

**PENGEMBANGAN FILM ANIMASI 3 DIMENSI PENGENALAN
KONSEP SUBAK DALAM FILOSOFI *TRI HITA KARANA*
“PALEMAHAN”**

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ABTSRAK

Penelitian ini bertujuan untuk mengembangkan film animasi 3 dimensi sebagai media edukasi pengenalan konsep Subak dalam filosofi *Tri Hita Karana* aspek *Palemahan* (hubungan manusia dengan lingkungan). Latar belakang penelitian ini berangkat dari menurunnya pemahaman generasi muda Bali terhadap konsep Subak serta rendahnya minat kunjungan ke Museum Subak. Metode penelitian yang digunakan adalah *Research and Development* (R&D) dengan model *Multimedia Development Life Cycle* (MDLC) yang meliputi enam tahap: *concept, design, material collecting, assembly, testing, dan distribution*. Produk yang dihasilkan berupa film animasi 3 dimensi yang memvisualisasikan kegiatan sehari-hari petani Bali dalam sistem irigasi tradisional Subak, dengan penekanan nilai-nilai harmoni manusia dan alam. Hasil uji ahli isi memperoleh tingkat validitas sebesar 1,00 dengan kategori “sangat tinggi”, uji ahli media memperoleh tingkat validitas 1,00 dengan kategori “sangat tinggi”, dan uji respon pengguna menunjukkan kategori “Baik” dengan persentase sebesar 72,31%. Temuan ini menunjukkan bahwa film animasi yang dikembangkan layak dan efektif digunakan sebagai media edukasi untuk memperkenalkan konsep Subak kepada masyarakat, khususnya generasi Z, sekaligus mendukung upaya pelestarian budaya lokal Bali.

Kata kunci: film animasi 3 dimensi, Subak, Tri Hita Karana, Palemahan, media edukasi.

DEVELOPMENT OF 3D ANIMATED FILM INTRODUCING THE SUBAK CONCEPT IN THE TRI HITA KARANA PHILOSOPHY “PALEMAHAN”

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ABSTRACT

This study aims to develop a 3D animated film as an educational medium for introducing the Subak concept within the Tri Hita Karana philosophy, focusing on the Palemahan aspect (the relationship between humans and the environment). The background of this research stems from the declining understanding of the Subak concept among Balinese youth and the low interest in visiting the Subak Museum. The research method employed is Research and Development (R&D) using the Multimedia Development Life Cycle (MDLC) model, which consists of six stages: concept, design, material collecting, assembly, testing, and distribution. The resulting product is a 3D animated film that visualizes the daily activities of Balinese farmers within the traditional Subak irrigation system, emphasizing the values of harmony between humans and nature. The results of the content expert validation achieved a validity score of 1.00, categorized as “very high,” the media expert validation also obtained a validity score of 1.00, categorized as “very high,” and the user response test showed a “Good” category with a percentage of 72.15%. These findings indicate that the developed animated film is feasible and effective as an educational medium to introduce the Subak concept to the community, especially the Z generation, while supporting efforts to preserve Bali’s local culture.

Keywords: 3D animated film, Subak, Tri Hita Karana, Palemahan, educational .