

ABSTRAK
RANCANG BANGUN ANIMASI INTERAKTIF CERITA RAKYAT
BERDIRINYA KOTA PRABUMULIH SEBAGAI MEDIA
DIGITALISASI BUDAYA LOKAL BERBASIS WEB

(Nabilah 2026: 112 Halaman)

Cerita rakyat berdirinya Kota Prabumulih merupakan warisan budaya lokal yang mengandung nilai sejarah, budaya, dan kearifan lokal. Namun, penyampaiannya masih didominasi oleh media konvensional sehingga kurang menarik bagi generasi muda. Penelitian ini bertujuan merancang dan membangun animasi interaktif berbasis web sebagai media digitalisasi budaya lokal untuk memperkenalkan cerita rakyat berdirinya Kota Prabumulih. Metode pengembangan yang digunakan adalah Multimedia Development Life Cycle (MDLC) yang meliputi tahapan *concept*, *design*, *material collecting*, *assembly*, *testing*, dan *distribution*. Teknik pengumpulan data dilakukan melalui observasi, wawancara, studi literatur, dan dokumentasi. Pengujian media dilakukan menggunakan *Black Box Testing*, validasi ahli materi, validasi ahli media, serta wawancara terhadap 20 masyarakat. Hasil penelitian menunjukkan bahwa animasi interaktif berbasis web berhasil dikembangkan dan seluruh fungsinya berjalan dengan baik. Validasi ahli materi memperoleh nilai 96,67% dan validasi ahli media memperoleh nilai 93,33%, keduanya termasuk kategori Sangat Layak. Hasil wawancara juga menunjukkan bahwa media dinilai menarik, mudah digunakan, dan membantu masyarakat memahami sejarah serta budaya lokal Kota Prabumulih. Berdasarkan hasil tersebut, animasi interaktif berbasis web yang dikembangkan layak digunakan sebagai media digitalisasi budaya lokal untuk memperkenalkan dan melestarikan cerita rakyat berdirinya Kota Prabumulih.

Kata kunci: animasi interaktif, cerita rakyat, digitalisasi budaya lokal, MDLC, website.

ABSTRACT
DESIGNING INTERACTIVE ANIMATION OF FOLK TALES THE
ESTABLISHMENT OF PRABUMULIH CITY AS A WEB-BASED
LOCAL CULTURAL DIGITALISATION MEDIA

(Nabilah 2026: 112 Pages)

The folklore of the establishment of Prabumulih City is part of the local cultural heritage that embodies historical, cultural, and local wisdom values. However, its dissemination is still dominated by conventional media, making it less attractive to younger generations. This study aims to design and develop a web-based interactive animation as a medium for local cultural digitization to introduce the folklore of the establishment of Prabumulih City. The development process employed the Multimedia Development Life Cycle (MDLC) method, consisting of concept, design, material collecting, assembly, testing, and distribution. Data were collected through observation, interviews, literature review, and documentation. The developed media was evaluated using Black Box Testing, validation by material and media experts, and interviews with 20 members of the public. The results show that the web-based interactive animation was successfully developed and that all system functions operated properly. The material expert validation achieved a score of 96.67%, while the media expert validation obtained 93.33%, both categorized as Highly Feasible. The interview results also indicate that the media is attractive, easy to use, and helps users understand the history and local culture of Prabumulih City. Therefore, the developed web-based interactive animation is considered feasible as a medium for local cultural digitization to introduce and preserve the folklore of the establishment of Prabumulih City.

Keywords: *interactive animation, folklore, local cultural digitization, MDLC, website.*