

ABSTRACT

This research was aimed at creating an e-booklet as a medium to promote *pindang*, a traditional Palembang dish in digital era. The product was developed using the 4D model (Define, Design, Develop, Disseminate) in Research and Development (R&D). The e-booklet script was designed using the AIDA (Attention, Interest, Desire, Action) writing model to ensure persuasive and engaging content, and the e-booklet development process utilized Bingham's (2023) steps. The development process began with needs analysis, literature review, observation, documentation, and interviews with language and design experts. The result is an e-booklet that combines a narrative containing informative content about *pindang* with visual elements of the Palembang region. Expert validation also supported the development of the final product. This e-booklet is expected to be a valuable product for culinary promotion, especially in the digital era.

Keywords: E-Booklet, *Pindang*, Palembang Cuisine, Culinary Promotion, 4D Model.