

ABSTRAK

Penelitian ini bertujuan untuk merancang dan menguji efektivitas media informasi berbasis *visual storytelling* animasi 2D dengan memanfaatkan *motion graphic*, infografis, dan *typography* tentang *food waste* dan pengelolaan sampah rumah tangga bagi mahasiswa. Penelitian ini dilatarbelakangi oleh tingginya angka *food waste* pada tingkat konsumsi, khususnya di area konsumsi publik yang sering diakses mahasiswa, serta belum optimalnya penggunaan media *visual* digital yang ringkas dan komunikatif dalam menyampaikan data dan informasi lingkungan. Metode penelitian yang digunakan adalah *Research and Development* (R&D) dengan model ADDIE yang meliputi tahapan *Analysis*, *Design*, *Development*, *Implementation*, dan *Evaluation*. Data dikumpulkan melalui studi pustaka, analisis kebutuhan, angket validasi ahli materi dan ahli media, serta kuesioner respons mahasiswa. Produk yang dihasilkan berupa video animasi 2D berdurasi 1 menit 28 detik yang memuat pengertian, penyebab, dampak, data statistik *food waste* Kabupaten Banyumas (36%), alur pengelolaan sampah, serta solusi praktis melalui pesan utama “Rencanakan, Habiskan, dan Pilah”. Hasil validasi ahli materi memperoleh persentase kelayakan sebesar 98,75% dengan kategori sangat valid, sedangkan validasi ahli media memperoleh 70,31% dengan kategori valid, sehingga diperoleh rata-rata validasi ahli sebesar 84,53% (sangat valid). Pada tahap implementasi kepada 50 mahasiswa, diperoleh persentase respons sebesar 86,91% dengan kategori sangat baik. Dengan demikian, media informasi animasi 2D berbasis *visual storytelling* ini dinilai sangat layak dan efektif digunakan untuk meningkatkan kesadaran mahasiswa terhadap isu *food waste* dan pengelolaan sampah.

Kata kunci: Animasi 2D, *Food Waste*, Media Informasi, Pengelolaan Sampah, *Visual Storytelling*.

ABSTRACT

This study aims to design and test the effectiveness of 2D animation-based visual storytelling information media by utilizing motion graphics, infographics, and typography regarding food waste and household waste management for university students. The study was motivated by the high rate of food waste at the consumption level, particularly in public consumption spaces frequented by students, and the lack of concise and communicative digital visual media to convey environmental data. This research employed the Research and Development (R&D) method using the ADDIE model, which consists of Analysis, Design, Development, Implementation, and Evaluation stages. Data were collected through literature reviews, needs analysis, material and media expert validation questionnaires, and student response questionnaires. The developed product is a 1-minute 28-second 2D animated video presenting the definition, causes, impacts, Banyumas Regency food waste statistical data (36%), waste management flow, and practical solutions through the core message “Plan, Finish, and Sort”. The material expert validation obtained a score of 98.75% (very valid), and the media expert validation achieved 70.31% (valid), resulting in an average validation score of 84.53% (very valid). Furthermore, the implementation involving 50 university students produced a response score of 86.91%, categorized as excellent. Therefore, the developed 2D animation-based visual storytelling information media is considered highly feasible and effective in improving students' awareness of food waste and household waste management.

Keywords: 2D Animation, Food Waste, Household Waste Management, Information Media, Visual Storytelling.