

ABSTRAK

“Pengembangan Media Animasi sebagai Sarana Penanaman Nilai Gotong Royong untuk Anak Usia Dini”

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Penelitian ini bertujuan untuk mengembangkan media animasi sebagai sarana penanaman nilai gotong royong untuk anak usia dini serta mengetahui kelayakan produk berdasarkan penilaian dari ahli media dan ahli materi yang dilatarbelakangi oleh mudahnya nilai gotong royong di era digital. Penelitian menggunakan metode Research and Development (R&D) dengan model ADDIE yang meliputi tahap analisis, desain, pengembangan, implementasi terbatas, dan evaluasi.

Tahap analisis mencakup kajian kebutuhan media pembelajaran digital bagi anak usia dini serta penelaahan nilai gotong royong. Pada tahap desain, peneliti menyusun alur cerita, karakter, serta prompt pengembangan animasi berbasis kecerdasan buatan. Produk animasi kemudian dikembangkan dalam dua episode dengan durasi 1 menit per episode. Validasi kelayakan dilakukan oleh ahli materi dan ahli media menggunakan instrumen berbasis LORI (Learning Object Review Instrument). Analisis skor menggunakan skala empat.

Hasil penilaian ahli materi menunjukkan skor rata-rata 3,58 dengan kategori Sangat Layak, sedangkan ahli media memberikan skor rata-rata 3,30 dengan kategori Sangat Layak. Temuan ini menunjukkan bahwa media animasi yang dikembangkan telah memenuhi standar kualitas konten, kesesuaian tujuan pembelajaran, desain penyajian, motivasi, serta aspek teknis lain yang diperlukan untuk digunakan sebagai media penanaman nilai gotong royong. Penelitian ini dibatasi pada tahap pengembangan dan uji kelayakan ahli, tanpa melakukan uji efektivitas kepada anak usia dini. Dengan demikian, media animasi yang dihasilkan dinyatakan layak digunakan sebagai alternatif media pembelajaran untuk memperkenalkan nilai gotong royong pada anak usia dini.

Kata kunci: animasi, gotong royong, anak usia dini, media pembelajaran, R&D ADDIE.

ABSTRACT

This study aims to develop animated media as a means of instilling the value of mutual cooperation for early childhood and to determine the feasibility of the product based on assessments from media experts and material experts, motivated by the fading value of mutual cooperation in the digital era. The study uses the Research and Development (R&D) method with the ADDIE model, which includes the stages of analysis, design, development, limited implementation, and evaluation.

The analysis phase included a review of the need for digital learning media for early childhood and an examination of the value of mutual cooperation. In the design phase, researchers developed a storyline, characters, and prompts for developing an AI-based animation. The animation product was then developed into two episodes, each lasting one minute. Feasibility validation was conducted by subject matter experts and media experts using an instrument based on the Learning Object Review Instrument (LORI). Score analysis used a four-point scale.

The results of the assessment by material experts showed an average score of 3.58 with a Very Appropriate category, while media experts gave an average score of 3.30 with a Very Appropriate category. These findings indicate that the developed animation media has met the standards of content quality, suitability of learning objectives, presentation design, motivation, and other technical aspects required to be used as a medium for instilling the value of mutual cooperation. This research was limited to the development stage and expert feasibility testing, without conducting an effectiveness test on early childhood. Thus, the resulting animation media is declared suitable for use as an alternative learning media to introduce the value of mutual cooperation to early childhood.

Keywords: Animation, mutual cooperation, early childhood, learning media, ADDIE R&D.