

## ABSTRACT

This study focused on creating an effective video copywriting for language programs at UPT Bahasa Polsri. It used a qualitative descriptive approach in creating the video copywriting in English and Indonesian versions and applied the Multimedia Development Life Cycle (MDLC) method of six stages: conceptualizing designing, collecting material, assembling, testing, and distributing. There were four participants (UPT Bahasa staff, writing expert, English grammar expert, and Indonesian Language expert) chosen purposively and treated as reviewers to develop the product. The data were collected by literature study and individual semi-structured interviews and analyzed by thematic analysis. The findings revealed that the content needed to be improved to better reflect the institutional identity and the insights from earlier interviews. Moreover, in its copywriting style, the formatting and structure were changed, and the nomenclature was formalized. The Indonesian language expert suggested eliminating repetitions, and clarifying institutional allusions for Indonesian version. Additionally, the English expert corrected the fluency and grammatical mistakes in English version. It is suggested to attract more students in the language programs, the script has to promote the facilities of the unit in varied ways.

**Keywords:** copywriting, English Grammar, language programs, Language and Tourism Department, proposal, script