ABSTRACT

This study aims to develop persuasive copywriting for a promotional video to enhance the visibility of the English Department at Politeknik Negeri Sriwijaya. By leveraging the AIDA (Attention, Interest, Desire, Action) framework and persuasive writing techniques, the project creates compelling scripts in both English and Bahasa Indonesia to attract prospective students and broader audiences. The study employed a qualitative descriptive approach and the Research and Development (R&D) method by Borg and Gall (1983). It focused on literature review, documentation, and interviews with four relevant experts who were chosen purposively: content, script, and language experts to refine its effectiveness. The gathered data were analyzed thematically. The findings showed that effective academic copywriting requires improving the hook to better capture interest, refining testimonials for clarity and emotional impact, enhancing the conclusion's emotional pull, adding urgency to the call to action, and improving flow with smoother transitions and clearer subheadings were also recommended. Technical corrections included avoiding colons in subheadings, adjusting capitalization, and italicizing foreign loanwords to meet linguistic norms. The expected outcome is a well-crafted promotional script that highlights the department's vocational focus, qualified lecturers, and international opportunities.

Keywords: Copywriting, Educational Branding, English Department Promotion, Promotional Script