

ABSTRACT

Indonesia is rich in natural and cultural resources, including exotic tourist destinations, nature reserves, and cultural heritage sites. Kebumen Regency in Central Java has significant tourism potential due to its natural beauty and historical wealth. However, the local government still faces challenges in marketing and promoting tourism.

Utilizing video technology, particularly YouTube, has become an effective solution for tourism promotion. Music videos that combine visual messages with song lyrics can raise awareness about Kebumen. It is hoped that the use of music videos will attract tourists by delivering messages in a repetitive and engaging manner.

The method used in this research is descriptive qualitative to collect data through interviews, questionnaires, and case studies. The process includes pre-production, production, and post-production stages. During pre-production, storytelling and storyboarding are developed. The production process involves activities such as song concept creation, lyric writing, music production, video editing, and audio and video mastering. The post-production process includes rendering.

The research output is a music video as the main medium, showcasing the diverse tourism beauty of Kebumen Regency. In addition to the main medium, supporting media are also provided to strengthen the campaign, including merchandise such as t-shirts, tote bags, tumblr bottles, stickers, video teasers, and thumbnails with consistent illustrations or key visuals to maintain a unified campaign theme for "Yuh Plesir Kebumen."

Keywords: Kebumen Tourism, Music Video, Yuh Plesir Kebumen