

ABSTRACT

This study was aimed to write a video script to promote Dulmuluk Theater, a traditional performing art from Palembang City. It used a R&D approach, adopting Plomp's (1997) research and development (R&D) method which included five steps: preliminary investigation, designing, realization/construction, testing, evaluation, revision, and implementation. There were four experts participate in this research: culture, scriptwriting, English, and Bahasa Indonesia whom selected through purposive sampling. The data were collected by literature review and individual semi-structures interviews and were analysed using thematic analysis. The findings revealed that to produce the informative script to promote Dulmuluk Theater, the experts suggested several revisions. The content expert corrected the establishment year, refining historical details, and adjusting several terms, and the scriptwriting expert revised regional terms, add cultural and character details, address gender roles, and social contex. The Indonesian language expert ensured consistent naming, punctuation, sentence structure and word choice. Also, the English expert improved grammar, sentence structure, consistency, and cultural clarity. It is suggested to develop the product into a short video or documentary through multimedia platforms with support from cultural experts and local institutions.

Keywords: Cultural Promotion, Dulmuluk Theater, Palembang, Traditional Art, Video Script.