

**PENGEMBANGAN VIDEO ANIMASI 2 DIMENSI PENANGGULANGAN  
PERILAKU *BULLYING* PADA SISWA “*REJECT TO BULLYING AWAKEN  
THE MONSTER IN YOU*”**

Oleh

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**ABSTRAK**

Kasus *Bullying* di Indonesia marak terjadi terutama pada sektor Pendidikan. Layanan informasi yang kurang memadai dapat menghambat kesadaran seseorang dalam menanggapi masalah perilaku *bullying*. Berdasarkan hasil wawancara dari sekolah SMK N 3 Singaraja, terdapat *bullying* verbal yang terjadi pada siswa. Oleh karena itu dirancang media animasi untuk membantu memberikan edukasi terhadap siswa. Perancangan video animasi dibuat menggunakan *Adobe Coreldraw*, *Adobe Animator*, *Adobe Premier Pro* dan *Adobe Audition* dengan pengemasan video yang sederhana diharapkan dapat membantu mengatasi *bullying* yang terjadi disekolah. Pengembangan video animasi 2 dimensi memakai permodelan MDLC yang tersusun atas 6 tahap yakni *Concept*, *Design*, *Material Collecting*, *Assembly*, *Testing* dan *Distribution*. Objek riset berikut yaitu dua pakar isi, dua pakar media, serta 10 siswa sebagai uji responden pengguna. Bersumber pada hasil Analisa validasi produk yang dilaksanakan oleh: (a) uji pakar isi melalui kriteria validitas pada rentang nilai 0,66 berada pada taraf validitas tinggi dan layak guna dilanjutkan, (b) uji ahli media dengan kriteria validitas pada rentang nilai 0,64 berada pada tingkat validitas tinggi, (c) uji responden pengguna mencapai kriteria sangat positif dan sangat baik. Bersumber hasil riset pada umumnya memperlihatkan bahwasanya pengembangan video animasi 2 dimensi berkriteria sangat baik. Harapannya video animasi bisa membantu guru dan mempermudah siswa untuk mengatasi Tindakan *bullying*.

**Kata kunci:** Video animasi 2 dimensi, *bullying*, MDLC.

**DEVELOPMENT OF A 2-DIMENSIONAL ANIMATED VIDEO TO  
OVERCOME BULLYING BEHAVIOUR IN STUDENTS 'REJECT TO  
BULLYING AWAKEN THE MONSTER IN YOU'**

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**ABSTRACT**

*Bullying cases in Indonesia are rife, especially in the education sector. Inadequate information services can hinder a person's awareness in responding to bullying behavior problems. Based on the results of interviews with the SMK N 3 Singaraja school, there was verbal bullying that occurred among students. Therefore animation media is designed to help provide education to students. The animated video design was created using Adobe Coreldraw, Adobe Animator, Adobe Premier Pro and Adobe Audition with simple video packaging. It is hoped that it can help overcome bullying that occurs in schools. Development of 2-dimensional animated videos using the MDLC model which consists of 6 stages, namely Concept, Design, Material Collection, Assembly, Testing and Distribution. The objects of this research were two content experts, two media experts, and 10 students as test user respondents. Based on the results of the product validation analysis carried out by: (a) the content expert test with validity criteria in the value range of 0.66 is at a high level of validity and is suitable to be continued, (b) the media expert test with validity criteria in the value range of 0.64 is at a high level of validity, (c) the user respondent test achieves very positive qualifications and very good criteria. Based on research results, it generally shows that the development of 2-dimensional animated videos has very good qualifications. It is hoped that this animated video can make it easier for teachers and help students overcome bullying.*

**Keywords:** 2-dimensional animated video, bullying, MDLC.