

## INTISARI

Hipertensi adalah peningkatan tekanan darah sistolik sedikitnya 140 mmHg atau tekanan diastolik sedikitnya 90 mmHg. upaya pencegahan penyakit hipertensi di puskesmas baturaden 1 masih menghadapi kendala, seperti kurangnya pemahaman masyarakat akan risiko penyakit ini dan pentingnya kunjungan ke puskesmas untuk pemeriksaan. Penelitian bertujuan untuk membuat iklan layanan masyarakat animasi 2d pencegahan dini penyakit hipertensi menggunakan motion graphic pada Puskesmas Baturaden 1. Metodologi yang dipakai peneliti saat ini adalah metode MDCL (Multimedia Development Life Cycle). Penelitian ini menghasilkan iklan layanan masyarakat pencegahan dini penyakit hipertensi berupa video animasi 2 dimensi dengan menggunakan motion graphic. Berdasarkan hasil pengujian melalui pernyataan yang diberikan kepada 40 responden dan 2 ahli materi, diperoleh skor rata-rata sekitar 84% dan 80%.

Kata kunci: Hipertensi, Animasi, MDLC.



## **ABSTRACT**

*Hypertension is an increase in systolic blood pressure of at least 140 mmHg or diastolic pressure of at least 90 mmHg. Efforts to prevent hypertension at the Baturaden 1 Community Health Center still face obstacles, such as a lack of public understanding of the risks of this disease and the importance of visiting the Community Health Center for examination. The research aims to create 2D animated public service advertisements for early prevention of hypertension using motion graphics at the Baturaden 1 Community Health Center. The methodology currently used by researchers is the MDCL (Multimedia Development Life Cycle) method. This research produces public service advertisements for early prevention of hypertension in the form of 2-dimensional animated videos using motion graphics. Based on the test results through statements given to 40 respondents and 2 material experts, an average score of around 84% and 80% was obtained.*

*Keywords: Hypertension, Animation, MDLC.*

