

PENGEMBANGAN VIDEO ANIMASI 3 DIMENSI INFORMASI LAYANAN KONSELING DI UNIVERSITAS PENDIDIKAN GANESHA

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ABSTRAK

Penelitian ini bertujuan untuk mengembangkan media informasi berupa video animasi 3D tentang layanan konseling Universitas Pendidikan Ganesha (Undiksha), mengingat masih rendahnya tingkat pemahaman mahasiswa terhadap Unit Pelaksana Akademik Bimbingan dan Konseling (UPA BK). Berdasarkan hasil angket, 93% mahasiswa belum pernah mengakses layanan konseling tersebut. Untuk menjawab permasalahan tersebut digunakan metode *Research and Development (R&D)* dengan model *Multimedia Development Life Cycle (MDLC)* yang terdiri atas enam tahap, yaitu *concept, design, material collecting, assembly, testing, dan distribution*.

Tahap *concept* dilakukan melalui pengumpulan data dari UPA BK dan penyebaran kuesioner kepada mahasiswa. Hasil analisis menunjukkan masih minimnya pemanfaatan layanan serta adanya preferensi mahasiswa terhadap media animasi 3D. Pada tahap *design* disusun *storyboard*, karakter, serta latar sesuai konteks layanan konseling. Proses produksi menggunakan perangkat lunak *Blender* melalui tahapan *modelling, texturing, rigging, animating, lighting, dan rendering*, kemudian dilanjutkan dengan pengolahan audio dan *dubbing*.

Evaluasi dilakukan melalui uji ahli isi, uji ahli media, dan uji respon pengguna. Uji ahli isi memperoleh hasil kesesuaian 100% dengan kategori sangat layak, sedangkan uji ahli media juga menunjukkan hasil 100% meskipun disertai beberapa saran penyempurnaan. Selain itu, pada uji respon pengguna terhadap 50 mahasiswa, penilaian juga diperkuat dengan instrumen *Subjective Movie Evaluation Criteria (SMEC)* untuk mengukur kualitas persepsi subjektif terhadap animasi. Hasilnya menunjukkan tanggapan sangat positif, di mana mayoritas menyatakan animasi mudah dipahami, menarik, serta efektif sebagai media informasi.

Hasil penelitian menunjukkan bahwa video animasi 3D yang dikembangkan layak digunakan sebagai media sosialisasi dan edukasi, meskipun masih terdapat kendala teknis pada tahap *rigging* dan *dubbing*. Dengan demikian, media ini dapat menjadi alternatif efektif dalam memperkenalkan layanan konseling di lingkungan kampus.

Kata kunci: Video Animasi 3D, Layanan Konseling, UPA BK, MDLC, Media Informasi, R&D

DEVELOPMENT OF A 3D ANIMATED VIDEO FOR COUNSELING SERVICE INFORMATION AT UNIVERSITAS PENDIDIKAN GANESHA

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ABSTRACT

This study aims to develop an informational medium in the form of a 3D animated video about counseling services at Universitas Pendidikan Ganesha (Undiksha), considering the low level of students' understanding of the Academic Implementation Unit for Guidance and Counseling (UPA BK). Based on the survey results, 93% of students had never accessed the counseling services. To address this issue, the Research and Development (R&D) method was employed using the Multimedia Development Life Cycle (MDLC) model, which consists of six stages: concept, design, material collecting, assembly, testing, and distribution.

The concept stage was carried out through data collection from UPA BK and the distribution of questionnaires to students. The analysis results indicated the limited utilization of the services as well as students' preference for 3D animated media. In the design stage, storyboards, characters, and backgrounds were developed according to the context of counseling services. The production process employed Blender software through several phases, including modeling, texturing, rigging, animating, lighting, and rendering, followed by audio processing and dubbing.

The evaluation was conducted through content expert validation, media expert validation, and user response testing. The content expert validation obtained 100% conformity with the category of "highly feasible," while the media expert validation also showed a 100% result, although accompanied by several improvement suggestions. In addition, the user response test involving 50 students was further strengthened by employing the Subjective Movie Evaluation Criteria (SMEC) instrument to assess subjective perceptions of the animation. The results demonstrated highly positive responses, with the majority of students stating that the animation was easy to understand, engaging, and effective as an informational medium.

The findings indicate that the developed 3D animated video is feasible to be used as a medium for socialization and education, although there were still some technical challenges in the rigging and dubbing stages. Thus, this medium can serve as an effective alternative for introducing counseling services within the university environment

Keywords: 3D Animated Video, Counseling Services, UPA BK, MDLC, Information Media, R&D