

PENGEMBANGAN FILM ANIMASI 2D: “DONGENG ASAL USUL DUSUN BATU MEGAANG”

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ABSTRAK

Penelitian ini bertujuan untuk mengembangkan film animasi 2D berjudul “*Dongeng Asal Usul Dusun Batu Megaang*” sebagai media informasi dan edukasi bagi masyarakat. Penelitian ini didasari oleh minimnya pengetahuan masyarakat mengenai legenda lokal serta kurangnya media yang menarik untuk menyampaikan kisah tersebut. Metode yang digunakan adalah Research and Development (R&D) dengan model Multimedia Development Life Cycle (MDLC) yang meliputi enam tahapan: konsep, desain, pengumpulan bahan, pembuatan, pengujian, dan distribusi. Hasil penelitian menunjukkan bahwa film animasi yang dikembangkan mendapatkan respon yang sangat positif dari masyarakat, dengan 76% responden menyatakan sangat puas, dan 24% menyatakan puas. Film ini mampu mentransformasikan informasi yang bersifat abstrak menjadi lebih sederhana dan mudah dipahami, serta diharapkan mampu menumbuhkan rasa cinta budaya lokal di kalangan penonton. Dengan demikian, pengembangan film animasi ini diharapkan dapat menjadi sarana pelestarian budaya sekaligus media pembelajaran yang efektif mengenai sejarah Dusun Batu Megaang.

Kata Kunci: Dongeng, Film Animasi, MDLC

DEVELOPMENT OF 2D ANIMATED FILM: "DONGENG ASAL USUL DUSUN BATU MEGAANG"

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ABSTRACT

This study aims to develop a 2D animated film titled "The Legend of Batu Megaang Hamlet" as an informative and educational medium for the community. The research was motivated by the lack of public knowledge about local legends and the absence of engaging media to convey these stories. The method used is Research and Development (R&D) with the Multimedia Development Life Cycle (MDLC) model, which consists of six stages: concept, design, material collection, production, testing, and distribution. The results show that the developed animated film received very positive responses from the community, with 76% of respondents stating they were very satisfied and 24% stating they were satisfied. The film successfully transformed abstract information into a simpler and more comprehensible format, and it is expected to foster a love for local culture among viewers. Therefore, the development of this animated film is expected to serve as both a means of cultural preservation and an effective learning medium about the history of Dusun Batu Megaang.

Keywords: *folklore, animated film, MDLC.*

