

ABSTRACT

The purpose of this research is to find out how to write an e-booklet script about Musi Banyuasin Culinary. This study applies a qualitative descriptive design and the research and development (R&D) method by Plomp (1987). This model of R&D has five stages: (1) preliminary investigation, (2) design, (3) realization/construction, (4) testing, evaluation, revision and (5) implementation. The data were collected by literature study and individual semi-structured interviews to four experts. They were selected purposively to participate in revising the script in its content design, English, and Bahasa Indonesia. The gained data were analysed using thematic analysis. The findings revealed that to generate a proper e-booklet, the corrections from experts were in the cooking techniques and ingredients due to the original recipes. The improvement also needed in punctuation and word repetition both in Bahasa Indonesia and, English. Finally, the design corrected in the balance of images and text. The result of this study is an e-booklet containing the history, recipes and uniqueness of Musi Banyuasin cuisine, which aims to increase public awareness, appreciation and interest in Musi Banyuasin cuisine.

Keywords: e-booklet, Musi Banyuasin culinary, script, promote, writing