

INTISARI

Penelitian ini berjudul **“Pembuatan Video Edukasi Animasi 2D Pencegahan Stunting Balita di Posyandu Utama V Desa Planggu Kabupaten Klaten”**. Penelitian ini bertujuan untuk mengembangkan media edukasi berupa video animasi 2D sebagai sarana peningkatan pemahaman ibu balita mengenai pencegahan stunting. Lingkup penelitian dibatasi pada penyampaian materi tentang pengertian stunting, ciri-ciri, dampak, serta pentingnya konsumsi buah dan sayur sebagai upaya pencegahan. Model pengembangan yang digunakan adalah ADDIE, meliputi lima tahap yaitu Analyze, Design, Development, Implementation, dan Evaluation.

Hasil penelitian menunjukkan bahwa proses pengembangan video edukasi dilakukan melalui penyusunan storyboard, pembuatan karakter dan aset visual menggunakan Adobe Animate 2022 dan CorelDraw, serta penyusunan narasi yang mudah dipahami. Video edukasi kemudian diimplementasikan di Posyandu Utama V dengan melibatkan kader dan ibu balita melalui pre-test dan post-test. Hasil pengujian menunjukkan adanya peningkatan pemahaman ibu balita setelah menonton video edukasi, yang diperkuat melalui analisis kuesioner skala Likert dan perhitungan N-Gain.

Berdasarkan hasil evaluasi, video edukasi animasi 2D dinilai layak dan efektif sebagai media pembelajaran dalam mendukung penyuluhan gizi di posyandu. Media ini mampu menyajikan informasi secara menarik, mudah dipahami, dan relevan dengan kebutuhan lapangan, sehingga dapat digunakan sebagai alternatif edukasi pencegahan stunting di lingkungan masyarakat.

Kata kunci: video edukasi, animasi 2D, stunting, ADDIE, Posyandu.

ABSTRACT

This study, entitled “Development of a 2D Animated Educational Video on Stunting Prevention for Toddlers at Posyandu Utama V, Planggu Village, Klaten Regency,” aims to develop an educational medium in the form of a 2D animated video to improve mothers’ understanding of stunting prevention. The scope of the research includes delivering material on the definition, characteristics, impacts of stunting, and the importance of fruit and vegetable consumption as a preventive effort. The development model used is ADDIE, consisting of Analyze, Design, Development, Implementation, and Evaluation stages.

The results show that the video development process involved creating a storyboard, designing characters and visual assets using Adobe Animate 2022 and CorelDraw, and preparing easily understood narration. The video was implemented at Posyandu Utama V by involving cadres and mothers of toddlers through pre-tests and post-tests. The evaluation revealed an increase in mothers’ understanding after watching the video, supported by Likert scale questionnaire analysis and N-Gain calculations.

Based on the evaluation, the 2D animated educational video is considered feasible and effective as a learning medium to support nutrition education at the posyandu. This media successfully presents information in an engaging, understandable manner and is relevant to field needs, making it a useful alternative for community-based stunting prevention education.

Keyword: educational video, 2D animation, stunting, ADDIE, Posyandu.