ABSTRAK

Tuberkulosis (TBC) adalah penyakit infeksi yang hingga kini masih menjadi tantangan serius dalam kesehatan masyarakat di Indonesia, terutama di daerah pedesaan seperti Desa Jayagiri. Rendahnya minat membaca dan kurangnya media edukatif yang menarik menjadi kendala dalam menyampaikan informasi kesehatan secara efektif. Dengan demikian, dibutuhkan media alternatif yang bersifat komunikatif serta mudah dipahami oleh masyarakat luas. Penelitian ini berfokus pada perancangan media informasi mengenai penyakit TBC melalui Motion Graphic dua dimensi sebagai sarana penyuluhan visual yang lebih atraktif dan interaktif. Dalam penelitian ini diterapkan pendekatan kualitatif, sementara data diperoleh melalui studi pustaka, kegiatan observasi, dan wawancara. Hasil dari perancangan ini berupa video motion graphic edukatif berdurasi ±1–2 menit yang menjelaskan gejala, penyebab, cara penularan, pencegahan, dan pengobatan TBC. Diharapkan media ini dapat membantu puskesmas, tenaga kesehatan, maupun masyarakat dalam meningkatkan kesadaran terhadap bahaya TBC serta mendorong pencegahan sejak dini melalui penyuluhan yang lebih menarik dan mudah dipahami.

Kata Kunci : Tuberkulosis, Motion Graphic, Perancangan, Animasi

ABSTRACT

Tuberculosis (TB) *is an infectious disease that remains a serious public health challenge in Indonesia, particularly in rural areas such as Jayagiri Village. Low interest in reading and the lack of engaging educational media have become obstacles in effectively delivering health information. Therefore, an alternative medium that is communicative and easy to understand is needed. This research focuses on designing an informational medium about TB through two-dimensional motion graphics as a more attractive and interactive visual outreach tool. A qualitative approach was applied in this study, with data obtained through literature review, observation, and interviews. The result of this design is an educational motion graphic video with a duration of approximately 1–2 minutes, explaining the symptoms, causes, modes of transmission, prevention, and treatment of TB. It is expected that this medium can support community health centers, healthcare workers, and the general public in raising awareness about the dangers of TB, as well as encourage early prevention through more engaging and easily understandable health education.*

Keywords*: Tuberculosis, Motion Graphic, Design, Animation*