

ABSTRACT

Ilyas, Fadiyah Idzni. 2020. Application of Pop Up Technique in Editing Short Film Images About the Lack of Confidence of Indonesian Adult Communities in Online Transactions Using Digital Wallets. Final Project Visual Communication Design Study Program. Faculty of Creative Industries Telkom University.

The Digital Age is an era where all aspects of human life become easier and faster. In this case, the example is access to news, before the era of digital news is usually accessed through the media of newspapers, radio, and television. Also in this digital era, everyone can access everything through smartphones. As given, sent online, sell online, until payment and money storage can be accessed via a smartphone. Saving digital money can minimize payments of crime, minimize payments, increase income and save money, make train tickets, plane tickets, and cinema tickets, the payment of which uses a digital wallet which is definitely more for the intended payment. Too late now the intense competition is increasing, also arises various kinds of crime. One example is the use of counterfeit money in transactions, where profit buyers and traders lose. In this case, the reduction using counterfeit money is clearly not justified for transactions.

This phenomenon makes a digital wallet, one of which is LinkAja, but this is not included with the level of community growth in using digital wallets, especially LinkAja. Therefore the designer designed a short film about the application of pop-up techniques in editing short film images about digital wallets, which support increasing public trust in digital wallets, especially LinkAja in making transactions easier, safer, and increasing efficiency in transactions.

Keywords: Digital wallet, solution, transaction, community, short film, pop up effect.