

ABSTRAKSI

Penelitian ini bertujuan untuk mengembangkan media animasi 2D sebagai visualisasi tata cara penggunaan layanan publik digital di Kota Pekalongan, yaitu Lapor Aji, PPID Kota Pekalongan, dan Call Center 112. Latar belakang penelitian ini adalah masih rendahnya pemahaman masyarakat terhadap prosedur layanan publik akibat media sosialisasi yang masih didominasi oleh teks dan brosur. Metode yang digunakan adalah Multimedia Development Life Cycle (MDLC) yang meliputi tahap konsep, desain, pengumpulan materi, pembuatan, pengujian, dan distribusi. Hasil penelitian menghasilkan tiga animasi 2D yang telah diuji melalui uji ahli dan uji pengguna dengan nilai rata-rata 4,65 dan kategori sangat baik. Hasil tersebut menunjukkan bahwa animasi 2D layak digunakan sebagai media sosialisasi dan mampu membantu masyarakat memahami prosedur layanan publik digital secara lebih mudah dan menarik.

Kata kunci : Animasi 2D, layanan publik, visualisasi informasi, Lapor Aji, PPID, Call Center 112

ABSTRACT

This study aims to develop 2D animation media as a visualization of digital public service procedures in Pekalongan City, including Lapor Ajib, the Public Information Management Officer (PPID) of Pekalongan City, and Call Center 112. The background of this study is the low level of public understanding of public service procedures due to the use of socialization media that are still dominated by text and brochures. The development method applied in this study is the Multimedia Development Life Cycle (MDLC), which consists of the stages of concept, design, material collecting, assembly, testing, and distribution. The results of the study produced three 2D animation videos that were evaluated through expert testing and user testing, obtaining an average score of 4.65 categorized as very good. These results indicate that 2D animation media are feasible to be used as socialization tools and are effective in helping the public understand digital public service procedures more easily and attractively.

Keywords : 2D animation, public services, information visualization, Lapor Ajib, PPID, Call Center 112