

INTISARI

Maraknya fenomena judi online di Indonesia menimbulkan kekhawatiran serius, terutama karena dampaknya terhadap generasi muda. Perkembangan teknologi digital mendorong masyarakat semakin mudah mengakses praktik perjudian tersembunyi melalui perangkat pribadi. Untuk mengatasi permasalahan ini, diperlukan media edukasi yang efektif dan menarik. Penelitian ini mengembangkan video animasi edukatif menggunakan teknik low poly animation, yaitu gaya visual 3D yang sederhana namun komunikatif. Teknik ini diterapkan dalam seluruh tahap produksi dari modeling karakter hingga rendering menggunakan engine Eevee di Blender 3D. Efektivitas video diuji melalui penyebaran kuisioner kepada 30 responden berusia 18–25 tahun di Kabupaten Banyumas, kelompok usia yang rentan terhadap perjudian online. Hasil pengujian menunjukkan bahwa pendekatan visual low poly dapat diterima dengan baik dan mampu menyampaikan pesan sosial secara ringan namun kuat. Penelitian ini diharapkan dapat memberikan kontribusi dalam pengembangan media pembelajaran kreatif di bidang edukasi digital.

Kata Kunci: judi online, animasi edukasi, low poly, Blender, video 3D

ABSTRACT

The increasing prevalence of online gambling in Indonesia has become a serious concern, particularly due to its impact on young adults. The ease of digital access allows gambling practices to be hidden behind personal devices, making prevention and education challenging. This study develops an educational animation video using low poly animation, a 3D visual style that emphasizes simplicity while maintaining effective communication. The technique was applied throughout the production stages, from character modeling to rendering using the Eevee engine in Blender 3D. The effectiveness of the video was tested through a questionnaire distributed to 30 respondents aged 18–25 in Banyumas Regency, a demographic identified as highly vulnerable to online gambling. Results showed that the low poly visual approach was well-received and effective in delivering social messages in a light but impactful manner. This research is expected to contribute to the development of creative learning media in the field of digital education.

Keywords: online gambling, educational animation, low poly, Blender, 3D video