

INTISARI

Penelitian ini dilatarbelakangi oleh permasalahan rendahnya sikap sopan santun dan perilaku berbakti siswa kelas IV dan VI MIM Siwal Baki Sukoharjo terhadap guru dan orang tua. Perkembangan teknologi digital mendorong perlunya media pembelajaran yang menarik, salah satunya berupa video animasi 3D cerita rakyat Nusantara. Cerita Malin Kundang dipilih karena mengandung nilai moral tentang akibat durhaka kepada orang tua, sehingga relevan untuk meningkatkan karakter siswa. Tujuan penelitian ini adalah merancang dan mengembangkan video animasi 3D cerita rakyat Malin Kundang sebagai media pembelajaran digital serta mengukur efektivitasnya dalam menanamkan nilai moral pada siswa. Metode penelitian menggunakan pendekatan kualitatif dan kuantitatif dengan model pengembangan MDLC (*Multimedia Development Life Cycle*) yang meliputi tahap *concept, design, material collecting, assembly, testing, dan distribution*. Teknik pengumpulan data dilakukan melalui observasi, wawancara dengan guru, studi pustaka, dan penyebaran kuesioner kepada 37 siswa kelas IV dan VI. Data dianalisis menggunakan metode deskriptif dan SWOT untuk mengetahui kekuatan, kelemahan, peluang, dan ancaman media yang dikembangkan. Hasil penelitian menunjukkan bahwa video animasi 3D berdurasi ± 3 menit mendapat respons positif dari siswa, dengan skor rata-rata kuesioner berada pada kategori baik hingga sangat baik. Siswa merasa lebih mudah memahami pesan moral dan lebih termotivasi untuk berbakti kepada orang tua serta menghormati guru. Pembahasan menegaskan bahwa animasi 3D efektif sebagai media pembelajaran kontekstual berbasis budaya lokal. Saran penelitian selanjutnya adalah meningkatkan kualitas visual animasi, memperpanjang durasi video, serta memperkaya konten cerita rakyat lain agar pembelajaran semakin variatif.

Kata kunci: Animasi 3D, Cerita Rakyat, Malin Kundang, Media Pembelajaran, MDLC

ABSTRACT

This research is motivated by the problem of low politeness and filial behavior among fourth and sixth grade students of MIM Siwal Baki Sukoharjo toward teachers and parents. The development of digital technology encourages the need for engaging learning media, one of which is a 3D animated video of Indonesian folk tales. The story of Malin Kundang was chosen because it contains moral values about the consequences of being ungrateful to parents, making it relevant for strengthening students' character. The purpose of this study is to design and develop a 3D animated video of the Malin Kundang folk tale as a digital learning medium and to measure its effectiveness in instilling moral values in students. The research method applies both qualitative and quantitative approaches using the MDLC (Multimedia Development Life Cycle) model, which consists of the stages of concept, design, material collecting, assembly, testing, and distribution. Data collection techniques were carried out through observation, interviews with teachers, literature review, and questionnaires distributed to 37 fourth and sixth grade students. The data were analyzed using descriptive methods and SWOT analysis to identify the strengths, weaknesses, opportunities, and threats of the developed media. The results show that the ±3-minute 3D animated video received positive responses from students, with average questionnaire scores categorized as good to very good. Students found it easier to understand the moral message and were more motivated to respect and obey their parents as well as honor their teachers. The discussion confirms that 3D animation is effective as a contextual learning medium based on local culture. Future studies are suggested to improve the visual quality of the animation, extend the video duration, and enrich the content with other folk tales to make learning more diverse.

Keywords: 3D Animation, Folk Tale, Malin Kundang, Learning Media, MDLC