

ABSTRACT

This study aims to writing a video script both in Bahasa Indonesia and English for the ACCESS by KAI application, a mobile platform developed by PT Kereta Api Indonesia to enhance railway services in Indonesia. The study was designed in descriptive qualitative research and applied a Research and Development (R&D) method using Plomp's (1997) five-step model: Preliminary Investigation, Design, Realization, Testing & Evaluation, and Implementation. The data were collected through literature studies and semi-structured individual interviews with three experts in scriptwriting, English, and Bahasa Indonesia whom chosen purposively. The gained data were analysed using thematic analysis. The findings revealed that the experts' feedback significantly improved the script's clarity, engagement, and language accuracy, making it more appealing and easier to understand for a broad audience. It is suggested that future script development should continue to involve multidisciplinary collaboration to maintain content relevance, linguistic accuracy, and audience engagement.

Keyword: ACCESS by KAI, Application, Multidisciplinary Collaboration, Scriptwriting, Script Development