

ABSTRACT

This study aims to write a video script for Green Paradise Resort as a tourism destination in Pagar Alam, South Sumatra. The script is intended to promote the resort through digital media by highlighting its natural beauty, available facilities, and cultural appeal. This study is designed as descriptive qualitative research and applies the Research and Development (R\&D) method, following Plomp's (1997) five-step model: Preliminary Investigation, Design, Realization, Testing & Evaluation, and Implementation. Data were collected through literature studies, field observations, and interviews with professionals in tourism and media communication. The resulting script is expected to serve as an effective promotional tool that not only enhances public interest in Green Paradise Resort but also contributes to the broader effort of promoting local tourism. The development process provided the writer with practical experience in tourism-based media creation and strategic communication. It is hoped that this report can serve as a reference for students, tourism practitioners, and content creators in developing engaging promotional materials.

Keyword: video script, green paradise resort, tourism promotion, pagar alam.