

INTISARI

Penelitian ini berjudul “Perancangan Video Edukasi TPS3R Berbasis *Motion Graphic* di BUMDesa Jaya Janti”. Tujuan penelitian adalah merancang media edukasi berupa video animasi *motion graphic* yang menjelaskan pentingnya memilah sampah sejak dari rumah serta peran TPS3R BUMDesa Jaya Janti dalam mengelola sampah. Batasan penelitian difokuskan pada pembuatan video berdurasi sekitar 3 menit dengan sasaran masyarakat Dusun Ngendo, Desa Janti. Metode yang digunakan adalah model pengembangan ADDIE yang meliputi tahap analisis, desain, pengembangan, implementasi, dan evaluasi. Hasil penelitian menunjukkan bahwa video edukasi berhasil dibuat menggunakan *software Adobe Illustrator*, *Adobe After Effects*, dan *Adobe Premiere Pro*. Video ini berisi penjelasan sederhana mengenai konsep 3R (*Reduce, Reuse, Recycle*), proses pemilahan sampah, serta peran TPS3R dalam mendukung kebersihan desa. Pengujian dilakukan melalui kuesioner yang disebarkan kepada ahli media, pengelola BUMDes, dan masyarakat. Hasil perhitungan Skala Likert menunjukkan mayoritas responden memberikan penilaian pada kategori “Setuju” hingga “Sangat Setuju”. Berdasarkan hasil tersebut, dapat disimpulkan bahwa video edukasi berbasis *motion graphic* yang dikembangkan layak digunakan sebagai media edukasi masyarakat. Media ini tidak hanya mempermudah penyampaian informasi, tetapi juga berpotensi meningkatkan pemahaman dan kesadaran masyarakat dalam memilah serta mengelola sampah. Dengan demikian, video ini dapat mendukung upaya BUMDesa Jaya Janti dalam mewujudkan lingkungan desa yang bersih dan sehat.

Kata kunci: tps3r, *motion graphic*, video edukasi, pemilahan sampah, bumdesa jaya janti

ABSTRACT

This research is entitled “Design of TPS3R Educational Video Based on Motion Graphic at BUMDesa Jaya Janti”. The purpose of this research is to design an educational media in the form of motion graphic animation video that explains the importance of waste sorting from home and the role of TPS3R BUMDesa Jaya Janti in waste management. The research is limited to producing a video with a duration of about three minutes, targeting the community of Dusun Ngendo, Janti Village. The method used in this study is the ADDIE development model which consists of analysis, design, development, implementation, and evaluation stages. The result of this research is an educational video created using Adobe Illustrator, Adobe After Effects, and Adobe Premiere Pro. The video delivers simple explanations about the 3R concept (Reduce, Reuse, Recycle), the process of waste sorting, and the role of TPS3R in supporting village cleanliness. Testing was conducted through questionnaires distributed to media experts, BUMDesa managers, and the community. Based on Likert scale calculations, most respondents gave assessments in the “Agree” to “Strongly Agree” categories. Based on these findings, it can be concluded that the developed motion graphic-based educational video is feasible to be used as an educational medium. This media not only simplifies the delivery of information but also has the potential to improve community understanding and awareness in sorting and managing waste. Therefore, the video can support the efforts of BUMDesa Jaya Janti in creating a clean and healthy village environment.

Keyword: tps3r, motion graphic, educational video, waste sorting, bumdesa jaya janti