

INTISARI

Penelitian ini bertujuan merancang desain karakter dan background dalam bentuk cerita bergambar sebagai media pendidikan moral dan agama bagi anak usia dini. Metode yang digunakan adalah Design Thinking yang terdiri atas lima tahapan yaitu empathize, define, ideate, prototyping dan testing. Pengumpulan data dilakukan melalui wawancara, dokumentasi dan studi pustaka. Pada tahap define, dirumuskan kebutuhan pengguna (user need insight) berdasarkan kasus nyata. Ide dikembangkan menggunakan metode How Might We, yang mengarahkan pembentukan elemen cerita seperti latar, tokoh, alur, konflik, pesan moral dan storyboard. Evaluasi dilakukan melalui alpha test dengan membandingkan storyboard awal dan hasil akhir karya. Hasil pengujian memberikan gambaran bahwa pendekatan Design Thinking memiliki potensi yang efektif dalam mendukung proses perancangan media visual pendidikan yang komunikatif dan bermakna.

Kata kunci: Design Thinking, Desain Karakter, Media Pendidikan, Cerita Bergambar.

ABSTRACT

This study aims to design characters and background visuals for a picture story as a moral and religious educational medium for early childhood. The approach used is Design Thinking, which consists of five stages, empathize, define, ideate, prototyping, and testing. Data were collected through interviews, documentation and literature studies. In the define stage, user needs were formulated based on real-life cases in early childhood education. The How Might We method was used to guide the idea development process, leading to the creation of story elements such as setting, characters, plot, conflict, moral message and storyboard. Evaluation was conducted through an alpha test by comparing the initial storyboard with the final illustrated result. The test results indicate that the Design Thinking approach has the potential to effectively support the creative development of educational visual media that is both communicative and meaningful.

Keywords: *Design Thinking, Character Design, Picture Story, Educational Media, Moral Values.*