

ABSTRAK

**ANIMASI EDUKASI BERBASIS *MOTION GRAPHIC*
TENTANG GIZI SEIMBANG BALITA DI PUSKESMAS
PULAU PINANG**

(Rosa Indah Nurnilam Sari, 2025: 71 halaman)

Masalah gizi pada balita, khususnya stunting, masih menjadi tantangan di wilayah kerja Puskesmas Pulau Pinang, Kabupaten Lahat. Minimnya pemahaman orang tua terhadap pentingnya gizi seimbang menjadi salah satu penyebab utama. Penelitian ini bertujuan untuk merancang dan mengimplementasikan media edukasi berupa animasi berbasis motion graphic tentang gizi seimbang bagi balita. Metode yang digunakan adalah *Multimedia Development Life Cycle (MDLC)* yang terdiri dari enam tahapan: *concept, design, material collecting, assembly, testing, dan distribution*. Pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Media animasi diuji melalui *Pre-Test* dan *Post-Test* terhadap 30 ibu balita yang aktif mengikuti kegiatan Posyandu. Hasil uji *Wilcoxon* menunjukkan adanya peningkatan signifikan dalam pemahaman responden setelah menonton animasi edukasi, dengan nilai signifikansi sebesar $0,000 < 0,05$. Hal ini membuktikan bahwa animasi edukasi berbasis *motion graphic* efektif dalam meningkatkan pengetahuan orang tua mengenai gizi seimbang. Media ini diharapkan dapat menjadi solusi alternatif yang menarik dan mudah dipahami dalam mendukung kegiatan penyuluhan gizi oleh tenaga kesehatan di Puskesmas.

Kata kunci : Gizi seimbang, balita, motion graphic, animasi edukasi, MDLC, media interaktif

ABSTRACT

**EDUCATIONAL ANIMATION BASED ON MOTION
GRAPHICS ABOUT BALANCED NUTRITION FOR
TODDLERS AT PULAU PINANG PUBLIC HEALTH CENTER**

(Rosa Indah Nurnilam Sari, 2025: 71 pages)

Nutritional problems in toddlers, particularly stunting, remain a significant challenge in the working area of Pulau Pinang Public Health Center, Lahat Regency. A lack of parental understanding regarding the importance of balanced nutrition is one of the main contributing factors. This study aims to design and implement an educational media in the form of a motion graphic-based animation about balanced nutrition for toddlers. The method used is the Multimedia Development Life Cycle (MDLC), which consists of six stages: concept, design, material collecting, assembly, testing, and distribution. Data collection was carried out through observation, interviews, and documentation. The animation media was tested using Pre-Test and Post-Test on 30 mothers of toddlers who actively participated in Posyandu activities. The Wilcoxon test results showed a significant improvement in respondents' understanding after watching the educational animation, with a significance value of $0.000 < 0.05$. This proves that motion graphic-based educational animation is effective in increasing parents' knowledge about balanced nutrition. This media is expected to serve as an engaging and easy-to-understand alternative solution to support nutrition education activities conducted by health workers at the Public Health Center.

Keywords: Balanced nutrition, toddlers, motion graphics, educational animation, MDLC, interactive media.