

ABSTRACT

In the rapidly advancing digital era, the trend of Metaverse technology has emerged. Metaverse is a virtual environment accessed through digital platforms, where users interact using avatars. As a leading financial institution in Indonesia, PT. Bank Negara Indonesia (BNI) recognizes the potential of Metaverse in user experience and product promotion. BNI owns BNI Sarinah Properties, a strategic property aiming to be realistically and interactively presented in the virtual Metaverse world. In this context, the design of BNI Sarinah Properties' 3D modeling utilizes the Blender application with the prototype method as an approach. This involves iterative development, evaluation, and revision to create accurate and realistic 3D models. Blender, a versatile open-source software, is employed in this design. The accurate 3D model of BNI Sarinah Properties holds multi-purpose value, including visualizing the property for potential investors, customers, or visitors. Within the Metaverse environment, users can explore and experience the property virtually, providing a profound interactive experience. Through the prototype method approach, BNI aims to achieve an attractive and interactive visual representation of BNI Sarinah Properties. The utilization of Metaverse and Blender represents a strategic step to enhance user engagement and expand property promotion.

Keywords: 3D modeling, Metaverse, Blender, PT. Bank Negara Indonesia, BNI Sarinah Properties, prototype method.