. The media received a positive response because the presentation of the material was more interesting, interactive, and easy to understand. Motion graphic-based learning media effectively supports the Javanese script learning process and has the potential to improve the quality of learning while supporting cultural preservation through the use of multimedia technology.

Keywords: Javanese Script, Learning Media, Motion Graphic, MDLC