INTISARI

Penelitian ini membahas penerapan teknik motion graphics pada animasi 2D sebagai media edukasi untuk meningkatkan kemampuan membaca siswa kelas I MI Ma'arif NU 2 Sanggreman. Latar belakang penelitian berawal dari temuan bahwa sebagian siswa masih mengalami kesulitan membaca lancar dan memahami teks. Animasi 2D dipilih karena kemampuannya menyajikan materi secara visual, interaktif, dan menarik, sehingga dapat memotivasi siswa serta mempermudah pemahaman. Metode penelitian menggunakan model Multimedia Development Life Cycle (MDLC) dengan tahapan pra-produksi, produksi, dan pasca-produksi. Data diperoleh melalui observasi, wawancara, studi pustaka, dan dokumentasi. Produk yang dihasilkan berupa video animasi 2D berisi materi membaca nama buah, hewan, dan benda sekitar, disajikan dengan narasi, teks animasi, efek gerak, dan latar musik yang sesuai. Uji coba dilakukan melalui pengujian alpha kepada guru dan pengujian beta kepada siswa serta guru menggunakan skala Likert. Hasil pengujian menunjukkan respon positif dengan mayoritas responden menyatakan animasi mudah dipahami, menarik, serta memotivasi belajar membaca. Hasil penelitian ini berupa video animasi 2d menggunakan teknik motion graphic untuk meningkatkan kemampuan membaca siap digunakan dan berdasarkan pengujian beta video tersebut memperoleh presentase 93,6% sehingga berkategori sangat baik.

Kata kunci: motion graphics, animasi 2D, media edukasi, membaca, sekolah dasar.

ABSTRACT

This study discusses the application of motion graphics techniques in 2D animation as an educational medium to improve the reading skills of first-grade students at MI Ma'arif NU 2 Sanggreman. The background of this study is based on findings that some students still have difficulty reading fluently and understanding texts. 2D animation was chosen for its ability to present material visually, interactively, and engagingly, thereby motivating students and facilitating understanding. The research method employed the Multimedia Development Life Cycle (MDLC) model, comprising pre-production, production, and post-production stages. Data was collected through observation, interviews, literature review, and documentation. The resulting product is a 2D animated video containing reading material about the names of fruits, animals, and objects around us, presented with narration, animated text, motion effects, and appropriate background music. Testing was conducted through alpha testing with teachers and beta testing with students and teachers using a Likert scale. The testing results showed positive responses, with most respondents stating that the animation was easy to understand, engaging, and motivating for learning to read. The results of this study are in the form of 2D animated videos using motion graphic techniques to improve reading skills. Based on beta testing, the videos obtained a score of 93.6%, which is categorized as very good.

Keywords: motion graphics, 2D animation, educational media, reading, elementary school.