

ABSTRACT

This research aims to write a persuasive promotional video script to promote Balaputra Dewa Museum. The study used is Research and Development (R&D) through the Plomp's (1997) model with five stages: (1) preliminary investigation, design, realization/construction, test, evaluation, and revision, and implementation. Data collection were conducted through observation and interviews. After conducting the first three stages, the video script titled "Discover the magic at Balaputra Dewa Museum" was successfully created. The video script consists of four sections; hook, introduction, content, and closing. Each section has narration and information about atmospheric components. This video script was validated by one content expert, two copywriting experts, and two linguistic experts to see the completeness and appropriateness of content with promotional objectives. The final version of the video script was then implemented by making a video. The video was validated by two multimedia experts to see its effectiveness as a promotional video. From all aspects of the assessment, the expert has rated it excellent and feasible to disseminate via YouTube.

Keywords: *Persuasive Writing, Plomp's R&D model, Promotional Video, Video Script.*