

ABSTRAK

Penelitian ini bertujuan untuk mengembangkan animasi 2D sebagai media edukatif dalam memperkenalkan sejarah destinasi wisata ziarah di Kota Palembang. Latar belakang dari penelitian ini didasarkan pada rendahnya minat generasi muda terhadap wisata religi, yang cenderung dianggap monoton dan kurang menarik secara visual. Untuk menjawab tantangan ini, peneliti menggunakan metode *Multimedia Development Life Cycle* (MDLC) yang terdiri dari enam tahap, yakni concept, design, material collecting, assembly, testing, dan distribution. Proses produksi dilakukan dengan menggabungkan perangkat lunak Adobe Illustrator, Adobe Photoshop, Adobe After Effects, dan CapCut. Karakter utama dalam animasi dirancang secara modular untuk mempermudah proses rigging dan animating, sementara latar lokasi seperti makam Ki Gede Ing Suro, Kawah Tekurep, Sabokingking, dan lainnya divisualisasikan mendekati kondisi nyata agar mampu membangun kedekatan visual dengan penonton. Proses evaluasi dilakukan melalui uji alfa dan beta, melibatkan ahli media, ahli materi dari HPI, serta 56 responden melalui pendekatan EPIC Model yang menilai empat dimensi: empathy, persuasion, impact, dan communication. Hasil pengujian menunjukkan nilai rata-rata EPIC Index sebesar 4,45 yang tergolong dalam kategori "Sangat Efektif". Visualisasi real life, narasi yang komunikatif, serta desain karakter interaktif terbukti mampu meningkatkan pemahaman dan ketertarikan audiens terhadap sejarah lokal. Penelitian ini tidak hanya memberikan kontribusi dalam pelestarian budaya, tetapi juga menawarkan model pengembangan animasi edukatif berbasis lokal yang dapat direplikasi pada destinasi wisata lain di Indonesia.

Kata kunci: Animasi 2D, Wisata Ziarah, MDLC, EPIC, HPI Palembang

ABSTRACT

This research aims to develop a 2D animation as an educational medium to introduce the historical background of pilgrimage tourism sites in Palembang, Indonesia. The study is motivated by the lack of public interest particularly among the younger generation in religious tourism, which is often perceived as monotonous and visually unappealing. To address this, the researcher applied the Multimedia Development Life Cycle (MDLC) method, consisting of six stages: concept, design, material collecting, assembly, testing, and distribution. The animation was produced using Adobe Illustrator, Adobe Photoshop, Adobe After Effects, and CapCut. The main character was designed in a modular format to simplify rigging and animation processes, while background scenes such as Ki Gede Ing Suro's Tomb, Kawah Tekurep, and others were visualized based on real-life appearances to build familiarity and emotional engagement with viewers. Evaluation involved alpha and beta testing, including feedback from media and content experts from HPI (Indonesian Tourist Guide Association), as well as 56 respondents using the EPIC model assessing empathy, persuasion, impact, and communication. The final result achieved an average EPIC Index score of 4.45, categorizing the animation as "Highly Effective." Realistic visuals, clear narration, and interactive character design successfully enhanced audience understanding and interest in local history. This research contributes not only to cultural preservation but also offers a replicable model for developing locally-based educational animations for other tourism destinations in Indonesia.

Keywords: 2D Animation, Pilgrimage Tourism, MDLC, EPIC, HPI Palembang