

INTISARI

Penelitian ini bertujuan menerapkan teknik motion graphic dalam perancangan video penyuluhan yang efektif sebagai alat edukasi dan pencegahan kekerasan seksual terhadap anak di Indonesia. Penelitian ini dibatasi pada kasus kekerasan seksual terhadap anak di Indonesia, dengan faktor penyebab yang diteliti mencakup paparan terhadap konten pornografi, kondisi lingkungan yang tidak aman, dan lokasi kejadian (rumah, sekolah, dan lingkungan sosial). Metode analisis yang digunakan adalah metode Design Thinking yang melibatkan lima tahapan: Empathize, Define, Ideate, Prototype, dan Test. Hasil penelitian menunjukkan bahwa penerapan motion graphic dalam konten edukatif dapat meningkatkan pemahaman audiens tentang kekerasan seksual terhadap anak dan cara pencegahannya. Uji fungsionalitas menunjukkan kesesuaian antara sketsa awal dan hasil desain yang diimplementasikan menggunakan CorelDraw dan Adobe AfterEffect. Video penyuluhan yang dihasilkan efektif dalam menyampaikan pesan edukatif dan meningkatkan kesadaran tentang pentingnya pencegahan kekerasan seksual terhadap anak. Kesimpulan dari penelitian ini adalah bahwa motion graphic terbukti menjadi alat yang efektif dalam edukasi dan pencegahan kekerasan seksual terhadap anak di Indonesia. Hasil ini diharapkan dapat menjadi dasar bagi pengembangan program edukasi oleh lembaga swadaya masyarakat, sekolah, dan komunitas, serta meningkatkan kesadaran publik mengenai pentingnya upaya pencegahan kekerasan seksual terhadap anak.

Kata kunci: motion graphic, edukasi, pencegahan, kekerasan seksual, anak

ABSTRACT

This research aims to apply motion graphic techniques in designing an effective public service video for educating and preventing sexual violence against children in Indonesia. The study focuses on cases of sexual violence against children in Indonesia, examining factors such as exposure to pornographic content, unsafe environmental conditions, and the location of incidents (home, school, and social environment). The analysis method used is the Design Thinking approach, which involves five stages: Empathize, Define, Ideate, Prototype, and Test. The research findings indicate that the application of motion graphics in educational content can significantly enhance audience understanding of sexual violence against children and its prevention. Functional testing confirmed the alignment between initial sketches and the final designs implemented using CorelDraw and Adobe AfterEffects. The resulting public service video effectively conveys educational messages and raises awareness about the importance of preventing sexual violence against children. The conclusion of this research is that motion graphics prove to be an effective tool in the education and prevention of sexual violence against children in Indonesia. These results are expected to serve as a foundation for developing educational programs by non-governmental organizations, schools, and communities, as well as increasing public awareness about the critical importance of preventing sexual violence against children.

Keywords: motion graphic, education, prevention, sexual violence, children