

ABSTRACT

This final report aimed to develop a persuasive video script to promote Kopi16 Pro, a floating café in Palembang, as a unique culinary tourism destination. Employing a qualitative research approach, the study used interviews and autoethnographic reflection to gather rich, contextual data. The AIDA (Attention, Interest, Desire, Action) model and narrative persuasion theory were applied to structure the video copy in a way that was both emotionally engaging and action-driven. The research process followed Plomp's Research and Development (R&D) model, which included phases such as preliminary investigation, design, construction, validation, and implementation. The final output was a 2-minute bilingual video advertisement with Indonesian voice-over and English subtitles. The video emphasized sensory and emotional experiences to invite viewers into the café's unique atmosphere. Findings showed that combining narrative storytelling with structured marketing models could effectively capture and communicate the identity of local culinary destinations. The final product was expected to increase visibility and attract more visitors to Kopi16 Pro, and also serve as a reference for future tourism promotion projects using copywriting strategies.

Keywords: copywriting, video script, AIDA model, culinary tourism, floating café.