

ABSTRACT

The development of technology has made the art of Banyumas dance much forgotten and abandoned by the younger generation. The decline in the art of Banyumas dance is also due to the development of increasingly sophisticated technology, modern dance is also considered more fun among teenagers. Gadgets and foreign culture currently attract the attention of the younger generation more than the local culture itself, as the younger generation should be able to preserve traditional culture so that it does not sink and even get stolen by neighboring countries. Based on the explanation above, the author takes the title "Music Video as a Media for Banyumasan Dance Art Campaign". This research began because of the writer's concern for the local dance arts that have been abandoned by the younger generation in the area. Generation Z, aged between 12 and 26 years, needs to understand the importance of preserving regional culture in order to pass on and impart regional cultural teachings to the generations below them. This study uses descriptive qualitative methods to conduct interviews and quantitative to collect questionnaire data. 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 and finalizing the video. The output of this research is a music video as the main media. The music video contains a compilation of Banyumasan dances that are packaged for the targeted audience of the younger generation, and produces supporting media in the form of magazine books, posters, Instagram feeds, CD covers and teaser videos to help disseminate information from the main media.

Keywords: *Lengger Dance, Banyumasan Ebeg Dance, Music Video, Gen Z*