

**PENGEMBANGAN VIDEO ANIMASI 3 DIMENSI EDUKASI TENTANG  
PENGABENAN SWASTAGNI  
(STUDI KASUS KELUARGA BESAR PASEK GELGEL PEGATEPAN  
BANJAR TENGAH DESA MAYONG)**

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**ABSTRAK**

Upacara Pengabenan Swastagni merupakan bagian dari tradisi upacara *Pitra Yadnya* di Bali, namun kini mulai jarang diketahui akibat perubahan gaya hidup dan perkembangan teknologi digital yang berisiko terlupakan oleh generasi muda saat ini. Rendahnya pemahaman mengenai tata cara atau tahapan prosesi upacara diperlukan adanya inovasi media edukasi guna menjembatani pelestarian budaya lokal di tengah perubahan gaya hidup masyarakat. Penelitian ini bertujuan untuk mengetahui perancangan dan menganalisis respon pengguna khususnya generasi muda dalam pengembangan video animasi 3D Pengabenan Swastagni di keluarga besar Pasek Gelgel Desa Mayong. Metode penelitian yang digunakan yaitu *Research and Development (R&D)* dengan model *Multimedia Development Life Cycle (MDLC)* yang terdiri dari tahap *concept, design, material collecting, assembly, testing, dan distribution*. Validitas video animasi 3D ini telah diuji oleh masing-masing dua pakar ahli isi dan ahli media sehingga menghasilkan persentase kesepakatan Gregory sebesar 1,00 dengan kriteria "Sangat Valid". Uji respon pengguna dilakukan menggunakan *Subjective Movie Evaluation Criteria (SMEC)* kepada 50 responden generasi muda di Desa Mayong. Hasil menunjukkan tanggapan yang sangat positif dengan perolehan skor rata-rata sebesar 4,51 yang masuk dalam kategori "Sangat Layak". Berdasarkan hasil uji *Mann-Whitney U*, diperoleh nilai *Asymp. Sig.* sebesar 0,000, yang berarti lebih kecil dari 0,05 sehingga temuan ini menunjukkan bahwa terdapat perbedaan penilaian yang signifikan antara responden laki-laki dan perempuan. Temuan ini mengindikasikan bahwa respon perempuan lebih memberikan apresiasi dibandingkan respon laki-laki yang lebih bervariasi.

**Kata Kunci:** Animasi 3D, Ngaben Swastagni, Media Edukasi, *Subjective Movie Evaluation Criteria (SMEC)*.

**DEVELOPMENT OF 3-DIMENSIONAL ANIMATION VIDEO FOR  
SWASTAGNI CREMATION EDUCATION  
(STUDY CASE: PASEK GELGEL PEGATEPAN EXTENDED FAMILY,  
BANJAR TENGAH, MAYONG VILLAGE)**

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**ABSTRACT**

*The Swastagni Cremation Ceremony is part of the Pitra Yadnya tradition in Bali, but is now rarely known due to lifestyle changes and the development of digital technology that is at risk of being forgotten by today's young generation. The low understanding of the procedures or stages of the ceremonial procession requires innovative educational media to bridge the preservation of local culture amidst changes in people's lifestyles. This study aims to determine the design and analyze user responses, especially the younger generation, in the development of the 3D animation video of the Swastagni Cremation in the Pasek Gelgel family of Mayong Village. The research method used is Research and Development (R&D) with the Multimedia Development Life Cycle (MDLC) model consisting of the stages of concept, design, material collecting, assembly, testing, and distribution. The validity of this 3D animation video has been tested by two content experts and media experts, resulting in a Gregory agreement percentage of 1.00 with the criteria of "Very Valid". The user response test was conducted using Subjective Movie Evaluation Criteria (SMEC) to 50 young respondents in Mayong Village. The results showed a very positive response with an average score of 4.51, which falls into the "Very Decent" category. Based on the results of the Mann-Whitney U test, the Asymp. Sig. value was 0.000, which means it is smaller than 0.05, so this finding indicates that there is a significant difference in assessment between male and female respondents. This finding indicates that female responses are more appreciative than male responses, which are more varied.*

**Keywords:** *3D Animation, Ngaben Swastagni, Educational Media, Subjective Movie Evaluation Criteria (SMEC)*