

ABSTRACT

Social Campaign Design of a Documentary Video About Business Actors Receiving Government Assistance For BLT UMKM

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The COVID-19 pandemic is still engulfing Indonesia, although since its appearance it is estimated that it has entered two years. If you look at the impact of this corona virus, it seems that this pandemic has caused a lot of negative impacts. Starting from a person's health being disturbed, the education system changing to being through a network, to a drastic decline in the economy. The corona virus is still a frightening specter especially if you have been exposed to the corona virus. Especially with the large population of Indonesia who has been exposed to COVID-19, this has made the government look for solutions to stop the spread of the corona virus from one person to another. And the solutions he found were through various programs such as PSBB (Large-Scale Social Restrictions), PPKM (Enforcement of Restrictions on Community Activities), WFH (Work from Home), and even Lockdown. This makes the Indonesian economy increasingly decline, especially the perpetrators of MSMEs (Micro, Small and Medium Enterprises). With these various programs, people are not allowed to leave their homes unless there is an important need. Business actors are increasingly affected by this policy, but the Government pays special attention to MSMEs by providing government assistance through the Ministry of Cooperatives and Small and Medium Enterprises to make the MSME BLT or BPUM program for MSMEs affected by the pandemic. However, there are still many who do not know about the existence of this assistance, nor do they know how to get the information. Social campaigns need to be held to convey this information to business actors so that they can improve and enhance the economy of their business.

Keywords: Covid-19, Government Policy, BLT UMKM

Libraries : 27

Publication Years : 2011 – 2022