

# Utilizing Animated Video to Improve Public Information Dissemination in Pangandaran Regency

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## Abstract

*Pangandaran Regency is one of the leading tourism destinations in West Java that requires strengthened public communication, particularly in delivering environmental cleanliness education to stakeholders. Conventional media remains less effective in reaching all segments of society, creating the need for more innovative communication media. This community service activity was carried out in collaboration with the Office of Communication, Informatics, Statistics, and Encryption (Diskominfo) of Pangandaran Regency by utilizing animated video as a medium for delivering public information regarding the importance of maintaining cleanliness in tourism destination areas. The implementation method consisted of a needs survey and discussion, concept and script development, animated video production, dissemination through government digital channels and social media, as well as evaluation of the effectiveness of the developed media. The results of the activity indicate that animated video is able to deliver cleanliness-related messages in a more engaging, understandable, and interactive way compared to conventional media. This medium not only functions as a tool for delivering information but also serves as a means to build awareness and increase the participation of tourism actors, such as hotel managers, restaurant owners, traders, tour guides, and tourists themselves, in maintaining cleanliness and the sustainability of the tourism environment.*

**Keywords:** *Animated Video; Public Information; Digital Communication; Tourism Environmental Cleanliness and Pangandaran Regency.*

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## I. INTRODUCTION

Pangandaran Regency is one of the regencies in West Java Province that holds significant potential in the tourism sector. The region is characterized by the southern coastal geography of Java Island, bordering directly on the Indian Ocean, and offers a wide range of nature- and culture-based tourist attractions, such as Pangandaran Beach, Green Canyon (Cukang Taneuh), and other conservation areas. This potential positions Pangandaran as one of West Java's leading tourism destinations, contributing to regional economic growth and improved community welfare through the tourism sector [1]. The development of the tourism sector in Pangandaran also needs to be supported by stronger public services, communication, and community involvement so that destination management can proceed sustainably [2].

The Office of Communication, Informatics, Statistics, and Encryption (Diskominfo) of Pangandaran Regency plays a strategic role in managing public communication, providing information, and developing local government digital services. Clear, accurate, and easily understood public information delivery is an important factor in building the relationship between government and the community and in increasing public participation in development implementation [3]. In the era of digital transformation, the use of information technology in government services is also an important part of realizing effective, transparent, and responsive governance to community needs [4].

One important issue that needs attention in tourism destination management is environmental cleanliness. Cleanliness is a key aspect in creating a comfortable tourist experience while also maintaining the sustainability of a destination. Good tourism environment management is related not only to facilities but also requires awareness and active involvement from the community and tourism business actors [2]. However, the delivery of information about the importance of maintaining cleanliness still faces various challenges, as part of the community has not fully understood messages conveyed through conventional media such as text, announcements, or print media. Therefore, a more innovative communication strategy is needed so that information can be effectively received by all levels of society, including tourism actors [5].

Tourism actors such as hotel managers, restaurant owners, traders, and tour guides play an important role in maintaining the quality of the destination environment. The involvement of various parties in the tourism sector is necessary because the success of destination management does not depend solely on the government but is also influenced by the behavior and awareness of the community as part of the tourism ecosystem [6]. Therefore, a more engaging communication medium that is easy to understand and aligned with technological developments is needed so that messages about cleanliness can be effectively received by tourism actors.

Animated video is a digital communication medium that is able to combine visual, audio, text, and narrative elements so that information can be delivered in a more creative, simple, and interactive way. The use of multimedia in information delivery can increase audience attraction and understanding because messages are presented through a combination of communication elements that are easier to absorb compared to text-based delivery [7]. Through animated media, messages regarding waste management, the upkeep of tourism facilities, and the application of environmentally friendly behavior can be visualized in the form of stories and illustrations close to people's daily lives.

In addition to making information easier to understand, animated video also has advantages in the distribution process because it can be disseminated through various digital media such as social media, video platforms, and government information channels. The development of communication technology has changed the way people obtain information, making the use of digital media an effective strategy for expanding the reach of public messages [8].

The use of animated video as an educational medium is expected to improve the understanding and awareness of tourism actors regarding the importance of maintaining the cleanliness of the tourism environment in Pangandaran Regency. This medium functions not only as a tool for delivering information but also as a means of building community participation in supporting the creation of a clean, comfortable, and sustainable tourism destination. Based on these issues, the Community Service Team carried out the activity "Utilizing Animated Video to Improve Public Information Dissemination in Pangandaran Regency" together with the Office of Communication, Informatics, Statistics, and Encryption of Pangandaran Regency as an effort to support the strengthening of digital-based public communication.

