

INTISARI

Penelitian ini berjudul “Perancangan Animasi 2D Edukatif untuk Mendukung Literasi Membaca Siswa Sekolah Dasar” dengan studi kasus di Sekolah Dasar Negeri Jati 2 Masaran. Penelitian ini bertujuan merancang media animasi 2D edukatif sebagai media pendukung pembelajaran membaca siswa kelas 1 serta mengetahui kelayakan media dan respons siswa terhadap media yang dirancang. Penelitian menggunakan metode campuran (*mixed methods*) dengan desain *exploratory sequential* yang memadukan pendekatan kualitatif dan kuantitatif. Perancangan media menggunakan metode *Multimedia Development Life Cycle* (MDLC) yang meliputi *concept, design, material collecting, assembly, testing, dan distribution*. Data penelitian diperoleh melalui observasi, wawancara, studi pustaka, kuesioner, serta penilaian kemampuan membaca siswa. Analisis kebutuhan dilakukan menggunakan analisis *SWOT* berdasarkan hasil observasi, wawancara, dan kuesioner peninjauan awal. Kelayakan materi dan media dinilai oleh ahli media dan ahli materi menggunakan kuesioner skala Likert, sedangkan respons siswa diperoleh setelah penggunaan media. Kemampuan membaca siswa dinilai sebelum dan setelah penggunaan media menggunakan rubrik yang mencakup aspek pelafalan, intonasi, kelancaran, volume suara, dan jeda/tanda baca. Hasil penelitian menunjukkan bahwa media animasi 2D edukatif yang dirancang layak digunakan sebagai media pendukung pembelajaran membaca siswa kelas 1 berdasarkan hasil validasi ahli materi dan ahli media. Respons siswa terhadap media memperoleh rata-rata persentase sebesar 88,99% dengan kategori Sangat Setuju. Hasil penilaian kemampuan membaca menunjukkan rata-rata persentase pada tahap *pre-test* sebesar 54,58%, sedangkan pada tahap *post-test* sebesar 81,67%. Dengan demikian, terdapat perubahan rata-rata kemampuan membaca sebesar 27,09 poin persentase setelah siswa mengikuti pembelajaran menggunakan animasi 2D edukatif.

Kata kunci: Animasi 2D edukatif, pembelajaran membaca, siswa sekolah dasar, MDLC, kemampuan membaca.

ABSTRACT

This study is titled "Design of Educational 2D Animation to Support Reading Literacy among Elementary School Students," featuring a case study at Jati 2 Masaran State Elementary School. The research aims to design educational 2D animation media to support reading instruction for first-grade students and to assess the media's feasibility and student response. A mixed-methods approach with a sequential exploratory design—combining qualitative and quantitative methods—was employed. The media design process utilized the Multimedia Development Life Cycle (MDLC) method, comprising the stages of concept, design, material collection, assembly, testing, and distribution. Research data were gathered through observation, interviews, literature review, questionnaires, and assessments of students' reading abilities. A needs analysis was conducted using the SWOT framework based on findings from observations, interviews, and preliminary questionnaires. Material and media feasibility were evaluated by media and subject matter experts using Likert-scale questionnaires, while student responses were collected after using the media. Students' reading abilities were assessed before and after media usage using a rubric covering pronunciation, intonation, fluency, volume, and pausing/punctuation. The results indicate that the designed educational 2D animation is suitable for use as a reading support tool for first-grade students, as confirmed by the validation from subject matter and media experts. Student response to the media yielded an average score of 88.99%, falling into the "Strongly Agree" category. Reading ability assessments showed an average score of 54.58% in the pre-test and 81.67% in the post-test. Consequently, there was a 27.09 percentage-point increase in average reading ability after students participated in lessons utilizing the educational 2D animation.

Keywords: Educational 2D animation, reading instruction, elementary school students, MDLC, reading ability.