

**PESAN EDUKASI VIDEO ANIMASI “SERU BELAJAR KEBIASAAN
BARU (ORANG TUA)” (ANALISIS ISI PADA YOUTUBE
KEMENDIKBUD RI)**

DINDA PERMATA SARI

Abstrak

Kemendikbud RI mencanangkan program “Seru Belajar Kebiasaan Baru” untuk memberikan informasi dan mengedukasi masyarakat tentang protokol kesehatan dalam pelaksanaan pembelajaran pada tahun ajaran dan tahun akademik 2020/2021 selama masa pandemi, untuk mencegah penularan virus covid-19 di sekolah. Edukasi tersebut salah satunya disampaikan kepada orang tua melalui video animasi pada kanal youtube Kemendikbud RI. Penelitian ini bertujuan menggambarkan isi pesan edukasi pada video animasi “Seru Belajar Kebiasaan Baru” Orang Tua berdasarkan unsur-unsur pesan edukasi berisi fakta, menggambarkan proses, dan stimulus/respon, menggunakan pendekatan kuantitatif metode analisis isi. Unit analisis penelitian ini adalah 25 scene video yang terdiri atas 49 teks, 26 audio, 25 ilustrasi, 22 biologi, 25 latar, 25 gerak, dan 17 emosi. Data dianalisis secara deskriptif, disajikan dalam frekuensi dan persentase. Koding dilakukan oleh 2 orang, untuk menjamin objektivitas menggunakan reliabilitas antarkoder dengan formula scott. Hasil menunjukkan video animasi ini memiliki muatan pesan edukasi cukup banyak yaitu dengan nilai terendah 88% pada kategori latar dan gerak. Indikator yang mendapatkan nilai tertinggi adalah menggambarkan proses. Hasil uji reliabilitas memiliki hasil yang sangat baik pada tiap kategori video animasi, sehingga dapat disimpulkan bahwa video animasi “Seru Belajar Kebiasaan Baru” Orang tua pada youtube Kemendikbud RI telah menggambarkan pesan edukasi.

Kata kunci: pesan edukasi, video animasi, “Seru Belajar Kebiasaan Baru” Orang Tua Kemendikbud RI.

EDUCATIONAL MESSAGE OF ANIMATED VIDEO “SERU BELAJAR KEBIASAAN BARU (ORANG TUA)” (CONTENT ANALYSIS ON THE MINISTRY OF EDUCATION AND CULTURE’S YOUTUBE)

DINDA PERMATA SARI

Abstract

The Ministry of Education and Culture of the Republic of Indonesia launched the program "Seru Belajar Kebiasaan Baru" to inform and educate the public about health protocols in implementing learning in the academic year 2020/2021 during the pandemic, to prevent the transmission of the covid-19 virus in schools. One of these education is delivered to parents through animated videos on the YouTube channel of the Ministry of Education and Culture of the Republic of Indonesia. This study aims to analyze the content of the educational message in the animated video "Seru Belajar Kebiasaan Baru" Orang Tua based on the elements of an educational message containing facts, describing progress, and stimulus/response, used a quantitative approach with content analysis methods. The unit of analysis of this research is 25 video scenes consisting of 49 texts, 26 audios, 25 illustrations, 22 biology, 25 backgrounds, 25 motions, and 17 emotions. Data were analyzed descriptively, presented in terms of frequencies and percentages. Coding is done by 2 people, to ensure objectivity using intercoder reliability with Scott's formula. The results showed that this animated video has a lot of educational message content, with the lowest score of 88% in the background and motion categories. The indicator that gets the highest score is the one that describes the process. The results of the reliability test have excellent results in each category of animated videos, so it can be said that the animated video "Seru Belajar Kebiasaan Baru" for parents on the Indonesian Ministry of Education and Culture's YouTube has illustrated the message of education.

Keywords: educational messages, animated videos, “Seru Belajar Kebiasaan Baru” Orang Tua The Ministry of Education and Culture of the Republic of Indonesia.