

ABSTRAK

Penelitian ini berjudul "Perancangan Video Animasi 2D Sebagai Media Sosialisasi Program Komunitas untuk Iklim (ProKlim) di Kabupaten Banyumas Menggunakan Metode *Multimedia Development Life Cycle* (MDLC)". Penelitian ini dilatarbelakangi oleh masih terbatasnya media sosialisasi yang menarik dan mudah dipahami oleh masyarakat mengenai Program Komunitas untuk Iklim (ProKlim), sehingga diperlukan media yang mampu menyampaikan informasi secara lebih efektif. Tujuan penelitian ini adalah merancang dan menghasilkan video animasi 2D sebagai media sosialisasi Program Komunitas untuk Iklim (ProKlim) di Kabupaten Banyumas. Penelitian ini menggunakan metode *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 kuesioner. Proses pembuatan animasi dilakukan menggunakan *Adobe Illustrator* dan *Adobe After Effects* dengan menerapkan teknik *frame by frame* dan *motion graphics*. Hasil penelitian berupa video animasi 2D yang menyajikan informasi mengenai pengertian, tujuan, manfaat, serta implementasi Program Komunitas untuk Iklim (ProKlim) secara sistematis dan menarik sehingga mudah dipahami oleh masyarakat. Video animasi yang dihasilkan diharapkan dapat dimanfaatkan oleh Dinas Lingkungan Hidup Kabupaten Banyumas sebagai media sosialisasi dan edukasi untuk meningkatkan pengetahuan, kesadaran, serta partisipasi masyarakat dalam mendukung upaya adaptasi dan mitigasi perubahan iklim.

Kata kunci: Animasi 2D, ProKlim, Media Sosialisasi, Perubahan Iklim, MDLC.

ABSTRACT

This research is entitled "Design of a Two-Dimensional Animation Video as a Socialization Media for the Climate Village Program (ProKlim) in Banyumas Regency Using the Multimedia Development Life Cycle (MDLC) Method." The study was motivated by the limited availability of attractive and easy-to-understand socialization media regarding the Climate Village Program (ProKlim), resulting in a lack of public understanding of the program. Therefore, this research aims to design and develop a two-dimensional (2D) animated video as a socialization media for the Climate Village Program (ProKlim) in Banyumas Regency. This study employs the Multimedia Development Life Cycle (MDLC) method, consisting of six stages: concept, design, material collecting, assembly, testing, and distribution. Data were collected through observation, interviews, literature study, and questionnaires. The animation was developed using Adobe Illustrator and Adobe After Effects by applying frame-by-frame and motion graphics techniques. The result of this research is a 2D animated video presenting information about the definition, objectives, benefits, and implementation of the Climate Village Program (ProKlim) in a systematic and engaging manner, making it easier for the public to understand. The developed animation is expected to be utilized by the Environmental Agency of Banyumas Regency as an educational and socialization medium to improve public knowledge, awareness, and participation in climate change adaptation and mitigation efforts.

Keywords: 2D Animation, Climate Village Program (ProKlim), Socialization Media, Climate Change, MDLC.