

PENGEMBANGAN FILM ANIMASI 3 DIMENSI TRADISI MEKARE-KARE DESA TENGANAN

Oleh

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ABSTRAK

Mekare-kare merupakan tradisi yang dilakukan untuk menghormati para leluhur dan juga Dewa Indra (dewa perang) yang bertempur melawan Maya Denawa seorang raja keturunan raksasa yang sakti dan sesewenang-wenang, yang melarang rakyatnya menyembah Tuhan dan serta menjadi simbol maskulinitas pemuda Desa Tenganan. Penelitian ini bertujuan (1) Untuk Menghasilkan Film Animasi 3 Dimensi Tradisi Mekare-kare Desa Tenganan, (2) Untuk Mendeskripsikan Respon Masyarakat Manggis Terhadap Film Animasi 3 Dimensi Tradisi Mekare-kare Desa Tenganan.

Film Animasi 3 Dimensi Tradisi Mekare-kare di Desa Tenganan 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 (penguji), dan distribution (pendistribusian). Dengan dibuatnya Film Animasi 3 Dimensi Tradisi Mekare-kare di Desa Tenganan. Penguji telah dilakukan oleh penguji uji ahli isi yang mendapatkan persentase 100%, pengujian ahli media mendapatkan hasil persentasi 100% dan penguji respon pengguna yang dilakukan oleh 104 responden Masyarakat Kecamatan Manggis presentase sebesar 94,23% dengan kualifikasi “sangat positif” yang dikategorikan “sangat baik”. Berdasarkan hal tersebut pengembangan film animasi ini diterima sangat baik oleh responden.

Kata Kunci: Animasi 3 Dimensi, Tradisi Mekare-kare, MDLC

**DEVELOPMENT OF A 3 DIMENSIONS ANIMATION FILM OF THE
MEKARE-KARE TRADITION TENGANAN VILLAGE**

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ABSTRACT

Mekare-kare is a tradition performed to honor the ancestors and also Dewa Indra (the god of war), who fought against Maya Denawa, a powerful and tyrannical giant-descended king who forbade his people from worshipping God. This tradition also symbolizes the masculinity of the young men of Tenganan Village. This research aims to (1) Produce a 3D animated film of the Mekare-kare tradition of Tenganan Village, (2) Describe the response of the Manggis community to the 3D animated film of the Mekare-kare tradition of Tenganan Village.

The 3D animated film of the Mekare-kare tradition in Tenganan Village was developed using the Multimedia Development Life Cycle (MDLC) method. The stages of the Multimedia Development Life Cycle (MDLC) include concept, design, material collecting, assembly, testing, and distribution. With the creation of the 3D animated film of the Mekare-kare tradition in Tenganan Village, testing was conducted by a content expert, who gave a 100% approval rating, a media expert who also gave a 100% approval rating, and user response testing, which involved 104 respondents from the Manggis District community resulting in an 94,23% approval rating with a “very positive” qualification categorized as “excellent”. Based on these result, the development of this animated film was very well received by the respondents.

Keywords: 3 Dimension Animation, Mekare-kare Tradition, MDLC