

ABSTRACT

The instability of human resource management that occurs in Indonesia has an impact on the less availability of job opportunities. Because of that, many of them then opened their own businesses (UMKM) thus opening up new jobs. thus, the human population and the availability of jobs slowly began to balance.

UMKM in Banyumas district are very lacking. Based on the results of the author's interview with Mr. Pujiyanto (Chairman of ASPIKMAS) that the problem was caused by many factors. Bela Beli Bangga Banyumas UMKM Products is a campaign program organized by ASPIKMAS and will be channeled through music videos. This campaign voices an invitation to Banyumas residents to be able to defend, buy, and be proud of Banyumas UMKM products.

This study uses descriptive qualitative methods to conduct interviews. Next is the pre-production, production and post-production processes, where the pre-production process includes storyscripts and storyboards. Production process includes song editing and video editing. The post-production process is rendering.

The output of this research is a music video campaign as the main media. The video campaign contains a recap of the ups and downs of UMKM actors which is packaged for the targeted audience of the younger generation, and produces supporting media in the form of posters, Instagram feeds and teaser videos to help disseminate information from the main media.

Kata Kunci: *Banyumas UMKM, music video campaign, Bela Beli Bangga, Awareness*