

INTISARI

Wabah COVID-19 adalah penyakit menular yang disebabkan oleh jenis corona virus yang mengahantui seluruh dunia sehingga dikategorikan pandemi. Pandemi ini mengakibatkan beberapa kegiatan secara langsung tertunda salah satunya kegiatan rutin yang dilakukan Palang Merah Indonesia yaitu donor darah. Donor darah adalah proses pemberian darah secara sukarela untuk maksud dan tujuan transfusi darah bagi orang lain yang membutuhkan. Belum tersebarnya pelaksanaan donor darah di gedung UDD PMI saat pandemi COVID-19 mengakibatkan jumlah pendonor berkurang sehingga stok darah menurun. Sehingga membuat penulis melakukan penelitian dengan pembuatan animasi iklan layanan masyarakat dengan tujuan dapat memberikan motivasi agar tidak takut melakukan donor darah saat pandemi COVID-19 sehingga diharapkan dapat menarik para pendonor untuk kembali donor, serta menarik para calon pendonor baru. Multimedia dan khususnya animasi sangat berperan penting dalam terciptanya hal tersebut, perancangan animasi dalam penelitian ini menggunakan aplikasi Blender 2.81. Animasi model low poly animation digunakan karena karakter akan terlihat real time pada saat animasi dijalankan. Peneliti ini berhasil mengimplementasikan gerakan dalam bentuk animasi 3D menggunakan teknik low poly animation dalam bentuk video iklan layanan masyarakat dengan format yang digunakan adalah .mp4*.

Kata kunci: Iklan layanan masyarakat, Low poly animation, Pandemi COVID-19

ABSTRACT

*The COVID-19 outbreak is an infectious disease caused by a type of corona virus that affects the entire world so it is categorized as a pandemic. This pandemic resulted in several activities which were immediately delayed, one of which was a routine activity carried out by the Indonesian Red Cross, namely blood donation. Blood donation is the process of voluntary blood giving for the purpose and purpose of blood transfusion for others in need. The not yet widespread implementation of blood donations in the UDD PMD building during the COVID-19 pandemic resulted in the number of donors being reduced so that blood stock decreased. So that makes the author conduct research by making animated public service announcements with the aim to provide motivation so as not to be afraid to do blood donations during the COVID-19 pandemic so that it is expected to attract donors to return donors, as well as attract new prospective donors. Multimedia and especially animation play an important role in creating this, the design of animation in this study uses Blender 2.81 application. Low poly animation model animation is used because the characters will be seen in real time when the animation is run. This research successfully implemented the movement in the form of 3D animation using low poly animation techniques in the form of public service video advertisements with the format used is .mp4 *.*

Keywords: Public service announcements, Low poly animation, Pandemic COVID-19

