

# PENGEMBANGAN FILM ANIMASI 3 DIMENSI PENGENALAN TRADISI NGEREBEG DI DESA KUBUTAMBAHAN

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## ABSTRAK

Tradisi *Ngerebeg* ini merupakan rangkaian dari upacara *Mabulu Geles*, *Bhakti Ngelebarang* dan diakhiri dengan *Ngerebeg* yang dilaksanakan dalam lima tahun sekali, dengan menusuk anak sapi secara bersama sama di pinggir pantai dan menghanyutkan ke laut sebagai akhir upacara. Penelitian ini memiliki tujuan yaitu (1) Untuk mengembangkan Film Animasi 3 Dimensi Pengenalan Tradisi Ngerebeg di Desa Kubutambahan. (2) Untuk mengetahui respon penonton terhadap Film Animasi 3 Dimensi Pengenalan Tradisi Ngerebeg di Desa Kubutambahan

Film Animasi 3 Dimensi Pengenalan Tradisi Ngerebeg di Desa Kubutambahan dikembangkan menggunakan metode *Multimedia Development Life Cycle* (MDLC). Tahapan terdiri dari *concept* (konsep), *design* (perancangan), *material collecting* (pengumpulan materi), *assembly* (pembuatan), *testing* (pengujian) dan *distribution* (distribusi). Hasil Film Animasi 3 Dimensi Pengenalan Tradisi Ngerebeg di Desa Kubutambahan, telah melakukan pengujian yaitu uji ahli isi yang mendapatkan persentase 100%, pengujian ahli media mendapatkan hasil persentasi 100% dan pengujian respon pengguna yang melibatkan 65 responden masyarakat umum dengan persentase 89% berkategori sangat baik dan 11% berkategori baik sehigga dapat dikategorikan baik dimasyarakat.

**Kata Kunci:** Film, Animasi 3 Dimensi, Tradisi Ngerebeg

**DEVELOPMENT OF A 3-DIMENSIONAL ANIMATION FILM  
INTRODUCTION TO THE NGEREBEG TRADITION IN  
KUBUTAMBAHAN VILLAGE**

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**ABSTRACT**

The Ngerebeg tradition is a series of Mabulu Geles ceremonies, Bhakti Ngelebarang and ends with Ngerebeg which is carried out every five years, by stabbing calves together on the beach and drifting into the sea as the end of the ceremony. This research has the objectives of (1) To develop a 3-Dimensional Animation Film Introduction to the Ngerebeg Tradition in Kubutambahan Village. (2) To find out the audience's response to the 3-Dimensional Animation Film Introduction to the Ngerebeg Tradition in Kubutambahan Village

The 3-Dimensional Animation Film Introduction to the Ngerebeg Tradition in Kubutambahan Village was developed using the Multimedia Development Life Cycle (MDLC) method. The stages consist of concept, design, material collecting, assembly, testing and distribution. The results of the 3-Dimensional Animation Film Introduction to the Ngerebeg Tradition in Kubutambahan Village, have been tested, namely a content expert test that gets a percentage of 100%, a media expert test that gets a percentage of 100% and a user response test involving 65 general public respondents with a percentage of 89% in the very good category and 11% in the good category so that it can be categorized as good in the community.

**Keywords: Film, 3D Animation, Ngerebeg Tradition**