

ABSTRAK

PERANCANGAN VIDEO ANIMASI 2D UNTUK MENINGKATKAN KESADARAN LINGKUNGAN MASYARAKAT TENTANG KONSERVASI HUTAN MANGROVE

Oleh :

Neo Reves

Email : neoreves.2111070065@mail.darmajaya.ac.id

Kesadaran masyarakat pesisir terhadap konservasi hutan mangrove masih rendah, ditunjukkan oleh kurangnya pemahaman ekosistem dan manfaatnya (41,8% dan 50% responden tidak paham). Kondisi ini diperparah oleh minimnya media edukasi yang efektif dan akses informasi. Penelitian ini bertujuan merancang dan mengevaluasi efektivitas video animasi 2D sebagai media edukasi untuk meningkatkan kesadaran masyarakat tentang konservasi hutan mangrove. Data dikumpulkan melalui observasi, wawancara, dan kuesioner (110 responden), kemudian dianalisis dengan 5W+1H. Video animasi 2D berdurasi 2-3 menit dibuat menggunakan Adobe Illustrator, After Effects, dan Premiere Pro, dengan gaya visual *flat* dan didistribusikan melalui YouTube, TikTok, dan Instagram Reels. Video animasi 2D terbukti efektif; 56% responden percaya efektivitasnya dan 49% tertarik berpartisipasi dalam kampanye konservasi. Penyampaian informasi kompleks secara visual menarik dan narasi yang mudah dipahami berhasil meningkatkan pemahaman dan kesadaran. Disimpulkan bahwa video animasi 2D adalah media edukasi yang potensial untuk mendorong partisipasi aktif masyarakat dalam pelestarian hutan mangrove.

Kata Kunci : Video Animasi 2D, Konservasi Hutan Mangrove, Kesadaran Lingkungan, Edukasi, Media Sosial.

ABSTRACT

DESIGNING A 2D ANIMATED VIDEO TO ENHANCE PUBLIC ENVIRONMENTAL AWARENESS OF MANGROVE FOREST CONSERVATION

By:

NEO REVES

E-mail: neoreves.2111070065@mail.darmajaya.ac.id

Public awareness of mangrove forest conservation in coastal communities remains low, as evidenced by limited understanding of mangrove ecosystems and their benefits 41.8% and 50% of respondents, respectively, reported a lack of knowledge. The scarcity of effective educational media and limited access to information further exacerbate this situation. This study aims to design and evaluate the effectiveness of a 2D animated video as an educational medium to enhance public awareness of mangrove forest conservation. Data were collected through observation, interviews, and questionnaires involving 110 respondents, and analyzed using the 5W+1H framework. The 2D animated video, lasting 2–3 minutes, was produced using Adobe Illustrator, After Effects, and Premiere Pro, featuring a flat visual style, and distributed via YouTube, TikTok, and Instagram Reels. The results show that the video was effective as an educational tool, with 56% of respondents acknowledging its effectiveness and 49% expressing interest in participating in conservation campaigns. The combination of visually appealing graphics and easy-to-understand narration successfully improved comprehension and awareness levels among viewers. The study concludes that 2D animated videos represent a promising educational medium for promoting public engagement and active participation in mangrove forest conservation efforts.

Keywords: 2D Animation Video, Mangrove Forest Conservation, Environmental Awareness, Education, Social Media

