

ABSTRAK

ANIMASI 2D SEBAGAI MEDIA PENGENALAN PROGRAM PEMERINTAH SWASEMBADA PANGAN

(Dwi Jelasi Putri 2025, 60)

Ketahanan pangan merupakan isu strategis yang menjadi fokus utama dalam pembangunan nasional. Namun, masih rendahnya literasi masyarakat terhadap program swasembada pangan menuntut adanya media edukasi yang komunikatif dan mudah dipahami. Penelitian ini bertujuan untuk merancang dan mengimplementasikan animasi 2D sebagai media pengenalan program swasembada pangan yang dikembangkan menggunakan metode Multimedia Development Life Cycle (MDLC). Proses pengembangan dilakukan melalui enam tahapan, yaitu konsep, desain, pengumpulan materi, pembuatan, pengujian, dan distribusi. Evaluasi efektivitas animasi dilakukan melalui dua pendekatan, yaitu metode EPIC (Empathy, Persuasion, Impact, Communication) dan penilaian ahli dari mitra Bidang Humas Multimedia Polda Sumatera Selatan. Hasil pengujian menunjukkan nilai EPIC sebesar 4,33 dari skala 5 (kategori sangat efektif), serta penilaian ahli sebesar 100% kelayakan media. Dengan demikian, animasi 2D ini dinilai sangat efektif sebagai media edukatif dan layak digunakan dalam menyosialisasikan program pemerintah kepada masyarakat, khususnya di bidang pertanian dan ketahanan pangan.

Kata Kunci: Animasi 2D, Swasembada Pangan, MDLC, EPIC, Media Edukasi

ABSTRACT

2D ANIMATION AS A MEDIUM FOR INTRODUCING THE GOVERNMENT'S FOOD SELF-SUFFICIENCY PROGRAM

(Dwi Jelasi Putri 2025, 60)

Food security is a strategic issue that plays a central role in national development. However, the low level of public awareness regarding the government's food self-sufficiency program calls for the development of educational media that is both communicative and easy to understand. This study aims to design and implement a 2D animation as an informative medium to introduce the food self-sufficiency program using the Multimedia Development Life Cycle (MDLC) method. The development process follows six stages: concept, design, material collection, assembly, testing, and distribution. The effectiveness of the animation was evaluated using two approaches: the EPIC method (Empathy, Persuasion, Impact, Communication) and expert evaluation from the Multimedia Public Relations Division of the South Sumatra Regional Police. The results show that the animation received an EPIC score of 4.33 out of 5 (categorized as very effective) and an expert rating of 100% for media feasibility. Therefore, this 2D animation is considered highly effective and feasible as an educational tool for raising public awareness about the government's food self-sufficiency program, particularly among agricultural communities.

Keywords: 2D Animation, Food Self-Sufficiency, MDLC, EPIC, Educational Media