

PENGEMBANGAN FILM PENDEK ANIMASI 3 DIMENSI TRADISI MEGOAK-GOAKAN DESA PANJI

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ABSTRAK

Penelitian ini dilatarbelakangi oleh kurangnya media informasi yang menarik untuk memperkenalkan tradisi Megoak-Goakan kepada generasi muda. Penelitian ini bertujuan mengembangkan film pendek animasi tiga dimensi (3D) tradisi Megoak-Goakan serta mengetahui tingkat kelayakan dan respon pengguna terhadap media yang dikembangkan. Metode yang digunakan adalah *Research and Development* (R&D) dengan model *Multimedia Development Life Cycle* (MDLC) yang meliputi tahapan *concept*, *design*, *material collecting*, *Assembly*, *Testing*, dan *distribution*. Subjek penelitian terdiri dari ahli isi, ahli media, dan responden pengguna. Teknik pengumpulan data menggunakan wawancara, dan angket, sedangkan analisis data menggunakan deskriptif kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa film animasi 3D tradisi Megoak-Goakan berhasil dikembangkan dan mampu merepresentasikan nilai historis, filosofi, dan sosial melalui unsur visual dan alur cerita. Hasil uji ahli dan respon pengguna menunjukkan kategori sangat baik sehingga media dinyatakan layak digunakan sebagai media informasi dan edukasi budaya lokal.

Kata kunci: *Research and Development*; MDLC; Animasi 3D; Tradisi Megoak-Goakan; Media Edukasi

DEVELOPMENT OF A 3-DIMENSIONAL ANIMATED SHORT FILM ON THE MEGOAK-GOAKAN TRADITION OF PANJI VILLAGE

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ABSTRACT

This study was motivated by the lack of engaging informational media to introduce the Megoak-Goakan tradition to younger generations. This research aims to develop a three-dimensional (3D) animated short film of the Megoak-Goakan tradition and to determine the feasibility and user responses to the developed media. The method used was Research and Development (R&D) with the Multimedia Development Life Cycle (MDLC) model, which consists of the stages of concept, design, material collecting, Assembly, Testing, and distribution. The research subjects included content experts, media experts, and user respondents. Data collection techniques used interviews and questionnaires, while data analysis employed qualitative and quantitative descriptive methods. The results showed that the 3D animated film of the Megoak-Goakan tradition was successfully developed and was able to represent historical, philosophical, and social values through visual elements and storyline. The results of expert validation and user responses indicated a very good category, therefore the media was declared feasible to be used as an informational and educational medium for local culture.

Keywords: Research and Development; MDLC; 3D Animation; Megoak-Goakan Tradition; Educational Media