

INTISARI

Penelitian ini berjudul “Pembuatan Film Animasi 3D ‘Ruwet’ dalam Meningkatkan Kesadaran Mahasiswa tentang *Overthinking*” yang bertujuan untuk merancang animasi pendek 3D sebagai media komunikasi emosional serta menganalisis pengaruhnya terhadap persepsi mahasiswa mengenai fenomena *overthinking*. Penelitian ini menggunakan pendekatan mixed methods dengan desain one group pre-test post-test terhadap mahasiswa semester 6 STMIK AMIKOM Surakarta. Proses pembuatan animasi dilakukan menggunakan metode *Multimedia Development Life Cycle* (MDLC), sedangkan pengukuran tingkat *overthinking* dilakukan menggunakan instrumen *Penn State Worry Questionnaire* (PSWQ). Hasil penelitian menunjukkan bahwa animasi 3D Ruwet mampu merepresentasikan pengalaman *overthinking* secara visual dan emosional, serta memberikan perubahan persepsi dan peningkatan kesadaran mahasiswa terhadap pentingnya kesehatan mental, khususnya terkait pola pikir berlebihan.

Kata kunci: animasi 3D, *overthinking*, mahasiswa, komunikasi emosional

ABSTRACT

This study entitled “The Development of a 3D Animated Film ‘Ruwet’ in Increasing Students’ Awareness of Overthinking” aims to design a short 3D animation as an emotional communication medium and to analyze its effect on students’ perceptions of overthinking. The research employed a mixed-method approach with a one-group pre-test and post-test design involving sixth-semester students of STMIK AMIKOM Surakarta. The animation was developed using the Multimedia Development Life Cycle (MDLC) method, while the level of overthinking was measured using the Penn State Worry Questionnaire (PSWQ). The results indicate that the 3D animation Ruwet effectively conveys emotional and symbolic representations of overthinking and contributes to changes in students’ perceptions, thereby increasing their awareness of mental health issues related to excessive thinking.

Keywords: 3D animation, overthinking, students, emotional communication.