

INTISARI

Penelitian ini bertujuan untuk mengembangkan media pembelajaran berbasis video animasi 2 dimensi untuk materi penataan ruang kantor pada siswa SMK Muhammadiyah 1 Purwokerto. Latar belakang penelitian ini didasarkan pada permasalahan kurangnya media visual yang mendukung pemahaman siswa terhadap materi tersebut, di mana proses pembelajaran masih dominan menggunakan metode konvensional berbasis teks. Model pengembangan ADDIE digunakan dalam penelitian ini, yang terdiri dari lima tahapan sistematis: Analysis, Design, Development, Implementation, dan Evaluation. Pada tahap analisis, dilakukan observasi, wawancara, dan studi pustaka untuk mengidentifikasi kebutuhan dan permasalahan pembelajaran. Tahap desain menghasilkan storyboard dan naskah narasi, sementara tahap pengembangan mencakup pembuatan aset visual menggunakan Adobe Illustrator dan proses animasi dengan Adobe After Effects. Implementasi dilakukan di kelas Manajemen Perkantoran dengan menayangkan video kepada siswa. Evaluasi dilakukan melalui observasi terhadap respon siswa dan guru selama pembelajaran berlangsung. Hasil penelitian menunjukkan bahwa media animasi 2D yang dikembangkan efektif meningkatkan pemahaman siswa terhadap materi penataan ruang kantor. Siswa menjadi lebih aktif, tertarik, dan mudah memahami konsep melalui visualisasi yang disajikan. Media ini dinilai layak digunakan sebagai alternatif penyampaian materi oleh guru dan memiliki potensi untuk dikembangkan lebih lanjut dalam topik-topik pembelajaran lainnya.

Kata kunci: ADDIE, animasi 2D, media pembelajaran, penataan ruang kantor, SMK.

ABSTRACT

This study aims to develop a 2D animated video-based learning media for the subject of office layout planning for students at SMK Muhammadiyah 1 Purwokerto. The research was motivated by the lack of visual learning tools, which hinders students' understanding of the material, as the learning process still heavily relies on conventional text-based methods. The ADDIE Development model, which consists of five systematic phases—Analysis, Design, Development, Implementation, and Evaluation—was applied in this study. In the Analysis phase, observations, interviews, and literature studies were conducted to identify learning needs and problems. The Design phase resulted in a storyboard and narration script, while the Development phase involved creating visual assets using Adobe Illustrator and animating them with Adobe After Effects. The Implementation was carried out in a classroom setting by presenting the animation to Grade students in the Office Management program. Evaluation was conducted through observation of student and teacher responses during the learning process. The results showed that the developed 2D animation effectively improved students' understanding of office layout planning materials. Students became more active, engaged, and better able to comprehend the concepts through the provided visualizations. The media was deemed suitable for use by teachers as an alternative learning tool and has potential for further Development in other learning topics.

Keywords: ADDIE, 2D animation, learning media, office layout, vocational school.