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**PENGEMBANGAN VIDEO ANIMASI 2D EDUKASI PENCEGAHAN
PENYAKIT DEMAM BERDARAH UNTUK PENGUNJUNG PUSKESMAS
BANDAR 1**

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102 + xiv halaman / 34 gambar / 12 tabel / 18 pustaka

ABSTRAK

Penelitian ini dilatarbelakangi oleh media informasi di Puskesmas Bandar 1 yang masih didominasi media cetak dan penyuluhan langsung sehingga kurang menarik perhatian masyarakat. Penelitian ini bertujuan untuk mengembangkan video animasi 2D sebagai media edukasi pencegahan Demam Berdarah yang layak melalui perancangan konsep, naskah, dan materi yang sesuai dengan karakteristik pengunjung. Metode penelitian yang digunakan adalah Research and Development (R&D) dengan model Analysis, Design, Development, Implementation, Evaluation (ADDIE). Teknik pengumpulan data dilakukan melalui observasi, wawancara, kuesioner analisis kebutuhan, validasi ahli, dan evaluasi pengguna, yang kemudian dianalisis menggunakan deskriptif persentase berbasis skala Likert 1-4. Hasil penelitian menunjukkan bahwa video animasi 2D berhasil dikembangkan dengan menyajikan materi penyebab, gejala, penularan, dan pencegahan demam berdarah melalui gerakan 3M. Hasil validasi ahli memperoleh persentase kelayakan sebesar 96,88% dan evaluasi pengguna memperoleh persentase sebesar 89,86%, yang keduanya termasuk dalam kategori sangat layak. Berdasarkan hasil tersebut, video animasi 2D ini layak digunakan sebagai media edukasi kesehatan dan mampu mendukung kegiatan promosi kesehatan di Puskesmas Bandar 1.

Kata kunci : Video Animasi 2D, Pencegahan Demam Berdarah, Research and Development (R&D), Model ADDIE, Puskesmas Bandar 1.

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DEVELOPMENT OF A 2D ANIMATED VIDEO FOR DENGUE FEVER PREVENTION EDUCATION FOR VISITORS OF BANDAR 1 COMMUNITY HEALTH CENTER

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ABSTRACT

This research was motivated by the fact that information media at Bandar 1 Community Health Center (Puskesmas Bandar 1) was still dominated by print media and direct counseling, which failed to attract public attention. This study aimed to develop a 2D animated video as a feasible educational media for Dengue Fever prevention through the design of concepts, scripts, and materials tailored to the visitors' characteristics. The research method used was Research and Development (R&D) utilizing the Analysis, Design, Development, Implementation, Evaluation (ADDIE) model. Data collection techniques included observation, interviews, needs analysis questionnaires, expert validation, and user evaluation, which were subsequently analyzed using percentage descriptive analysis based on a Likert scale 1-4. The results indicated that the 2D animated video was successfully developed by presenting material on the causes, symptoms, transmission, and prevention of DHF through the 3M movement. The expert validation achieved a feasibility percentage of 96.88%, and the user evaluation obtained a percentage of 89.86%, both of which fell into the highly feasible category. Based on these findings, the developed 2D animated video is feasible for use as a health education medium and can effectively support health promotion activities at Bandar 1 Public Health Center.

Keywords: *2D Animated Video, ADDIE Model, Dengue Fever Prevention, Puskesmas Bandar I, Research and Development (R&D).*