

## **ABSTRACT**

*Nurhikmat, Reza. 2020. Short Film Directing About Poor Indonesian Adult Knowledge Of Online Transactions Using Digital Wallets. Final Task Visual Communication Design. Faculty of Creative Industries. Telkom University.*

*The development of the times is increasingly rising, no exception to economic and payment. This has an impact on people's lives where the public in the case of paying a transaction can only use paper money or cash, unlike today, there is a technology product called digital wallet that can facilitate the commercial transactions, and many advantages offered, one of which is the effectiveness in conducting transactions. But at this time there are still many people who do not know about transactions using digital wallets, because it is comfortable with the payment method that is commonly done, although the digital wallet is very helpful in terms of payment. The purpose of the author is to increase the knowledge of Indonesian people on how digital wallets can facilitate transactions, because we are already in the digital era, which we will not want to grow with the progress of the times, and the digital economy can be used as a new engine of economic growth in Indonesia. Using the film as a media to educate the public about how digital wallets can facilitate the activities of transacting day by way of narrative structure that builds the story, the film aims to provide information and demonstrate how the difficulties experienced in the transaction using cash, and how it can be solved with transactions using digital wallets, using qualitative research methods and analysis of case studies , so that the goal of educating the public about digital wallets is achieved.*

*Keyword : Public, digital wallet, short film.*