

INTISARI

Penelitian ini bertujuan untuk mengembangkan video animasi 2D sebagai media edukasi mengenai bahaya penggunaan *Gadget* berlebihan pada siswa MI Muhammadiyah Pakel Simo, serta menguji kelayakan dan efektivitasnya. Materi edukasi dalam video ini difokuskan pada empat aspek bahaya, yaitu gangguan pola tidur, penurunan semangat belajar, masalah gangguan mata, dan kurangnya interaksi sosial. Penelitian menggunakan pendekatan *mixed methods* dengan model pengembangan ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Video berdurasi 3 menit ini diproduksi menggunakan Adobe After Effects, menyajikan alur cerita yang menggambarkan secara nyata bahaya kebiasaan bermain *Gadget* berlebihan pada anak. Hasil validasi dari dua ahli media menunjukkan indeks kelayakan sebesar 90,28% atau masuk dalam kategori sangat layak. Selanjutnya, uji coba lapangan dilakukan terhadap 66 siswa kelas 3 hingga 5 menggunakan instrumen *Pre-Test* dan *Post-Test*. Hasil analisis data menunjukkan peningkatan pemahaman siswa dengan perolehan skor N-Gain sebesar 0,69 dan tingkat efektivitas mencapai 69,61% kategori cukup efektif. Dengan demikian, dapat disimpulkan bahwa media video animasi 2D ini sangat layak dan cukup efektif digunakan untuk mengedukasi siswa sekolah dasar akan bahaya penggunaan *Gadget* secara berlebihan.

Kata kunci: Video Animasi 2D, Bahaya *Gadget*, ADDIE, N-Gain

ABSTRACT

This study aimed to develop a 2D animated video as an educational tool regarding the dangers of excessive Gadget use for students at MI Muhammadiyah Pakel Simo, and to evaluate its feasibility and effectiveness. The educational content focused on four specific risks: sleep pattern disturbances, reduced motivation to learn, eye health issues, and a lack of social interaction. The study employed a mixed-methods approach utilizing the ADDIE development model (Analysis, Design, Development, Implementation, Evaluation). The three-minute video was produced using Adobe After Effects software and featured a storyline that realistically depicted the dangers of excessive Gadget use among children. Validation results from two media experts yielded a feasibility index of 90.28%, placing it in the "highly feasible" category. Subsequently, field trials were conducted with 66 students grades 3 through 5 using Pre-Test and Post-Test instruments. Data analysis revealed an improvement in student understanding, with an N-Gain score of 0.69 and an effectiveness level of 69.61%, falling into the "moderately effective" category. Thus, it can be concluded that this 2D animated video is highly feasible and moderately effective for educating elementary school students about the dangers of excessive Gadget use.

Keyword: 2D Animated Video, Gadget Danger, ADDIE, N-Gain