

# Design of A 3d Educational Animation for Finance and Remittance at PT Topremit using the Aida Method

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## Abstract

This thesis discusses the design of a 3D educational animation regarding the international remittance services of PT Topremit. The main issue addressed is the lack of public understanding, especially among new users, regarding the process of sending money abroad online. This research uses the AIDA method (Attention, Interest, Desire, Action) as a strategic approach in designing the animation's narrative and visuals to attract attention and persuade the audience to use Topremit's services. The result of this research is a 3D animated video approximately 2 minutes in length that educates users on how Topremit works and its benefits, presented in an engaging and easy-to-understand visual style. The goal of this work is to help improve public understanding and trust in digital international money transfers. This animation is expected to be utilized as both a promotional and educational tool by the related company.

**Keywords:** 3D Animation, Education, Remittance, PT Topremit, AIDA

## 1. Introduction

Remittance is a money transfer service used by Indonesian Migrant Workers. The presence of remittance services indirectly boosts the national economy and serves as a globally accepted means of payment between countries [1].

Indonesia is one of the largest senders of migrant workers. Each year, Asia receives more than USD 9 billion in remittances. However, in Indonesia, money transfer services still face many obstacles, especially for the lower-middle-class community, which often has limited financial understanding. According to a report from the Financial Services Authority (OJK) in 2019, the financial literacy rate of the Indonesian people was only 38.03% [2]. This problem is exacerbated by public complaints about high transfer fees and a lack of transparency. Based on a survey by Wise and Jakpat, 89% of users complained about high transfer fees, while 71% felt they did not understand the details of additional fees or the exchange rates applied [3]. Additionally, the money transfer process is often slow, with 77% of respondents stating they had to wait too long for the money to arrive in the destination country [3]

Therefore, the author raises the title "DESIGN OF A 3D EDUCATIONAL ANIMATION FOR FINANCE AND REMITTANCE AT PT TOPREMIT USING THE AIDA METHOD" to address this problem, offering an effective and easily accessible educational solution for the public. One potential approach is to use 3D animation. With its engaging and informative visual display, 3D animation can help simplify complex remittance concepts and convey educational messages in a more engaging way. The application of the AIDA method (Attention, Interest, Desire, Action) in the animation design allows educational messages to be delivered in a structured manner to attract attention, build interest, create desire, and encourage action.

## 2. Literature Review

### 2.1. Animation

According to Reiber, animation is an important part of multimedia. The word "animation" comes from the Latin word "anima," which means soul, life, or spirit [4]. In general, animation is defined as a technique for bringing to life or moving inanimate objects. The most common types of animation are two-dimensional (2D) and three-dimensional (3D), which are often found in cartoon film productions. The word "animation" in English is rooted in the verb "to animate," which means to bring to life [5]. The animation production process

begins with the development of a story idea, which is the most crucial element in an animated film [6]. The types of animated videos include 2D Animation, 3D Animation, Stop Motion, Traditional Animation, Computer Animation, and Hybrid Animation [7].

## 2.2. Media

Media is a communication tool used to convey messages or information to an audience. Media can utilize various visual communication elements, such as text, images, photos, or videos. In an educational context, media plays a vital role in simplifying the delivery of complex material.

## 2.3. AIDA Method

The AIDA method is a communication approach designed to attract attention (Attention), build interest (Interest), create desire (Desire), and encourage action (Action) [8]. This method was initially used in marketing but has evolved into an effective strategy for various media, including educational animation. This approach aims to ensure that messages are delivered in a structured manner, allowing the audience to understand complex information more easily. In this research, the AIDA method is applied to ensure that the financial education message is effectively received by the audience through 3D animation.

## 2.4. Blender

Blender is open-source software designed for creating three-dimensional (3D) animations, visual effects, and video games. Blender is used in this research to produce an engaging and informative 3D animation tailored to the needs of remittance education. Blender provides a complete set of features, such as modeling, texturing, rigging, particle simulation, and rendering [9]. This software also supports post-production processes, such as video editing and compositing, making it ideal for supporting the development of educational animations. Initially developed by the Dutch animation company NeoGeo, Blender has grown into a widely used software tool around the world, by both professional animators and beginners. Blender allows users to design 3D animations with great flexibility, enabling its application in various fields, including education.

# 3. Research Methodology

## 3.1. Analysis

Based on the analysis and data collected, it was found that public understanding of digital remittance services is still quite low. A large portion of the public, especially new users, face difficulties in understanding the remittance process, such as high fees, lack of transparency, and procedures that are considered complicated. Current educational efforts are often still limited to traditional methods like brochures, seminars, or campaigns through print media, which are less engaging for the audience.

In designing a 3D animation as a financial education medium to improve public understanding of digital remittance services, the initial stage is designing the animation concept. This process involves determining the main message to be conveyed, selecting a visual style appropriate for the target audience, and preparing a script to structure the story's flow. This concept is then implemented in the form of creating relevant characters, objects, and environments using Blender software. This stage includes modeling, texturing, and rigging to provide visual detail and movement capabilities to the animation. This method aims to ensure that the educational message can be delivered effectively through four main steps: Attention, Interest, Desire, and Action. [10]

## 3.2. System Design

In the creation of this 3D financial education animation, the production process is carried out through three main stages: pre-production, production, and post-production. During the pre-production stage, the author writes the story script, designs the characters, and creates storyboard sketches. This stage aims to determine the story flow and the visual elements that will be used in the animation. The production stage involves technical processes such as modeling, texturing, lighting, animation, camera operation, and initial rendering. This process aims to produce the main visual elements that support the animation's narrative. During the post-production stage, visual effects are added, sound is recorded, final editing is performed, and the video is rendered to produce an animation ready to be delivered to the audience.

