

## **ABSTRACT**

Music videos also known as video clips, are short film or videos that accompany a wave of music or a song, modern video clips serve as a marketing tool to promote a record album. Performing arts performance art is one branch of art in today's contemporary era, performance art has a conceptual system that uses the body as its medium. Performance art was born when conventional art media such as painting, theater, dance, and music could not accommodate the creative ideas of artists. This type of art is one of contemporary forms of art that has an open nature to things that are new as critical in addressing a problem, and this art explores a lot by using new media, which makes this branch of art grow rapidly. Art is not branch of science that is certain, but art will always develop by following environmental conditions, social, political and developmental issues. So that it can be seen that the video clips have used performance art as its visual media. The creation of this work aims to be an issue of refreshment in the mining area of music video clips, performance art and video art.

Key words: Performance art, Music video clips