

**PENGEMBANGAN MEDIA SOSIALISASI “DISIPLIN LALU LINTAS” UNIT
DIKYASA DENGAN ANIMASI *MOTION GRAPHIC* DAN KONSEP ART ANIMASI
(STUDI KASUS: UNIT DIKYASA SATLANTAS POLRES BULELENG)**

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ABSTRAK

Lalu lintas sebagai bagian dari sistem transportasi nasional harus dikembangkan potensi dan perannya untuk mewujudkan keamanan, keselamatan, ketertiban, dan kelancaran berlalu lintas. Menurut hasil wawancara, media yang dimiliki Unit Dikyasa untuk melaksanakan sosialisasi lalu lintas belum menarik minat/antusias penonton karena media presentasi yang digunakan cukup sederhana dan kurang menarik perhatian penonton khususnya siswa-siswi sekolah. Suasana saat menjelaskan kadang ada siswa yang ribut dan bercanda. Maka dari itu pengembangan sebuah media sosialisasi berbasis animasi *motion graphic* dengan mengimplentasikan pelajaran disiplin berlalu lintas dengan bentuk video yang didalamnya disajikan dengan bentuk animasi dapat menarik minat siswa untuk mengikuti kegiatan sosialisasi. Penelitian ini bertujuan untuk merancang dan mengimplementasikan serta mengetahui respon siswa dan masyarakat umum terhadap pengembangan media sosialisasi disiplin lalu lintas dengan animasi motion graphic dan konsep art animasi di Unit Dikyasa Satlantas Polres Buleleng. Perancangan animasi ini menggunakan metode *Multimedia Development Life Cycle (MDLC)* yang terdiri dari enam tahapan, yaitu *Concept, Desgin, Material Collecting, Assembly, Testing, and Distribution*. Implementasi dari animasi disiplin lalu lintas ini dilakukan melalui uji ahli isi, dan uji ahli media untuk mengetahui kevalidan animasi serta isi dari animasi yang sudah dibuat. Sedangkan uji respon pengguna dilakukan dengan memberikan angket terhadap siswa dan masyarakat umum. Rata-rata respon siswa dan masyarakat terhadap animasi disiplin lalu lintas yaitu 87,73% dan jika dikonversikan ke dalam table respon termasuk kategori Baik.

Kata Kunci: Film Animasi, Sosialisasi, Lalu Lintas, *Motion Graphic*, Konsep Art, *MDLC*

**THE DEVELOPMENT OF SOCIALIZATION MEDIA "DISIPLIN LALU LINTAS"
TO UNIT DIKYASA WITH ANIMATION MOTION GRAPHIC AND CONCEPT ART
ANIMATION (CASE STUDY: UNIT DIKYASA SATLANTAS POLRES BULELENG)**

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ABSTRACT

Traffic as part of the national transportation system must be developed to realize the potential and role of security, safety, order, and the smoothness of traffic. According to the interview result that the media who owned by Unit Dikyasa for the dissemination of traffic has not attracted / enthusiastic audience for media presentation that uses a fairly simple and less attracted the attention of the audience, especially school students. Atmosphere when explaining sometimes there are students who are noisier and joking. Therefore the development of socialization media-based animation of a motion graphic with implementing the lessons of discipline in traffic with the form in which the video presented as animation can attract students to participate in socialization activities. This research aims to design and implement and evaluate the response of the students and the general public to the development of socialization media traffic discipline with motion graphic animation and concepts art animation in Unit Dikyasa Satlantas Polres Buleleng. The design of this animation using the Multimedia Development Life Cycle (MDLC), which consists of six stages, namely Concept, Design, Material Collecting, Assembly, Testing, and Distribution. Implementation of traffic discipline animation is done through expert testing content and media expert test to determine the validity of the contents of the animation and the animation that has been made. While testing the user response is done by giving questionnaires to students and the general public. The average response of the students and the community animation of traffic discipline, namely 87,73% percent and when we convert to response table, it's categorize as a "Good" animation.

Keywords: Animation, socialization, Traffic, Motion Graphic, Concept Art, MDLC