

ABSTRACT

This final report explores the process of writing a YouTube script aimed at promoting Zainal Songket, a traditional textile business in Palembang. It used the Research and Development (R&D) method based on the ADDIE model. The ADDIE model consists of five stages: Analysis, Design, Development, Implementation, and Evaluation (Branch, 2009). Data were collected through interviews, observations, and documentation. The resulting YouTube script includes four main components: a title, an introduction, a main body, and a conclusion. The YouTube script entitled “Zainal Songket Weaving Palembang’s Heritage into Modern Elegance” serves as a promotional tool to enhance the visibility of Zainal Songket through digital media. By providing a structured and effective promotional narrative, the script enables vloggers to communicate the cultural and commercial value of Zainal Songket more effectively.

Keywords: script writing, YouTube, digital promotion, Zainal Songket, Palembang.