

# PENGEMBANGAN FILM ANIMASI 3 DIMENSI “PELANGI YANG TERCORENG” DAMPAK MENONTON PORNOGRAFI BAGI ANAK – ANAK

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## ABSTRAK

Kemajuan teknologi digital yang berkembang secara cepat membuat anak-anak semakin mudah mengakses internet. Selain memberikan manfaat dalam bidang pendidikan dan informasi, kondisi ini juga membuka peluang meningkatnya paparan terhadap konten pornografi yang berpotensi memberikan dampak negatif pada perkembangan kognitif, emosional, maupun perilaku anak. Walaupun pemerintah Indonesia telah memberlakukan Undang-Undang Nomor 44 Tahun 2008 tentang Pornografi sebagai upaya pengendalian, penyebaran konten pornografi di media digital masih sulit dibatasi. Berdasarkan hasil observasi awal di SMP Negeri 2 Singaraja, diketahui bahwa siswa telah memiliki pemahaman dasar mengenai pornografi, namun pemahaman tersebut belum mendalam terutama terkait dampak yang ditimbulkan. Oleh karena itu, diperlukan media edukasi yang komunikatif dan sesuai dengan tahap perkembangan peserta didik. Penelitian ini bertujuan mengembangkan film animasi 3 dimensi berjudul “Pelangi yang Tercoreng” sebagai media edukasi serta mengetahui respon pengguna terhadap media tersebut. Metode yang digunakan adalah *Research and Development (R&D)* dengan model *Multimedia Development Life Cycle (MDLC)* yang meliputi enam tahapan, yaitu concept, design, material collecting, assembly, testing, dan distribution. Pengumpulan data dilakukan melalui observasi, wawancara, dan angket, sedangkan analisis data menggunakan teknik deskriptif kuantitatif. Hasil penelitian menunjukkan bahwa film animasi yang dikembangkan memperoleh tingkat kelayakan sangat tinggi dengan skor validasi ahli sebesar 1,00. Selain itu, respon pengguna menunjukkan kategori sangat baik sebesar 64% dan kategori baik sebesar 36%, sehingga media yang dikembangkan dinilai layak digunakan sebagai media edukasi.

**Kata kunci:** teknologi digital, pornografi, film animasi 3 dimensi, media edukasi, MDLC

**DEVELOPMENT OF A 3-DIMENSIONAL ANIMATION FILM  
“PELANGI YANG TERCORENG” ON THE IMPACT OF WATCHING  
PORNOGRAPHY ON CHILDREN**

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**ABSTRACT**

The rapid advancement of digital technology has made it easier for children to access the internet. Besides providing benefits in education and information, this condition also increases the risk of exposure to pornographic content, which may negatively affect children's cognitive, emotional, and behavioral development. Although the Indonesian government has implemented Law Number 44 of 2008 concerning Pornography as an effort to control such content, its distribution through digital media remains difficult to regulate. Based on preliminary observations conducted at SMP Negeri 2 Singaraja, students were found to possess basic knowledge about pornography; however, their understanding of its impacts was still limited. Therefore, an educational medium that is communicative and suitable for students' developmental characteristics is needed. This study aimed to develop a 3-dimensional animated film entitled “Pelangi yang Tercoreng” as an educational medium and to analyze users' responses toward the developed media. The research employed a Research and Development (R&D) approach using the Multimedia Development Life Cycle (MDLC) model, which consists of six stages: concept, design, material collecting, assembly, testing, and distribution. Data were collected through observation, interviews, and questionnaires, then analyzed using descriptive quantitative techniques. The results showed that the developed animation film obtained a very high feasibility level with an expert validation score of 1.00. In addition, user responses indicated 64% in the very good category and 36% in the good category, indicating that the developed media is feasible and effective as an educational medium.

**Keywords:** digital technology, pornography, 3 dimensional animation film, educational media, MDLC