

PENGEMBANGAN VIDEO ANIMASI 3 DIMENSI SEBAGAI MEDIA EDUKASI *CYBERBULLYING* DI KALANGAN SISWA SEKOLAH DASAR

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ABSTRAK

Tindakan *cyberbullying* telah banyak ditemukan di kalangan siswa sekolah dasar (SD) usia 10 hingga 12 tahun. Hal ini disebabkan oleh tingginya penggunaan media sosial seperti Facebook, WhatsApp, Instagram, dan TikTok oleh anak-anak, meskipun secara usia belum diperbolehkan. Data dari SDN 6 Melaya juga menunjukkan bahwa 63,6% siswa pernah merasa tidak nyaman atau sedih akibat pesan yang diterima di media sosial. Fakta ini menegaskan pentingnya edukasi dini mengenai bahaya *cyberbullying*. Penelitian ini bertujuan untuk mengembangkan video animasi 3D sebagai media edukasi *cyberbullying* di kalangan siswa sekolah dasar, dengan memberikan edukasi kepada siswa, guru, dan orang tua mengenai dampak buruk penggunaan media sosial sejak dini yang memicu perilaku *cyberbullying*. Metode yang digunakan dalam penelitian ini adalah metode *Multimedia Development Life Cycle* (MDLC) dengan enam tahapan yaitu pengonsepan, perancangan, pengumpulan materi, pembuatan, pengujian dan pendistribusian. Subjek dalam penelitian ini adalah siswa usia 10 hingga 12 tahun, guru, dan orang tua siswa di SDN 6 Melaya. Hasil uji ahli isi dan media menunjukkan bahwa video animasi ini memiliki tingkat validitas sangat tinggi dengan koefisien 1,00. Uji respon pengguna menunjukkan sebanyak 24,6% responden menjawab setuju dan 75,4% responden menjawab sangat setuju sehingga dikategorikan 'paham' terhadap edukasi dalam video. Dengan demikian, video animasi 3 dimensi ini dinilai layak dan diterima dengan sangat positif oleh siswa, guru, dan orang tua sebagai media untuk meningkatkan pemahaman terhadap bahaya penggunaan media sosial sejak dini yang memicu perilaku *cyberbullying*.

Kata Kunci: Video animasi 3D, *cyberbullying*, edukasi dini, MDLC

DEVELOPMENT OF A 3D ANIMATED VIDEO AS AN EDUCATIONAL MEDIUM ON CYBERBULLYING AMONG ELEMENTARY SCHOOL STUDENTS

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ABSTRACT

Cyberbullying has become increasingly prevalent among elementary school students aged 10 to 12. This issue is largely driven by the widespread use of social media platforms such as Facebook, WhatsApp, Instagram, and TikTok among children, despite age restrictions. Data from SDN 6 Melaya indicate that 63.6% of students have experienced discomfort or sadness due to messages received through social media. This highlights the urgent need for early education on the dangers of cyberbullying. This study aims to develop a 3D animated video as an educational medium on cyberbullying for elementary school students, while also providing education to teachers and parents about the harmful effects of early social media use that can lead to cyberbullying behaviors. The research employed the Multimedia Development Life Cycle (MDLC) method, which consists of six stages: concept, design, material collection, assembly, testing, and distribution. The subjects of this study were students aged 10 to 12, as well as teachers and parents at SDN 6 Melaya. Results from expert validation in both content and media indicated a very high level of validity, with a coefficient of 1.00. User response tests showed that 24.6% of respondents agreed and 75.4% strongly agreed, indicating a clear understanding of the educational content presented in the video. Therefore, this 3D animated video is considered feasible and well-received by students, teachers, and parents as an effective medium to enhance awareness of the dangers of early social media use that may lead to cyberbullying.

Keywords: 3D animated video, cyberbullying, early education, MDLC