

FINAL PROJECT

**INTERACTIVE EDUCATIONAL ANIMATION BASED ON LOCAL
WISDOM "*MEMAYU HAYUNING BAWANA*" TO CULTIVATE
ENVIRONMENTAL AWARENESS IN CHILDREN AGED 6–7 YEARS**

To Fulfill Partial Requirement for Obtaining a Bachelor's Degree (S-1)



By:

Nimas Fadhilatur Rohmah

22052010103

Supervisor I:

Diana Aqidatun Nisa. S.T., M.Ds.

Supervisor II:

Restu Ismoyo Aji, S.Sn., M.A.

**STUDY PROGRAM OF VISUAL COMMUNICATION DESIGN
FACULTY OF ARCHITECTURE AND DESIGN
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN"
JAWA TIMUR**

2025/2026

APPROVAL PAGE


**INTERACTIVE EDUCATIONAL ANIMATION BASED ON LOCAL WISDOM "MEMAYU
HAYUNING BAWANA" TO CULTIVATE ENVIRONMENTAL AWARENESS IN CHILDREN
AGED 6-7 YEARS**


Compiled by:
NIMAS FADHILATUR ROHMAH
22052010103

Has been defended in front of the Examiner Team
On: April 23, 2026

Supervisor 1

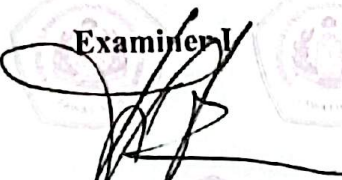
Supervisor II

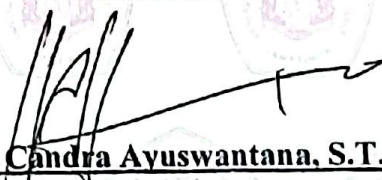

Diana Aqidatun Nisa. S.T., M.Ds.
NIP. 19900611 201803 2001


Restu Ismoyo Aji, S.Sn., M.A.
NIPPPK. 19850106 202521 1046

Examiner I

Examiner II


Widwasari, S.T., M.T.
NPT. 182 198909 2007 5


Alfian Candra Ayuswantana, S.T., M.Ds.
NIP. 19880505 201903 1018

**This final project has been accepted as a requirement
To Obtain a Bachelor's Degree in Design (S-1)
Dean of the Faculty of Architecture and Design**



Ibnu Sholichin, S.T., M.T
NIPPPK. 19710916 202121 1004

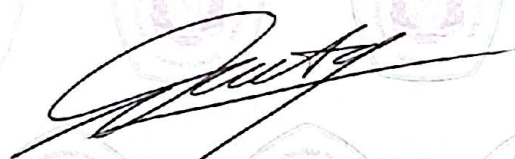
AGREEMENT PAGE

**INTERACTIVE EDUCATIONAL ANIMATION BASED ON LOCAL WISDOM "MEMAYU
HAYUNING BAWANA" TO CULTIVATE ENVIRONMENTAL AWARENESS IN CHILDREN
AGED 6-7 YEARS**


Compiled by:
NIMAS FADHILATUR ROHMAH
22052010103

Has been defended in front of the Examiner Team
On: April 23, 2026

Supervisor I



Diana Aqidatun Nisa, S.T., M.Ds.
NIP. 19900611 201803 2001

Supervisor II


Restu Ismoyo Aji, S.Sn., M.A.
NIPPPK. 19850106 202521 1046

This Final Project has been accepted as one of the requirements
to obtain a Bachelor of Design (S-1)

Head Of Visual Communication Design Study Program


Masnuna, S.T., M.Sn.
NIPPPK. 19840512 202121 2004

STATEMENT OF FREE PLAGIARISM

I, the undersigned:

Name : NIMAS FADHILATUR ROHMAH
NPM : 22052010103
Program : Bachelor (S1)
Study Program : Visual Communication Design
Faculty : Architecture and Design

I declare that in this scientific document of the final project there is no part of another scientific work that has been submitted to obtain an academic degree at a higher education institution, and there is also no work or opinion that has been written or published by another person/institution, except those that are writtenly cited in this document and stated in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If in the future there is an indication of plagiarism in this final project, I am willing to accept sanctions in accordance with applicable laws and regulations.

Thus, I make this statement letter truthfully without any coercion from anyone and to be used as it should be.

Surabaya, May 20, 2026

Who made the statement



Nimas Fadhilatur Rohmah
NPM. 22052010041

ABSTRACT

This study aims to develop an interactive educational animation based on the Javanese local wisdom of *Memayu Hayuning Bawana* to foster environmental care attitudes in children aged 6–7 years. The values of *Memayu Hayuning Bawana*, which emphasize harmony between humans and nature, are adapted as the core message of the media so that children can learn to care for the environment through stories that are close to their everyday experiences. The use of local cultural values is intended to instill moral and character education contextually while building ecological awareness from an early age.

The research employs a Research and Development (R&D) approach using the DDD-E model (Decide–Design–Develop–Evaluate). Needs analysis was conducted through teacher interviews, classroom observations, and literature review. The results indicate a need for engaging and interactive learning media, as conventional media have not been effective in increasing children’s involvement in understanding environmental issues.

The developed product is a 2D chibi-style, game-inspired interactive animation utilizing a branching narrative (Choose Your Own Adventure) system through YouTube’s end-screen feature. The storyline is designed to be interactive, allowing children to determine the course of the story based on their environmental action choices. In addition to the main media, supporting materials such as action posters, student activity worksheets, teacher guides, and educational merchandise were also developed to reinforce learning and reflection on environmental care values.

Based on the data analysis, the media is considered to have strong potential as a contextual, enjoyable, and culturally grounded learning tool. The integration of *Memayu Hayuning Bawana* local wisdom with digital technology is expected to enhance children’s awareness of the importance of maintaining environmental balance and to support the development of environmentally responsible character from an early age.

Keywords: interactive educational animation, *Memayu Hayuning Bawana*, Javanese local wisdom, early childhood, environmental care, DDD-E model, learning media.

FOREWORD

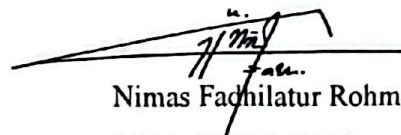
Praise be to Allah SWT for His mercy, guidance and blessings so that the author can complete the final assignment report entitled: "Interactive Educational Animation Based on Local Wisdom *"Memayu Hayuning Bawana"* to Cultivate Environmental Awareness in Children Aged 6–7 Years." During the preparation process, the author received much assistance, guidance, and support from various parties. Therefore, the author sincerely expresses his deepest gratitude to:

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3. My beloved parents and family, also my lovely friends, for your endless prayers, love, moral and material support.
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5. My fellow VCD students from the class of 2022, who always provided encouragement, inspiration, and cooperation during the research and production process of this animation.
6. SDN Bareng II Jombang along with teachers and grade 1 students who have agreed to be trial subjects in this research.

The author realizes that this final project is still far from perfect. Therefore, constructive criticism and suggestions are very much hoped by the author for the improvement of future works. Finally, hopefully this report can provide benefits for the development of learning media based on local culture, as well as be an inspiration for future research and design works.

Surabaya, May 20, 2026

Author



Nimas Fachilatur Rohmah

NPM. 22052010103

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