

ABSTRACT

This final report aims to develop a persuasive YouTube script to promote Kalea House, a unique cat café located in Palembang. The study employs the Research and Development (R&D) method based on the ADDIE model (Analysis, Design, Development, Implementation, Evaluation) as proposed by Branch (2009). The scriptwriting process was grounded in the theories of digital storytelling, which emphasized emotional engagement, clear narrative structure, and strategic language use for tourism promotion. The research utilized individual semi-structured interviews and non-participant observation for data collection. The participants included the café owner, a writing content and script content expert, and students from the Language and Tourism Department, who served as evaluators. Expected outcomes include a well-crafted YouTube promotional script that showcases Kalea House's unique appeal as a tourist destination in Palembang, including its cozy atmosphere, cat-friendly environment, and various menus. The script serves as a strategic communication tool that aims to increase the visibility of the cafe, attract local and international visitors, and promote Palembang's creative tourism scene. This final report highlights the role of persuasive storytelling and scriptwriting in digital tourism promotion, contributing to a broader understanding of content creation as a means of destination branding.

Keywords: Kalea House, Palembang, Script, Writing, YouTube.