## II. METHODS

The implementation method and stages of this community service activity, which applies appropriate technology through the production of animated video to improve public understanding of information in Pangandaran Regency, are as follows:

- Conducting a survey and discussion with Diskominfo to assess the conditions and information needs related to the cleanliness of tourism destinations in Pangandaran Regency that need to be conveyed to the community and tourism business actors.
- Developing a clear and systematic plan for producing an animated video that can effectively convey the cleanliness message, and determining the resources needed, such as the video production team, animation software, and budget.
- Producing an engaging and easily understood animated video to convey information about the cleanliness of tourism destinations in Pangandaran Regency.
- Disseminating the animated video to the community, tourism actors, and tourists at tourism destinations in Pangandaran Regency to raise awareness of environmental cleanliness, both through online media such as websites and social media, and other channels.
- Measuring the effectiveness of the animated video in improving the understanding and awareness of the community and tourism actors regarding the cleanliness of tourism destinations.

Through these stages, the Office of Communication, Informatics, Statistics, and Encryption of Pangandaran Regency is able to utilize animated video technology as an effective tool for improving the awareness and understanding of the community and tourism actors regarding the importance of maintaining the cleanliness of the tourism destination environment.

### III. RESULTS AND DISCUSSION

The use of animated video as a public communication medium is one of the strategies for improving the effectiveness of information delivery to the community of Pangandaran Regency. This activity was carried out in collaboration with the Office of Communication, Informatics, Statistics, and Encryption of Pangandaran Regency as a form of support for disseminating public information in a more creative, educational, and easily accepted manner. Communication media designed by taking into account the characteristics of information recipients can improve community understanding and engagement in a development program [9].

The results of the activity show that the use of animated video is able to serve as an effective medium for delivering public messages, particularly regarding the importance of maintaining the cleanliness of the tourism environment. Animated video can combine moving images, sound, text, and storytelling so that information can be packaged in a more attractive and easily understood way. Presenting information through visual media helps increase audience attention because it provides a concrete depiction of the message to be conveyed [10].



**Fig 1. Screenshot of The Pangandaran Animated Video**

A visual-based communication approach through animated video provides a more interactive learning and information-receiving experience compared to conventional message delivery. Messages regarding waste management, the upkeep of public facilities, and environmentally friendly behavior can be visualized through characters and storylines that depict real situations in tourist areas. Animated media has the ability to convey particular concepts or behaviors through visual simulation, making it easier for the community to understand the message being delivered [11].

In the context of Pangandaran Regency as a tourism destination, environmental cleanliness is an important factor in building the destination's image and the quality of visitors' experience. Sustainable destination management requires collaboration between the government, the community, and tourism industry actors so as to create a balance between economic activity and environmental preservation [12]. Therefore, the animated video was developed as an educational medium for hotel managers, restaurant owners, traders, and tour guides so that they have a better awareness of the importance of maintaining the cleanliness of the tourism area.

The animated video production process was carried out through several stages, namely identifying information needs, developing the message concept, writing the script, visual design, animation production, and final editing. These stages were carried out to ensure alignment between the communication objectives and the needs of the community as the message recipients. In digital media development, the content planning process is an important factor in ensuring that the information delivered has educational value and is able to achieve the communication objectives [13].

The production stage was carried out through the creation of illustrations and animated characters, the development of visual motion, narration voice recording, and the integration of various multimedia elements. This process took into account aspects of creativity and ease of understanding

so that the cleanliness information could be received by people from various backgrounds. Animation-based media also has high flexibility because it can be adapted to audience needs and reused in various outreach activities [14].

In the final stage, the animated video was disseminated through the local government's digital communication media as a means of public information. The use of digital media provides an opportunity for the government to reach the community more broadly and to increase interaction in the delivery of development information [15].

The success of this activity demonstrates that animated video can be an effective alternative public information medium because it is able to integrate elements of technology, communication, and education. This medium not only delivers information but also plays a role in building community awareness to participate in maintaining the cleanliness and quality of the tourism environment in Pangandaran Regency.

#### **IV. CONCLUSION**

Based on the implementation of the activity, it can be concluded that the use of animated video as a public communication medium has a strategic role in improving the effectiveness of information delivery to the community. Animated media is able to serve as a communication bridge between the local government and the community by presenting information that is more engaging, easy to understand, and aligned with the characteristics of today's digital media users.

In the activity "Utilizing Animated Video to Improve Public Information Dissemination in Pangandaran Regency," animated video functions not only as a medium for delivering messages but also as an effective educational tool for raising community awareness, particularly among tourism actors, of the importance of maintaining the cleanliness of the tourism environment. Through a communicative visual and narrative approach, messages about cleanliness management, environmental concern, and shared responsibility can be delivered in a more interactive and easily accepted manner.

Tourism sector actors such as hotel managers, restaurant owners, traders, and tour guides play an important role in creating a clean, comfortable, and sustainable tourism environment. Therefore, the animated video developed serves as a supporting medium for building a shared understanding that the cleanliness of tourism destinations is not solely the government's responsibility but also requires the active involvement of the entire community.

The use of animation-based digital media also provides an opportunity for Diskominfo of Pangandaran Regency to strengthen its public communication strategy through creative and innovative content. This approach can become a model for developing government information media that can be applied to various other community education programs, making public information delivery more effective, far-reaching, and impactful.

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