The animation's storyline focuses on a main character who faces difficulties in understanding traditional remittance services. Through the character's journey, it is explained how PT Topremit's digital remittance service can provide a fast, transparent, and easy-to-use solution. This story is designed to build an emotional connection with the audience while providing education related to digital remittance services.

## 3.3. Story Script

The story script serves as the main framework in the animation creation, guiding the author in systematically arranging a series of scenes. The following is the script developed for the 3D educational animation on finance and remittance at PT Topremit:

Opening Scene: Displays a city in Australia.

Scene 1: One day at a school in Australia, a child looks sad. It is the deadline for paying school fees, and he just realized he forgot to tell his mother in Indonesia.

Scene 2: The teacher approaches him and asks what is wrong. With a little anxiety, he explains that he has not paid the school fees—not because he cannot afford it, but because he forgot to tell his mother.

Scene 3: He immediately calls his mother in Indonesia, hoping for a quick solution before the payment deadline closes.

Scene 4: His mother picks up the phone right away. She is shocked and feels guilty for forgetting that the school payment deadline has arrived.

Scene 5: Without delay, she immediately heads to the nearest bank to send money abroad.

Scene 6: However, upon arriving at the bank, the queue for money transfers is very long. Time feels increasingly tight. She decides to go home to find another way.

Scene 7: At home, she meets her neighbor and shares her story. It turns out the neighbor has a solution: a money transfer application called Topremiit.

Scene 8: Without hesitation, she tries Topremiit. The process is fast, easy, and does not require leaving the house. Within minutes, the money is sent directly to her son's account in Australia.

Scene 9: Her son receives the funds just in time. He is relieved and can continue his days at school with a smile.

### 3.4. Character Design

Characters in animation have unique personalities, including strengths, weaknesses, behaviors, and distinctive habits. Figure 1 below shows the character design created by the author for the 3D educational animation on finance and remittance at PT Topremiit:

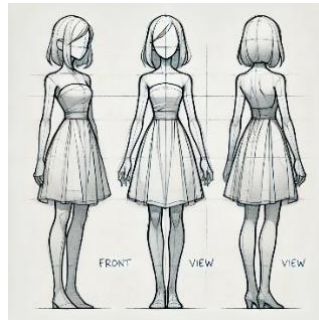


Fig. 1: Character Design

## 4. Results

The results of the design for the 3D animation video on finance and remittance at PT Topremiit are as follows:

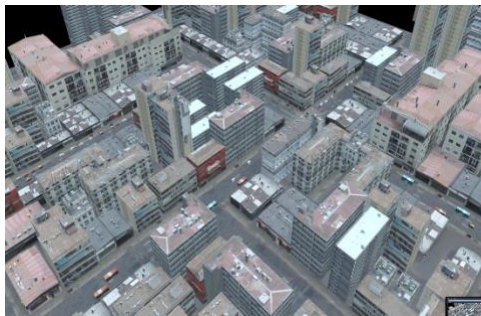


Fig. 2: Scane 1



Fig. 3: Scane 2



Fig. 4: Scane 3



Fig. 5: Scane 4

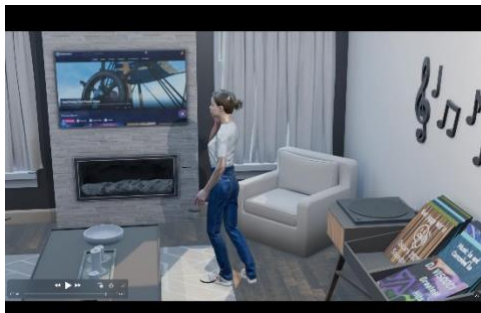


Fig. 6: Scene 5



Fig. 7: Scene 6



Fig. 8: Scene 7



Fig. 9: Scene 8



Fig. 10: Scene 9

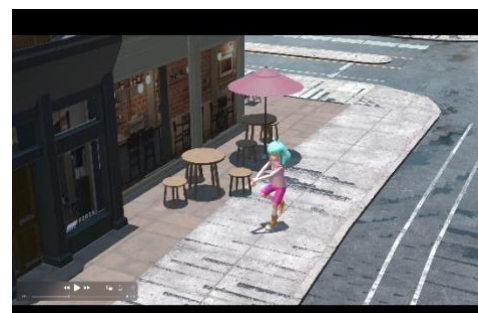


Fig. 11: Scene 10

## 5. Conclusion

Based on the discussion that has been outlined in the previous chapters, the author can conclude the following regarding the design of this student portal application:

1. The 3D educational animation video on finance and remittance at PT Topremi, created with cinematic elements, can provide a deeper emotional experience for the viewers.
2. The application of the AIDA method in the design of this 3D animation video can deliver a message that is conveyed in a structured manner.
3. This video has a duration of  $\pm 2$  minutes, effectively structured for digital distribution needs, such as social media or online education platforms, with a concise yet clear and communicative storyline.

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