

ABSTRAK

PERANCANGAN ANIMASI 2 DIMENSI SEBAGAI MEDIA KAMPANYE SOSIAL BAHAYA STUNTING BAGI TUMBUH KEMBANG ANAK DI KOTA BANDAR LAMPUNG

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Penelitian ini berfokus pada perancangan animasi 2 dimensi sebagai kampanye media sosial bahaya stunting bagi tumbuh kembang anak di kota Bandar Lampung. Latar belakang penelitian ini adalah tingginya prevalensi stunting yang masih menjadi masalah kesehatan di Indonesia khususnya di Lampung. Stunting tidak hanya mempengaruhi pertumbuhan fisik anak, tetapi juga perkembangan kognitif, produktivitas, dan kualitas sumber daya manusia di kemudian hari. Upaya edukasi masyarakat sangat dibutuhkan agar pemahaman tentang bahaya dan pencegahan stunting dapat tersampaikan secara efektif. Metode penelitian yang digunakan meliputi observasi di Posyandu, wawancara dengan BKKBN Provinsi Lampung, studi pustaka dan analisis 5W + 1H untuk mengetahui strategi komunikasi dan desain media. Media utamanya adalah animasi 2 dimensi berupa video animasi *explainer* dengan gaya kartun, yang didistribusikan melalui YouTube dan Instagram agar mudah diakses publik. Animasi ini dilengkapi dengan media pendukung seperti poster, baliho, kaos, gantungan kunci, pin dan stiker. Hasil desain menunjukkan bahwa animasi 2D dapat menjadi kampanye media sosial yang komunikatif, interaktif, dan mudah dipahami. Postingan media sosial tersebut mendapat respon positif dengan 1.593 views di Instagram dan 39 views di YouTube, yang menunjukkan potensi yang sangat besar untuk meningkatkan kesadaran masyarakat akan pentingnya pencegahan stunting.

Kata kunci: Animasi 2 Dimensi, Kampanye Sosial, Stunting, Media Sosial

ABSTRACT

DESIGNING A 2D ANIMATION AS A SOCIAL MEDIA CAMPAIGN ON THE DANGERS OF STUNTING FOR CHILD GROWTH AND DEVELOPMENT IN BANDAR LAMPUNG CITY

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This study focuses on the design of a 2D animated video as a social media campaign to raise public awareness about the dangers of stunting for children's growth and development in Bandar Lampung city. The research was motivated by the high prevalence of stunting, which remained a major public health problem in Indonesia, particularly in Lampung Province. Stunting not only affects children's physical growth, but also has long-term impacts on cognitive development, productivity, and the overall quality of human resources. Therefore, effective public education is needed to improve understanding of stunting prevention. The research employed several methods, including observations at community health centers, interviews with the National Population and Family Planning Agency (BKKBN) of Lampung Province, a literature review, and 5W+1H analysis to determine communication strategies and media design. The main output was a 2D explainer animation with a cartoon visual style, distributed on Instagram and YouTube to ensure broad accessibility. The animation was supported by promotional media such as posters, billboards, t-shirts, key chains, pins, and stickers. The design result indicated that 2D animation served as an effective, communicative, and easily understandable medium for social media campaigns. The published content received positive audience responses, obtaining 1,593 views on Instagram and 39 views on YouTube, demonstrating significant potential for raising public awareness of stunting prevention.

Keywords: 2D Animation, Social Campaign, Stunting, Social Media

