

**PENGEMBANGAN FILM ANIMASI 3 DIMENSI TENTANG
KESETARAAN GENDER SEBAGAI MEDIA KONSELING UNTUK
SISWA DI SEKOLAH MENENGAH PERTAMA**

Oleh

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ABSTRAK

Film Animasi 3 Dimensi Kesetaraan Gender Sebagai Media Konseling Siswa di Sekolah Menengah Pertama merupakan film yang memuat tentang informasi dan pentingnya memahami tentang Kesetaraan Gender sejak dini. Penelitian ini bertujuan 1) Untuk mengembangkan Film Animasi 3D Kesetaraan Gender Untuk Media Konseling Siswa di Sekolah Menengah Pertama, 2) Untuk mendeskripsikan bagaimana respon pengguna terhadap Film Animasi 3D Kesetaraan Gender Untuk Media Konseling Siswa di Sekolah Menengah Pertama.

Film Animasi 3D Kesetaraan Gender Untuk Media Konseling Siswa di Sekolah Menengah Pertama 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 3D Kesetaraan Gender Untuk Media Konseling Siswa di Sekolah Menengah Pertama diharapkan dapat memberikan informasi tentang Kesetaraan Gender. 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 40 sampel responden siswa di SMP Negeri 6 Singaraja dengan persentase sebesar 60% siswa merespon dengan Baik yang dikualifikasikan dengan Positif dan sebesar 40% lainnya merespon dengan Sangat Baik yang dikualifikasikan dengan Sangat Positif. Berdasarkan hal tersebut pengembangan film animasi ini diterima sangat baik oleh responden.

Kata Kunci: Film, Animasi 3 Dimensi, Kesetaraan Gender

***DEVELOPMENT OF 3-DIMENSIONAL ANIMATED FILM ON GENDER
EQUALITY AS COUNSELING MEDIA FOR STUDENTS IN JUNIOR HIGH
SCHOOL***

BY

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ABSTRACT

The 3 Dimensional Animation Film for Gender Equality as a Media for Counseling Students in Junior High Schools is a film that contains information and the importance of understanding Gender Equality from an early age. This research aims 1) To develop a Gender Equality 3D Animation Film for Student Counseling Media in Junior High Schools, 2) To describe how users respond to a Gender Equality 3D Animation Film for Student Counseling Media in Junior High Schools.

Gender Equality 3D Animation Films for Student Counseling Media in Junior High Schools were 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. By creating a Gender Equality 3D Animation Film for Student Counseling Media in Junior High Schools, it is hoped that it can provide information about Gender Equality. Testing was carried out by content expert testing which got a percentage result of 100%, media expert testing got a percentage result of 100%, and user response testing was carried out on 40 samples of student respondents at SMP Negeri 6 Singaraja with a percentage of 60% of students responding well. Which was qualified as Positive and the other 40% responded with Very Good which was qualified as Very Positive. Based on this, the development of this animated film was very well received by respondents.

Keywords: Film, 3-Dimensional Animation, Gender Equality