

ABSTRACT

This study aims to design an e-booklet as a digital promotional tool to introduce *Ketek Wisata*, a traditional boat tour along the *Musi* River in Palembang, South Sumatra. The problem addressed in this research is the lack of structured and informative promotional media, which has limited the public's awareness of *Ketek Wisata*. Using the Research and Development (R&D) method with the ADDIE (Analyze, Design, Develop, Implement, Evaluate) model, the research developed a bilingual (Indonesian-English) e-booklet containing tour routes, booking information, facilities, visuals, and interactive features. Data collection methods included interviews, observations, expert validations, and user questionnaires. The validation involved assessments from ten experts in the fields of content, language, copywriting, and multimedia, while the product testing involved 87 respondents using a questionnaire. The expert evaluations resulted in a score of 3.85 calculated using interval range formula, 4 Likert scales, which indicates an excellent rating, and the questionnaire results showed that respondents agreed the e-booklet was highly effective in terms of usability, design, content clarity, and user experience. In conclusion, the developed e-booklet successfully meets promotional needs and can be used as a practical tool to enhance the visibility of *Ketek Wisata* among local and international tourists.

Keywords: ADDIE model, digital promotion, e-booklet, *ketek wisata*, water tourism.