

**PENGEMBANGAN FILM ANIMASI 3 DIMENSI TUDE THE SERIES
DAMPAK PENGGUNAAN GADGET**

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ABSTRAK

Gadget memiliki perkembangan yang sangat pesat, dimulai dari perkembangan fitur *gadget* sangat canggih, ukuran dan tampilan yang semakin praktis tidak dipungkiri *gadget* saat ini bisa menjadi populer dikalangan masyarakat khususnya anak – anak. Melihat perkembangan tersebut tentu terdapat dampak dari penggunaan *gadget*, baik dampak positif maupun negatif terlebih lagi kebanyakan masyarakat yang belum mengerti terhadap dampak *gadget* namun ikut serta dalam menggunakan *gadget*. Penelitian ini bertujuan untuk merancang dan mengimplementasikan terkait dampak penggunaan *gadget*. Dengan menggunakan model MDLC (*Multimedia Development Life Cycle*) MDLC yang terdiri dari 6 tahapan diantaranya, tahap *concept* (pengonsepan), tahap *design* (perancangan), tahap *material collecting* (pengumpulan bahan), tahap *assembly* (pembuatan), tahap *testing* (pengujian) dan terakhir tahap *distribution* (pendistribusian). Film Animasi 3D Tude The Series Dampak Penggunaan *Gadget* diharapkan mampu memberikan edukasi dan memahami terkait dampak penggunaan *gadget* pada masyarakat. Beberapa pengujian telah dilaksanakan pada film animasi 3D ini dari pengujian ahli isi yang mendapat hasil 1,00 kategori sangat tinggi, pengujian ahli media dengan hasil 1,00 kategori sangat tinggi dan pengujian respon pengguna dengan hasil 58% sangat positif, 37% kurang positif dan 5% dengan kategori cukup positif. Rata – rata tingkat kelayakan terhadap Film Animasi 3D Tude The Series Dampak Penggunaan *Gadget*, medapatkan hasil 82,7% dan masuk kedalam kategori baik di masyarakat

Kata kunci : *Gadget*, Film animasi, Dampak Penggunaan *gadget*, Animasi 3D

DEVELOPMENT OF 3 DIMENSIONAL ANIMATION FILM TUDE THE SERIES IMPACT OF GADGET USE

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ABSTRACT

Gadgets have developed very rapidly, starting from the development of very sophisticated gadget features, sizes and appearances that are increasingly practical, it is undeniable that today's gadgets can become popular among the public, especially children. Seeing these developments, of course, there are impacts from the use of gadgets, both positive and negative impacts, especially most people who do not understand the impact of gadgets but participate in using gadgets. This study aims to design and implement related to the impact of using gadgets. By using the MDLC (Multimedia Development Life Cycle) model, the MDLC consists of 6 stages, including, the concept stage (conception), the design stage (design), the collecting material stage (material collection), assembly stage (making), testing stage (testing) and the last stage of distribution (distribution). The 3D animated film Tude The Series The Impact of Using Gadgets is expected to be able to provide education and understanding regarding the impact of using gadgets on society. Several tests have been carried out for this 3D animated film from content expert testing, which got 1,00 very valid category, media expert testing with 1,00 very valid category And the user response testing with 58% very positive results, 37% less positive and 5% with quite positive categories. The average level of eligibility for the Animated Film Tude The Series Impact of Using Gadgets, got 82.7% results and entered the good category in the community

Keywords: *Gadgets, Animated films, Impact of using gadgets, 3D Animation.*