

## **ABSTRACT**

This research aims to develop a promotional video script to introduce Boekit Gandus as a tourism destination in Palembang. The study uses the Research and Development (R&D) method from Plomp (1997), which includes the stages of preliminary investigation, design, realization, evaluation, and revision. Data collection was conducted through literature study and interviews with the supervisor of Boekit Gandus. The script is organized with a hook, introduction, body, and conclusion structure. After receiving feedback from experts in content, scriptwriting, and English language, the script was revised and refined. The final product, a structured and engaging promotional video script, is expected to support future visual promotion efforts.

**Keywords:** Scriptwriting, Tourism Destination, R&D Method, Boekit Gandus, Promotional Video.