

PENGEMBANGAN VIDEO LIVE SHOOT 3D DALAM PELESTARIAN TRADISI MEBUU-BUU DI DESA PENARUKAN

Oleh

**Dewa Ayu Putri Berliani, NIM 2215051004
Program Studi Pendidikan Teknik Informatika**

Jurusan Teknik Informatika

Fakultas Teknik dan Kejuruan

Universitas Pendidikan Ganesha

Email: ayu.putri.berliani@student.undiksha.ac.id

ABSTRAK

Rendahnya pemahaman generasi muda terhadap makna dan nilai Tradisi Mebuu-buu akibat terbatasnya media informasi yang menarik mendorong pengembangan video live shoot 3D sebagai upaya pelestarian budaya. Penelitian ini bertujuan untuk mengembangkan media berupa video live shoot 3D sebagai upaya pelestarian Tradisi Mebuu-buu di Desa Penarukan, serta mengetahui respon penonton terhadap media yang dikembangkan. Latar belakang penelitian ini didasari oleh masih rendahnya pemahaman generasi muda mengenai makna dan nilai-nilai yang terkandung dalam Tradisi Mebuu-buu, meskipun sebagian besar telah mengetahui keberadaannya. Penelitian ini menggunakan metode pengembangan dengan model Multimedia Development Life Cycle (MDLC) yang meliputi tahapan concept, design, material collecting, assembly, testing, dan distribution. Data diperoleh melalui observasi, wawancara, angket, dan dokumentasi. Hasil penelitian menunjukkan bahwa video live shoot 3D yang dikembangkan mampu menyajikan visual yang realistis dan informatif sehingga memudahkan pemahaman masyarakat terhadap proses dan makna tradisi. Berdasarkan hasil uji ahli isi dan ahli media, produk dinyatakan valid dan layak digunakan. Selain itu, hasil uji respon pengguna menunjukkan kategori sangat positif. Dengan demikian, pengembangan video live shoot 3D ini efektif sebagai media edukasi sekaligus pelestarian budaya Tradisi Mebuu-buu di Desa Penarukan.

Kata Kunci: Video Live Shoot 3D, Pelestarian Budaya, Tradisi Mebuu-buu, MDLC, Media Pembelajaran

**DEVELOPMENT OF 3D LIVE SHOOT VIDEO IN PRESERVING THE
MEBUU-BUU TRADITION IN PENARUKAN VILLAGE**

By

Dewa Ayu Putri Berliani, NIM 2215051004
Informatics Engineering Education Study Program
Informatics Engineering
Faculty of Engineering and Vocational Studies
Ganesha University of Education
Email: ayu.putri.berliani@student.undiksha.ac.id

ABSTRACT

The low level of understanding among the younger generation regarding the meaning and values of the Mebuu-buu Tradition, due to the lack of engaging informational media, has encouraged the development of a 3D live shoot video as an effort for cultural preservation. This study aims to develop a 3D live shoot video as a medium for preserving the Mebuu-buu Tradition in Penarukan Village and to determine audience responses to the developed media. The background of this study is based on the still limited understanding of the younger generation regarding the meaning and values contained in the Mebuu-buu Tradition, although most are familiar with its existence. This study employs a development method using the Multimedia Development Life Cycle (MDLC) model, which consists of the stages of concept, design, material collecting, assembly, testing, and distribution. Data were collected through observation, interviews, questionnaires, and documentation. The results indicate that the developed 3D live shoot video is able to present realistic and informative visuals, making it easier for the public to understand the process and meaning of the tradition. Based on expert validation results from content and media experts, the product is declared valid and feasible for use. Furthermore, user response testing shows a very positive category. Therefore, the development of this 3D live shoot video is effective as an educational medium as well as a tool for preserving the cultural heritage of the Mebuu-buu Tradition in Penarukan Village.

Keywords: *3D Live Shoot Video, Cultural Preservation, Mebuu-buu Tradition, MDLC, Learning Media*