

PENGEMBANGAN FILM ANIMASI 3 DIMENSI SEBAGAI EDUKASI PENANGKARAN PENYU DAN TERUMBU KARANG

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ABSTRAK

Penelitian ini bertujuan untuk mengembangkan film animasi tiga dimensi sebagai media edukasi mengenai penangkaran penyu dan pelestarian terumbu karang. Latar belakang penelitian ini didasari oleh masih rendahnya pemahaman dan kesadaran masyarakat terhadap pentingnya konservasi ekosistem laut, khususnya penyu dan terumbu karang, akibat keterbatasan media edukasi yang menarik dan interaktif. Metode penelitian yang digunakan adalah Research and Development (R&D) dengan model pengembangan Multimedia Development Life Cycle (MDLC) yang meliputi enam tahapan, yaitu Concept, Design, Material Collecting, Assembly, Testing, dan Distribution. Produk yang dihasilkan berupa film animasi tiga dimensi yang menyajikan informasi proses penangkaran penyu, pelestarian terumbu karang, serta dampak aktivitas manusia terhadap ekosistem laut. Pengujian dilakukan melalui uji ahli isi, uji ahli media, dan uji respons pengguna. Hasil pengujian menunjukkan bahwa film animasi yang dikembangkan berada pada kualifikasi sangat valid dan memperoleh respons positif dari pengguna. Dengan demikian, film animasi tiga dimensi ini dinyatakan layak digunakan sebagai media edukasi untuk meningkatkan pemahaman dan kesadaran masyarakat terhadap pentingnya konservasi penyu dan terumbu karang.

Kata kunci : Animasi 3D, Konservasi Penyu Laut, Terumbu Karang, Multimedia Development Life Cycle (MDLC), Media Edukasi

DEVELOPMENT OF A 3D ANIMATED FILM AS AN EDUCATIONAL MEDIUM FOR SEA TURTLE AND CORAL REEF CONSERVATION

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ABSTRACT

This research aims to develop a three-dimensional animated film as an educational medium for sea turtle conservation and coral reef preservation. The background of this study is based on the low level of public awareness and understanding of marine ecosystem conservation, particularly sea turtles and coral reefs, due to the lack of engaging and interactive educational media. The research method used is Research and Development (R&D) with the Multimedia Development Life Cycle (MDLC) model, which consists of six stages: Concept, Design, Material Collecting, Assembly, Testing, and Distribution. The final product is a three-dimensional animated film that presents information about sea turtle conservation processes, coral reef preservation, and the impact of human activities on marine ecosystems. The evaluation was conducted through content expert testing, media expert testing, and user response testing. The results indicate that the developed animated film is categorized as highly valid and receives positive responses from users. Therefore, the three-dimensional animated film is considered feasible as an educational medium to enhance public awareness and understanding of sea turtle and coral reef conservation.

Keywords: 3D Animation, Sea Turtle Conservation, Coral Reefs, MDLC, Educational Media