

ABSTRAK

Kondisi *broken home* dapat memengaruhi motivasi belajar, kepercayaan diri, dan kondisi emosional siswa sehingga diperlukan media yang mampu memberikan motivasi secara menarik dan mudah dipahami. Penelitian ini bertujuan untuk merancang animasi 2 dimensi edukatif sebagai media motivasi bagi siswa *broken home* di SMK N 1 Karanganyar dengan pendekatan *visual storytelling*. Metode pengembangan yang digunakan adalah *Multimedia Development Life Cycle* (MDLC) yang terdiri atas tahapan *concept, design, material collecting, assembly, testing, dan distribution*. Teknik animasi yang digunakan adalah *frame by frame* dengan penyampaian pesan melalui unsur visual, ekspresi karakter, dan simbol tanpa dominasi dialog. Pengujian dilakukan melalui uji ahli materi oleh empat guru Bimbingan dan Konseling (BK) serta uji pengguna terhadap 30 siswa menggunakan instrumen kuesioner berbasis skala Likert. Hasil penelitian menunjukkan bahwa animasi yang dikembangkan memperoleh nilai rata-rata sebesar 4,30 pada uji ahli materi dengan kategori Sangat Baik dan nilai rata-rata sebesar 4,18 pada uji pengguna dengan kategori Baik. Hasil tersebut menunjukkan bahwa animasi telah memenuhi aspek kesesuaian tujuan, kejelasan penyajian, kesesuaian isi, kelayakan materi, dan kelayakan penggunaan, serta memperoleh tanggapan positif dari pengguna terhadap kualitas visual, penyampaian cerita, penyampaian emosi, empati, dan motivasi. Dengan demikian, animasi 2 dimensi berbasis *visual storytelling* dinilai layak digunakan sebagai media motivasi bagi siswa *broken home* di SMK N 1 Karanganyar.

Kata kunci: Animasi 2D, *Broken home*, MDLC, Motivasi, *Visual storytelling*

ABSTRACT

Broken home conditions can affect students' learning motivation, self-confidence, and emotional well-being. Therefore, a medium capable of delivering motivational messages in an engaging and understandable manner is needed. This study aims to design an educational two-dimensional animation as a motivational medium for broken home students at SMK N 1 Karanganyar using a visual storytelling approach. The development method employed was the Multimedia Development Life Cycle (MDLC), which consists of the stages of concept, design, material collecting, assembly, testing, and distribution. The animation was developed using the frame-by-frame technique, conveying messages through visual elements, character expressions, and symbolic representations with minimal dialogue. The evaluation consisted of a material expert assessment involving four school counselors and a user evaluation involving 30 students using a Likert-scale questionnaire. The results showed that the developed animation obtained an average score of 4.30 in the material expert evaluation, categorized as Very Good, and an average score of 4.18 in the user evaluation, categorized as Good. These findings indicate that the animation fulfilled the aspects of objective suitability, presentation clarity, content suitability, material feasibility, and usability, while also receiving positive responses regarding visual quality, story delivery, emotional expression, empathy, and motivational impact. Therefore, the developed visual storytelling-based 2D animation is considered suitable as a motivational medium for broken home students at SMK N 1 Karanganyar.

Keywords: 2D Animation, Broken home, MDLC, Motivation, Visual storytelling