

ABSTRAK

PENGEMBANGAN FILM ANIMASI 3 DIMENSI PENGENALAN TRADISI MENGARAK SOKOK DI DESA PEGAYAMAN

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ABSTRAK

Film Animasi 3 Dimensi Pengenalan Tradisi Mengarak Sokok di Desa Pegayaman merupakan tradisi turun menurun yang dilakukan pada salah satu hari suci tepatnya pada bulan Rabiul Awal yaitu bulan lahirnya Nabi Muhammad SAW yang dikenal dengan nama Maulid/Maulud yang jatuh pada tanggal 12 Rabiul Awal. Penelitian ini bertujuan (1) Untuk mengembangkan film animasi 3 dimensi Pengenalan Tradisi Mengarak Sokok di Desa Pegayaman, (2) Untuk mengetahui respon penonton terhadap film animasi 3 dimensi Pengenalan Tradisi Mengarak Sokok di Desa Pegayaman.

Film Animasi 3 Dimensi Pengenalan Tradisi Mengarak Sokok di Desa Pegayaman dikembangkan menggunakan Metode *Multimedia Development Life Cycle (MDLC)*. Tahapan terdiri dari *Multimedia Development Life Cycle (MDLC)* yaitu *concept* (pengonsepan), *design* (perancangan), *material collecting* (pengumpulan bahan), *assembly* (pembuatan), *testing* (pengujian), dan *distribution* (pendistribusian). Dengan dibuatnya Film Animasi 3 Dimensi Pengenalan Tradisi Mengarak Sokok di Desa Pegayaman masyarakat diharapkan dapat mengetahui makna dalam Tradisi Mengarak Sokok. Pengujian telah dilakukan oleh pengujian uji ahli isi yang mendapat hasil persentase 100%, pengujian uji ahli media mendapatkan hasil persentase 100%, dan pengujian respon pengguna yang dilakukan kepada 100 responden masyarakat Desa Pegayaman persentase sebesar 80% dengan kualifikasi sangat positif yang dikategorikan sangat baik. Berdasarkan hal tersebut pengembangan film animasi ini diterima sangat baik oleh responden.

Kata Kunci: Film, Animasi 3 Dimensi, Tradisi Mengarak Sokok

ABSTRACT

DEVELOPMENT OF A 3D ANIMATION INTRODUCTION TO THE TRADITION OF PARAGING SOKOK IN PEAYAMAN VILLAGE

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ABSTRACT

3D Animated Film Introduction to the Tradition of Parading Sokok in Pegayaman Village is a tradition that is carried out on one of the holy days precisely in the month of Rabiul Awal which is the birth month of the Prophet Muhammad SAW known as Mawlid / Maulud which falls on the 12th of Rabiul Awal. This study aims (1) To develop a 3-dimensional animated film Introduction to the Sokok Parading Tradition in Pegayaman Village, (2) To determine the audience's response to the 3-dimensional animated film Introduction to the Sokok Parading Tradition in Pegayaman Village.

3D Animation Film Introduction to the Tradition of Parading Sokok in Pegayaman Village was developed using the *Multimedia Development Life Cycle (MDLC) Method*. The stages consist of *the Multimedia Development Life Cycle (MDLC)*, namely *concept*, *design*, *material collecting*, *assembly*, *testing*, and *distribution* (distribution). With the making of a 3D Animated Film Introduction to the Sokok Parading Tradition in Pegayaman Village, people are expected to know the meaning in the Sokok Parading Tradition. Tests have been carried out by content expert test testing which got 100% percentage results, media expert test testing got 100% percentage results, and user response testing conducted on 100 respondents of the Pegayaman Village community percentage of 80% with very positive qualifications which are categorized as very good. Based on this, the development of this animated film was very well received by respondents.

Keywords: Film, 3D Animation, Sokok Parading Tradition