INTISARI

Penelitian ini berjudul "Perancangan Animasi 2D sebagai Media Edukasi Standar Operasional Prosedur (SOP) *Grooming* Karyawan pada SFA Steak & Resto". Penelitian ini bertujuan untuk merancang dan mengembangkan media edukasi berbasis animasi 2D yang dapat membantu karyawan SFA Steak & Resto memahami SOP *grooming* pada bagian frontline dan kitchen. Materi yang disampaikan dibatasi pada standar penampilan, kerapian, kebersihan diri, dan penggunaan atribut kerja sesuai ketentuan perusahaan. Pengembangan media menggunakan metode ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Pengujian media dilakukan melalui validasi ahli dan *User Acceptance Test* (UAT), sedangkan peningkatan pemahaman karyawan diukur melalui pre-test dan post-test yang dianalisis menggunakan N-Gain. Hasil penelitian berupa media edukasi animasi 2D yang menyajikan SOP *grooming* karyawan secara visual, terstruktur, dan komunikatif. Media dirancang dengan memadukan unsur visual, teks, audio, narasi, dan gerakan sehingga informasi mengenai standar *grooming* dapat disampaikan secara lebih konkret kepada karyawan. Berdasarkan hasil pengujian yang dilakukan melalui validasi ahli materi, validasi ahli media, dan UAT, diperoleh tingkat kelayakan dan penerimaan media sesuai dengan hasil penilaian yang telah dilakukan. Pengukuran melalui *pre-test* dan *post-test* digunakan untuk mengetahui perubahan pemahaman karyawan setelah menggunakan media, sedangkan N-Gain digunakan untuk mengetahui tingkat peningkatan pemahaman tersebut. Berdasarkan hasil penelitian dan pengujian, animasi 2D yang dikembangkan dapat digunakan sebagai media edukasi pendukung dalam penyampaian SOP *grooming* karyawan pada SFA Steak & Resto. Media ini diharapkan dapat membantu menyampaikan standar *grooming* dengan cara yang lebih menarik, terstruktur, dan mudah dipahami, serta dapat dimanfaatkan sebagai media pendukung untuk orientasi karyawan baru maupun penyegaran pemahaman bagi karyawan lama

Kata kunci: Animasi 2D, media edukasi, SOP *grooming*, ADDIE, N-Gain

ABSTRACT

This research is entitled "Designing 2D Animation as an Educational Medium for Employee Grooming Standard Operating Procedures (SOP) at SFA Steak & Resto." This study aims to design and develop an educational medium based on 2D animation to help employees of SFA Steak & Resto understand the grooming SOP for frontline and kitchen staff. The materials presented are limited to standards of appearance, neatness, personal hygiene, and the proper use of work attributes in accordance with company regulations. The development of the educational medium uses the ADDIE (Analysis, Design, Development, Implementation, and Evaluation) model. Media testing is conducted through expert validation and User Acceptance Test (UAT), while improvements in employee understanding are measured through pre-test and post-test results analyzed using N-Gain. The result of this research is a 2D animation educational medium that presents the employee grooming SOP in a visual, structured, and communicative manner. The media combines visual elements, text, audio, narration, and motion to present information about grooming standards more clearly and concretely to employees. Based on the testing conducted through material expert validation, media expert validation, and UAT, the developed media obtained an appropriate level of feasibility and user acceptance based on the assessment results. The pre-test and post-test were used to determine changes in employee understanding after using the media, while N-Gain was used to measure the level of improvement in employee understanding. Based on the research and testing results, the developed 2D animation can be used as a supporting educational medium for delivering the employee grooming SOP at SFA Steak & Resto. The media is expected to help deliver grooming standards in a more engaging, structured, and understandable manner and can be utilized as a supporting medium for new employee orientation and as a refresher for existing employees.

Keyword: 2D Animation, Educational Media, Grooming SOP, ADDIE, N-Gain