

ABSTRACT

Nazryl Akmallul Ikhlas, 1604210065, 2025, Experimental Film "Tumbuh Dari Tetesan", Final Project: Visual Arts Program, Faculty of Creative Industries, Telkom University.

Saving is the act of regularly setting aside money to achieve future financial goals. However, the consumerist lifestyle common among Millennials and Gen Z, influenced by social media and low financial literacy, makes this habit difficult to build. This work is an experimental film, approximately five minutes in duration, using a visual exploration approach to reflect the importance of consistency, patience, and the value of accumulation in the saving process. Visual symbols such as dripping water, a leaking faucet, a piggy bank, and growing plants are used to convey meaning in a non-verbal and interpretative manner. This film aims to encourage the audience, especially the younger generation, to become more aware of the importance of developing sustainable financial habits.

Keywords: *Saving, Accumulation, Visual Exploration, Youth, Experimental Film*