

ABSTRAK

Stunting merupakan salah satu permasalahan kesehatan yang masih terjadi di Indonesia akibat kurangnya pemenuhan gizi dan pengetahuan masyarakat mengenai pencegahannya. Penyampaian edukasi stunting di masyarakat masih banyak menggunakan metode konvensional sehingga diperlukan media yang lebih menarik, informatif, dan mudah dipahami. Penelitian ini bertujuan untuk merancang video animasi 2D dengan teknik motion graphic sebagai media edukasi pencegahan stunting di Desa Cikawung, Kabupaten Banyumas. Metode pengembangan yang digunakan dalam penelitian ini adalah *Multimedia Development Life Cycle* (MDLC) model Luther-Sutopo yang terdiri dari enam tahapan, yaitu *Concept, Design, Material Collecting, Assembly, Testing, dan Distribution*. Proses perancangan video dilakukan menggunakan perangkat lunak CorelDRAW untuk pembuatan aset visual, Moho Animation untuk proses animasi, serta Canva untuk tahap pengeditan dan penyusunan video akhir. Materi yang disajikan dalam video meliputi pengertian stunting, penyebab, dampak, serta upaya pencegahan stunting sejak masa kehamilan hingga balita. Pengujian dilakukan melalui Alpha Testing dan Beta Testing. Alpha Testing dilakukan untuk memastikan kesesuaian fungsi dan elemen visual dalam video animasi, sedangkan Beta Testing dilakukan dengan melibatkan 45 responden menggunakan kuesioner skala Likert untuk mengetahui tingkat kelayakan media. Hasil pengujian Beta Testing memperoleh nilai rata-rata sebesar 76% dengan kategori setuju, yang menunjukkan bahwa video animasi 2D berbasis motion graphic layak digunakan sebagai media edukasi pencegahan stunting. Hasil penelitian ini diharapkan dapat membantu meningkatkan pemahaman masyarakat, khususnya ibu hamil, orang tua balita, dan kader Posyandu dalam upaya pencegahan stunting.

Kata kunci: Animasi 2D, *Motion Graphic*, Media Edukasi, Stunting, MDLC.

ABSTRACT

Stunting is a persistent health problem in Indonesia due to a lack of nutrition and public knowledge about its prevention. The delivery of stunting education in the community still largely relies on conventional methods, requiring more engaging, informative, and easily understood media. This study aims to design a 2D animated video using motion graphics techniques as an educational medium for stunting prevention in Cikawung Village, Banyumas Regency. The development method used in this study is the Luther-Sutopo Multimedia Development Life Cycle (MDLC) model, which consists of six stages: Concept, Design, Material Collecting, Assembly, Testing, and Distribution. The video design process was carried out using CorelDRAW software for visual asset creation, Moho Animation for animation, and Canva for editing and final video compilation. The material presented in the video includes the definition of stunting, its causes, impacts, and stunting prevention efforts from pregnancy to infancy. Testing was conducted through Alpha Testing and Beta Testing. Alpha Testing was conducted to ensure the suitability of the function and visual elements in the animated video, while Beta Testing was conducted with 45 respondents using a Likert-scale questionnaire to determine the level of media suitability. Beta testing results obtained an average score of 76%, with a positive rating, indicating that the 2D animated motion graphics video is suitable for use as an educational medium for stunting prevention. The results of this study are expected to help improve public understanding, particularly among pregnant women, parents of toddlers, and Posyandu (Integrated Health Post) cadres, in stunting prevention efforts.

Keywords: 2D Animation, Motion Graphic, Educational Media, Stunting, MDLC.