

## INTISARI

Permasalahan ini dasari ketidakpeduliaan siswa siswi akan kebersihan sekolah khususnya di SD Negeri 1 Pengadegan Wangon. Keadaan di sekolah perlu mendapat perhatian lebih terutama terdapat banyak sampah diruangan kelas, serta fasilitas lainnya seperti kamar mandi dan halaman sekolah terlihat kotor. Usaha yang dilakukan pihak sekolah adalah edukasi ataupun himbauan biasa belum memberikan dampak signifikan sehingga kurang efektif untuk menimbulkan rasa kesadaran pada siswa siswi di sekolah. Terdapat berbagai macam media alternatif yang dapat dijadikan sosialisasi untuk menjaga kebersihan sekolah salah satunya video sosialisasi motion graphic. Tujuan dari penelitian ini adalah merancang video sosialisasi pentingnya menjaga kebersihan sekolah menggunakan motion graphic, sehingga nantinya siswa siswa di sekolah menjadi lebih efektif dalam menerima sosialisasi. Metode yang digunakan adalah Metode Design Thinking yang terdiri dari 5 tahap. Yaitu empathize, devine, ideate, prototype, testing. Berdasarkan hasil pengujian peneliti menyimpulkan bahwa video sosialisasi pentingnya menjaga kebersihan sekolah menggunakan motion graphic sudah sangat baik dan layak digunakan dengan perhitungan nilai rata-rata akhir sebesar 84,8%.

Kata Kunci: Kebersihan, Sekolah, Video Sosialisasi, Motion Graphic, Design Thinking.

## **ABSTRACT**

*This problem is based on the students' ignorance of school cleanliness, especially at SD Negeri 1 Pengadegan Wangon. The situation at school needs to receive more attention, especially as there is a lot of rubbish in the classrooms, and other facilities such as bathrooms and the school yard look dirty. The efforts made by the school, namely education or regular appeals, have not had a significant impact, so they are less effective in creating a sense of awareness among students at school. There are various alternative media that can be used for outreach to maintain school cleanliness, one of which is a motion graphic outreach video. The aim of this research is to design a socialization video on the importance of maintaining school cleanliness using motion graphics, so that later students at school will be more effective in receiving socialization. The method used is the Design Thinking Method which consists of 5 stages. Namely empathize, devise, ideate, prototype, testing. Based on the test results, the researcher concluded that the socialization video on the importance of maintaining school cleanliness using motion graphics was very good and feasible with a final average score of 84.8%.*

*Keywords: Cleanliness, school, Socialization Video, Motion Graphic, Design Thinking.*